

Wilkes University Curriculum Committee

PROPOSAL SUBMITTAL FORM

Directions:

- Use this set of forms for all proposals sent to the Curriculum Committee.
- Pages 1-3 of this document are required. Any unnecessary forms should be deleted from the packet before submissions. If multiple forms are needed (course addition, course deletion, etc), simply copy and paste additional forms into this packet.
- Note that all new programs (majors and minors) and program eliminations must be reviewed and approved by the Provost and APC prior to submission to the Curriculum Committee. Significant program revisions must also undergo review and approval by the Provost. The Provost will determine if a significant proposal revision requires approval by the APC. Revisions to the General Education curriculum originate from the General Education Committee and must be reviewed and approved by the Provost.
- Completed (and signed) forms are due on the first Tuesday of every month. Submit one signed copy to the Chair of the Curriculum Committee.

1. Originator: **Marianne M. Rexer**
Finance, Accounting, Management (FAM)
Marianne.rexer@wilkes.edu X 4716

2. Proposal Title: Sports & Event Management Major

3. Check only one type of proposal: (double click on the appropriate check box and change default value to “checked”).

- ☒ New Program. (Major or Minor Degree Programs, Certificate Programs). This requires prior review and approval by the Provost and APC.
- ☐ Elimination of Program. (Major or Minor Degree Programs). This requires prior review and approval by the Provost and APC.
- ☐ Program Revision. Significant revisions to a program require review and approval by the Provost. The Provost determines if review and approval by APC is necessary.
- ☐ General Education Revision. Submissions only accepted from the General Education Committee (GEC). Must be reviewed and approved by the Provost.
- ☐ Creation of new departments, elimination of existing department. This requires prior review and approval by the Provost and APC.
- ☐ Course additions or deletions not affecting programs (such as elective courses, transition of “topics” courses to permanent courses).
- ☐ Change in course credit or classroom hours.
- ☐ Incidental Changes. Includes changes in course/program title, course descriptions, and course prerequisites. (Although these changes do require approval by the Curriculum Committee, they do not go before the full faculty for approval).
- ☐ Other (Specify)

4. Indicate the number of course modification forms that apply to this proposal:

___6___ Course Addition Form (plus syllabi)
_____ Course Deletion Form
_____ Course Change Form

5. Executive Summary of Proposal.

Briefly summarize this proposal. The breadth and depth of this executive summary should reflect the complexity and significance of the proposal. Include an overview of the proposal, background and reasoning behind the proposal and a description of how the proposal relates to the mission and strategic long-range plan of the unit and/or university. For incidental changes a one or two sentence explanation is adequate.

Insert Text Here...

The mission of the Jay S. Sidhu School of Business & Leadership is: The faculty of the Sidhu School commit to the development of our regional, national, and international students and alumni through: the practice of impactful teaching and mentoring; the understanding of emotional intelligence and entrepreneurial spirit; the growth of leadership potential; and their continued development to meet these challenging demands. Central to our programs and initiatives is the commitment to continuous program improvement and the development of programs and opportunities that add value to Wilkes University and its mission.

The foundation courses of the Sidhu school meet the mission guidelines with teaching, mentoring, emotional intelligence while sport & event management major courses encourage leadership growth, enhance the entrepreneurial spirit, and illustrate the need to adapt to the changing environment. The sport & event management major provides students with the opportunity to develop expertise in business management applied to the world of sport and recreation. As sports have evolved into an integral part of the American culture, the operations of sport programs have become more sophisticated and complex. Managers of sport programs and sport/recreational facilities must become familiar with the intricacies of sport/recreational activities and be effective as business professionals.

This program recognizes the entrepreneurial spirit is not solely contained in business and is a natural fit for a second major or minor to students in communication studies.

Given the management foundation courses already offered at Wilkes, this major can be developed with the addition of three new courses, one cross-listed course, and a new internship course.

6. Other specific information. (Not applicable for incidental changes.)

What other programs, if any, will be affected by this proposal? Describe what resources are available for this proposal. Are they adequate? What would be the effect on the curriculum of all potentially affected programs if this proposal were adopted? Include any potential effects to the curriculum of current programs, departments and courses.

In the fall of 2012, the Sidhu School expanded its degree offerings. Instead of offering a Business Administration Degree only, students could elect to major in Finance, Management, or Marketing. These additional majors did not substantially change the offering of courses, but it did increase the number of students searching and applying to our

school by 10%. In addition, the quality of students increased and the number of acceptances is 22% higher than in previous years. Adding a major that recruits tell coaches they are interested in studying can only increase the number of students searching our site even further.

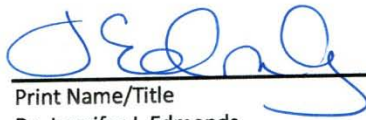
This program's electives encompasses one course being taught in communications (public relations), one course being taught in nursing (nutrition), and one course being taught in sociology (sociology of sport). The faculty in these courses have agreed to enlarge their sections to provide for students in this major or minor. The only potential downside is that a few students who are majoring in one of our other BBA programs would change to the Sport and Event Management major.

7. Program Outline. (Not applicable for incidental changes).

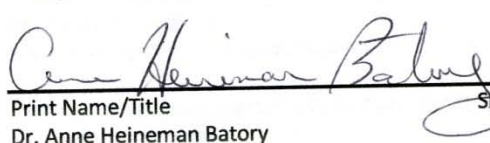
A semester-by-semester program outline as it would appear in the bulletin for a new program or any modified program with all changes clearly indicated.

(Attached)


- Signatures of involved Department chair(s) and Dean(s) indicate agreement with the proposal and that adequate resources (library, faculty, technology) are available to support proposal.
- If a potential signatory disagrees with a proposal he/she should write "I disagree with this proposal" and a signed statement should be attached to this submission.

 29 APR 2013

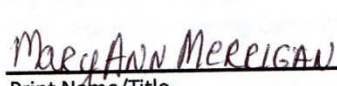
 Print Name/Title Signature Date
 Dr. Jennifer J. Edmonds
 Chair, Finance, Accounting and Management Department

 04/30/2013


 Print Name/Title Signature Date
 Dr. Anne Heineman Batory
 Chair, Entrepreneurship, Leadership Studies, and Marketing Department

 4/29/13


 Print Name/Title Signature Date
 Dr. Mark D. Stine
 Chair, Communication Studies Department

  4/30/2013

 Print Name/Title Signature Date
 Dr. Mary Ann T. Merrigan
 Chair, Nursing Department

 5/9/13

 Print Name/Title Signature Date
 Dr. Jeffrey R. Alves
 Dean, Jay S. Sidhu School of Business and Leadership

 6/4/13

 Print Name/Title Signature Date
 Dr. Linda A. Winkler
 Dean, College of Arts, Humanities and Social Sciences

Bert W. Graham 4/29/2013
Signature Date
Print Name/Title
Dr. Bernard W. Graham
Dean, Nesbitt College of Pharmacy and Nursing

Susan A. Hritzak 7/2/13
Signature Date
Print Name/Title
Ms. Susan A. Hritzak
Registrar

Terese M. Wignot 7/10/13
Signature Date
Print Name/Title
Dr. Terese M. Wignot
Interim Senior Vice President/Provost

(For new programs, program elimination, significant program revisions and revisions to the General Education curriculum.)

Provost should check here ☐ if this proposal is a program revision AND the significance of the revision requires review and approval of APC prior to Curriculum Committee.

Naomi Baker, APC Chair 8/27/13
Signature Date
Print Name/Title
Ms. Naomi Hatsfelt Baker
Chair, Academic Planning Committee

(For new programs, program elimination, and significant program revisions sent via the Provost. Signature indicates that the proposal has been reviewed and approved by APC.)

Dr. Karen Beth H. Bohan
Signature Date
Print Name/Title
Dr. Karen Beth H. Bohan
Chair, General Education Committee

(For revisions to General Education curriculum only. Signature indicates that the proposal has been approved by GEC.)

The following course sequence is recommended for students pursuing the **Bachelor of Business Administration degree in Sports & Event Management**.

1st Semester

BA 151 Integrated Management Experience I
 CS 115 Survey of Computers
 HST 101 Intro. Of the Modern World
 ENG 101 Composition
 FYE 101 First-Year Foundations
PPD 101 Personal and Professional Development I

2nd Semester

BA 152 Integrated Management Experience II
 COM 101 Public Speaking
MTH 101 or Higher level Mathematics
 Arts Distribution Requirement
 Humanities Distribution Requirement

3rd Semester

ACC 161 Financial Acct and Decision Making
 EC 101 Economics I
 MGT 351 Management of Organizations and People
 Humanities Distribution Requirement
 Science Distribution Requirement
PPD 201 Personal and Professional Development III

4th Semester

ACC 162 Managerial Acct and Decision Making
 EC 102 Economics II
 MGT 201 Sport & Event Administration
 MKT 325 Sport & Event Marketing
 BA 257 Mgmt Information Systems
 MGT 309 Business Correspondence and Reports

5th Semester

MGT 355 Facility & Event Mgt
 BA 353 Human Resource Management
 BA 319 Business Statistics
 BA 335 Law & Business
 FIN 340 Introduction to Finance
PPD 301 Personal and Professional Development V

6th Semester

Major Elective
 BA 337 Legal Aspects of Sport/Event Mgt
 MGT 354 Organizational Behavior
 BA 365 Wilkes' Prof Experience or Free Elective
 MGT 352 Production & Operations Management
 Science Distribution Requirement

7th Semester

Major Elective
 MGT 358 International Business
 Social Science Distribution Requirement
 BA 365 Wilkes' Prof. Experience or Free Elective
PPD 401 Personal and Professional Development VII

8th Semester

LDR 202 Advanced Leadership Theory & Practice
 BA 366 Internship
 Free Elective
 BA 361 Capstone

Bachelor of Bus. Admin.-Sports Event Mgt
2014-2015 Wilkes University Bulletin

SKILLS REQUIREMENTS

(13)

Must complete all of courses listed

- _____ ENG 101 (4)
- _____ FRF 101 (3)
- _____ COM 101 (3)
- _____ CS 115 (3)

AREA I THE HUMANITIES

(9)

Must complete all courses listed

- _____ ENG 120
- _____ HST 101
- _____ PHL 101 -or- Foreign Language _____

AREA II THE SCIENTIFIC WORLD

(6)

Must complete two of courses listed

- _____ BIO 105 / 121
- _____ CHM 105 / 115
- _____ EES 105 / 221 / 230 / 250 / 251
- _____ PHY 105 / 174 / 201

AREA III THE SOCIAL SCIENCES

(3)

Must complete one of courses listed

- _____ ANT 101
- _____ PS 111
- _____ PSY 101
- _____ SOC 101

AREA IV THE VISUAL & PERFORMING ARTS

(3)

Must complete one of courses listed

- _____ ART 101
- _____ DAN 100
- _____ MUS 101
- _____ THE 100

Free Electives

(3)

1. _____
2. _____

PERSONAL & PROFESSIONAL DEVELOPMENT

(4)

Must complete all courses listed

- _____ PPD 101 (1)
- _____ PPD 201/2 (1)
- _____ PPD 301/2 (1)
- _____ PPD 401 (1)

Name _____

WIN # _____

Date _____ Advisor _____

FOUNDATION COURSES

(21)

Must complete all courses listed

- _____ BA 151 (3)
- _____ BA 152 (3)
- _____ ACC 161 (3)
- _____ ACC 162 (3)
- _____ EC 101 (3)
- _____ EC 102 (3)
- _____ MTH 101/higher (3)

Transfer students take BA 153 + ENT 252

CORE COURSES

(24)

Must complete all courses listed

- _____ MKT 325 (3)
- _____ MGT 351 (3)
- _____ BA 335 (3)
- _____ BA 319 (3)
- _____ MGT 354 (3)
- _____ FIN 340 (3)
- _____ MGT 358 (3)
- _____ BA 361 (3)

SPORTS MGT MAJOR COURSES

(21)

Must complete all courses listed

- _____ BA 257 (3)
- _____ Mgt 352 (3)
- _____ LdR 202 (3)
- _____ BA 337 (3)
- _____ MGT 355 (3)
- _____ MGT 201 (3)
- _____ MGT 309 or COM 260 (3)

Sports Mgt Elective Courses

Must complete four of the following courses

- | | |
|-------------------------|------------------|
| _____ COM 302 | _____ Soc 261 |
| _____ Selling (Mkt 326) | _____ HR MGT 353 |
| _____ Ent 398 | _____ NSG 200 |
| _____ Com 303 | _____ Mgt 352 |

EXPERIENTIAL COURSE

(6)

Must complete all courses listed

- _____ BA 365 (Wilkes) (3)
- _____ BA 366 (3)

Credits required for graduation 125

**Wilkes University Curriculum Committee
COURSE ADDITION FORM**

1. Course Title: **Legal Aspects of Sport and Event Management**
2. Course Number: BA 337
Coordinate with Registrar to insure course number is available
3. Total Course Credit Hours: 3 _____
Classroom Hours 3 _____ Lab Hours _____ Other _____
4. Course Prerequisites: BA 335
5. Course Description (as proposed for the Bulletin): **Course descriptions provide an overview of the topics covered. If the course is offered on a scheduled basis, i.e. every other year, or only during a set semester, note this in the description. Course descriptions should be no more than two to three sentences in length.**

Introduces legal issues that confront contemporary organized athletics and sports management. Specific topics which are highlighted include impact of antitrust laws; personal services contracts; labor law; injury and liability; franchise and transfer rules, and tax aspects. Examines the role of legal services within sports organizations and in individual athlete representation. (offered in the spring)

Required Documentation:

Proposed Syllabus **Attach proposed syllabus immediately after this document. In some situations the official syllabus may contain information which is beyond the review needs of the Curriculum Committee (such as extensive rubrics, etc). It is permissible to attach an abbreviated syllabus. In general, syllabi (whether full or abbreviated) should contain the following information: Course Title, Course Number, Credit hours, Faculty Information (name contact information, office hours), Course Description, Course Outcomes or Objectives, Assessment (grading) informations, required texts (or other things such as tools, software, etc), pertinent policies and a proposed schedule of topics.**

BA 337
Legal Aspects of Sport and Event Management
Jay S. Sidhu School of Business & Leadership
Wilkes University
Fall 2014

Marianne M. Rexer, Ph.D.
Breiseth 216
X 4716
rexer@wilkes.edu
Office Hours: M-W 1:00 – 3:00; R 1:00 – 2:00
and by appt.

Course Objectives:

Content:

Introduces legal issues that confront contemporary organized athletics and sports management. Specific topics which are highlighted include impact of antitrust laws; personal services contracts; labor law; injury and liability; franchise and transfer rules, and tax aspects. Examines the role of legal services within sports organizations and in individual athlete representation.

Competency:

- Identify and apply various areas of law to the sport industry
- Have a fundamental understanding of the court system and how legal issues are decided
- Become familiar with contract law and how it is utilized in sport
- Understand the principals of tort liability, especially in the area of negligence
- Become familiar with agency law
- Provide examples of how constitutional law impacts sport management decisions
- Will be informed and sensitive to sex discrimination issues
- Understand how antitrust laws protect the business sector through regulation to control private economic power
- Will understand collective bargaining agreements as a component of labor law, which is pertinent to sport.

Materials:

Yasser, McCurdy, Goplerud & Weston, SPORTS LAW: CASES & MATERIALS (7th ed. Lexis 2011).

Prerequisites: Junior or Senior Standing

Grading:

Exams (2)	50%
Projects (2)	30%
Paper	15%

Note to Students: Please feel free to email me with any problems you incur while taking this course.

Assigned Readings:

Students are responsible for all assigned readings. Questions will be posed (and we will have in-class dialogues) pertaining to the readings. Students will be asked to provide content to all class discussions.

Paper

In order to allow students to explore in great depth a particular issue or area of interest in sports law, you are to write a 15-18 page research paper on the sports law subject of your choice. Your topic selection must be provided to me by the February 15 and the paper is due on May 1.

Projects – Important Information and Instructions:

Small Group Project- Case Study You may choose any case that interests you and pertains to sport or event management. However, I must approve the case. You will work in groups of 3-4. You must provide a written synopsis of the case and also present it to the class. The written paper should include:

1. A brief overview of the facts of the case- entitled **Facts 20 pts.**
2. The primary questions of law that the court is trying to answer entitled **Issues 10 pts.**
3. The decision of the court and any previous decisions if the case had previously been appealed- entitled **Holding 10 pts.**
4. The rationale for the court's decision- entitled **Reasoning 20 pts.**
5. Your reactions/opinions to the case and the court's decision- entitled **Reaction 10 pts.**
6. Implications that this case has on future sport management professionals- entitled **Implications. 20 pts.**

Additional 10 Pts. For Professionalism of Paper (spelling, grammar, neatness, etc.)

The written paper should be 2-4 pages long, typed, and double-spaced. The oral presentation (informal and ungraded) should be 2-4 minutes long and highlight the above topics. This will be due the week after spring break.

The oral presentation (informal and ungraded) should be 2-4 minutes long and highlight the above topics.

Large Group Project- Risk Management

As a culminating project this semester, you will get into groups of 6-7. Together you will choose a sport organization for which to write up a risk management plan. You will use all of the knowledge that you have gained from the entire course to come up with a notebook of strategies, forms, and policies which will help your organization to PREVENT and protect itself from legal problems before they happen. We will spend a few days sharing these with each other, however, there will be no formal presentation of the information (because there will be too much of it to display or get through in a class period).

Difficulty with course material: It is the student's responsibility to ask questions in class. If questions or comments (such as "I don't understand") are not made, it is assumed that the student understands the material. Any question related to course material will be discussed in class, or during office hours, to the student's satisfaction.

Academic Policy – The academic regulations set forth in the Wilkes University *2012 – 2013 Student Handbook* will apply in this course. They deal with matters that include plagiarism, collusion, cheating, computer usage, class attendance/late policies, cellular phones and pagers, required texts/readings, and classroom behavior. The consequences of violations also are indicated in the *Handbook* and will be enforced.

Of particular note are the sections entitled:

Intellectual Responsibility and Plagiarism which states, in part, "At Wilkes the faculty and the entire University community share a deep commitment to academic honesty and integrity. The following are considered to be serious violations and will not be tolerated:

1. Plagiarism: the use of another's ideas, programs, or words without proper acknowledgement
2. Collusion: improper collaboration with another in preparing assignments, computer programs, or in taking examinations
3. Cheating: giving improper aid to another, or receiving such aid from another or from some other source;" (Handbook page 77)

Class Attendance, which states, in part, "Attendance at all classes is expected. Repeated absence is deemed a sufficient cause for failure" (Handbook page 81). Any absences in excess of three, whether they are excused or not, will adversely affect your grade; If a student has more than 3 absences, their grade will be reduced to the next lower level. More than 6 absences will result in a full letter grade reduction.

It is the student's responsibility to be in class on time. The student, when late, has the responsibility of informing the professor of their lateness in order to remove an absence from their record. However, a late attendance is considered 1/2 of an absence.

Cellular Phone and Pager Policy, which states "To provide an optimum environment for learning, all cellular phones and pagers must be kept on silent alert (vibration or visible flash) while in the classroom, laboratory, or studio. Any calls must be answered outside the classroom" (Handbook page 82).

Accommodation Information: Please discuss your need for special considerations in terms of testing, note-taking, or other accommodation with your instructor as soon as possible.

Cheating: Anyone caught cheating on homework or tests will be given a grade of 'F' for the course. Cheating includes logging on for assignments (homework or tests), not completing the test in the time required, and logging on AGAIN to complete the test within the 60 minutes. The computer will track this information.

Difficulty with course material: It is the student's responsibility to ask questions. If questions or comments (such as "I don't understand") are not made, it is assumed that the student understands the material. Any question related to course material will be discussed via email, or via telephone, to the student's satisfaction.

NOTE: Each student has a Wilkes account and a Wilkes user ID. This is the address to use when sending emails. Students often change their address & it is difficult for the class to keep changing the mailing list. Therefore, students who do not use their Wilkes account should forward their email from their Wilkes account to whatever service they are using. Directions for forwarding your emails are available from <http://www.wilkes.edu>

TOPICAL OUTLINE

- I. The Anatomy of League Decision Making and its Limits
 - A. Antitrust limitations to league authority
 - 1. Sections 1 and 2 of the Sherman Act
 - 2. State counterparts to the Sherman Act
 - 3. Rule of reason analysis
 - a. per se category
 - b. lesser restrictive alternatives
 - 4. Flood v. Kuhn and baseball's exemption from antitrust law
 - B. League housekeeping
 - 1. Control of playing facilities
 - 2. Control of franchise
 - 3. Control of players
 - 4. Control of media
 - 5. Merger with competitors
 - 6. Tying contracts
 - 7. Eligibility rules
 - 8. Disciplinary rules
 - 9. Player draft
 - 10. Cross-ownership bans
 - C. Authority of league commissioners
 - 1. Genesis of authority
 - 2. Limits to authority
- II. Collective Bargaining in Professional Sports
 - A. Collective bargaining
 - 1. Collective bargaining paradigm under the NLRA
 - 2. Jurisdiction and authority of the NLRB
 - 3. History of collective bargaining in sports
 - 4. Collective bargaining models
 - a. NBA model
 - b. MLB model
 - c. NFL model
 - 5. Duty to bargain in good faith
 - a. mandatory conditions
 - b. permissive conditions
 - 6. Management's tools
 - 7. Union's tools
 - 8. Recurring issues
 - a. money

- b. player mobility
 - c. security
 - d. retirement
 - e. draft
 - f. free agency compensation
 - B. Labor exemption to application of antitrust law
 - 1. Statutory
 - 2. Non-statutory
 - C. Baseball's exemption from antitrust law revisited
- III. Enforcing the Sports Contracts
 - A. Contract Law and the creative use of the injunction
 - 1. Requirements for injunctive relief
 - 2. Tortious interference with contract
 - B. Grievance procedures
 - 1. MLB model
 - 2. NBA model
 - 3. NFL model
 - C. Limits to enforcement of arbitration clauses in player contracts
 - D. Limits to arbitration
- IV. Representing the Professional Athlete
 - A. The functions of a player agents
 - B. Statutory limits on player agents
 - C. Ethics and the player agent
 - D. Registration as player agent
 - E. Resolution of disputes between player and agent
 - F. The duties of a player agent
- V. Negotiating Sports Contracts
 - A. The art and science of negotiations and negotiation theory
 - B. Negotiating the player-team contract
 - 1. Uniform provisions and clauses
 - 2. The collective bargaining agreement
 - C. Usual and unusual clauses
 - 1. Salary structure
 - 2. Timing of salary payments
 - 3. Signing or reporting bonuses
 - 4. Roster bonus
 - 5. Incentive and honor bonuses
 - 6. Salary guarantees
 - 7. Fringe benefits
 - 8. Trade or no-trade provisions
 - 9. Injury provisions
 - 10. Options
 - 11. Personal conduct provisions
 - 12. Loans
 - 13. Cars
 - 14. William Perry provision
 - 15. Spring training invitation
 - 16. Some wild ones!!!
 - D. Leverage in negotiations
 - E. Negotiating the endorsement contract
- VI. The College's Relationship with its Student Athletes

- A. The genesis of the relationship
 - 1. Contractual relationship.
 - 2. Conditional gift.
- B. Definitions of amateur status
 - 1. NCAA definition.
 - 2. Olympic definitions.
 - 3. Factors resulting in loss of amateur status.
- C. Application of workers' compensation laws
 - 1. Is the scholarship athlete an employee of the institution?
 - 2. Right to control test.
 - 3. Nature of work test.
 - 4. Restatement (second) agency test.
 - 5. Repercussions of employee status.
- D. Catastrophic injuries and insurance requirements
- VII. Drug Testing in Amateur and Professional Sports
 - A. Federal law view
 - 1. Unlawful search or seizure.
 - 2. Invasion of privacy.
 - 3. Procedural due process.
 - 4. Substantive due process.
 - 5. Equal protection concerns.
 - B. State law view
 - 1. Challenges under State constitution.
 - 2. Broader rights.
 - C. Methodology
 - 1. Who is conducting the testing?
 - 2. Why is testing being done?
 - 3. Who is being tested?
 - 4. How is the test administered?
 - 5. What types of drugs are students being tested for?
 - 6. What happens if a student fails?
 - 7. What procedures are employed to challenge affirmative drug test results?
 - D. Professional athletes and matter of collective bargaining
 - 1. Is drug testing a mandatory condition?
 - 2. Non-union players
- VIII. The Regulation of Amateur Sports
 - A. Constitutional issues, that is, the requirement of state action
 - 1. NCAA v. Tarkanian
 - 2. Defrantz v. USOC
 - B. Law of private associations as a limit to sports regulation
 - 1. Not a powerful plaintiff's tool
 - 2. Has the association violated its charter, constitution, or bylaws, or otherwise engaged in wholly arbitrary or unreasonable conduct?
 - C. The NCAA
 - 1. The structure of the NCAA
 - 2. NCAA power and authority
 - 3. Processing of an NCAA infractions case
 - 4. Role of attorney and institution in responding to alleged NCAA violation
 - 5. Who is ultimately responsible to NCAA?
 - 6. Who does NCAA attempt to regulate?
 - a. athletes

- b. coaches
 - c. institutions
 - d. boosters
 - D. Regulations regarding recruitment
 - E. Eligibility
 - 1. Amateur status revisited
 - 2. Limits on eligibility
 - 3. Unscrupulous agents and screening
 - 4. Freshman eligibility and Proposition 48
 - 5. Transfer rules
 - 6. Misconduct and grooming rules
- IX. Sexual Discrimination in Amateur Athletics
 - A. Equal protection
 - 1. Is sex a suspect class?
 - 2. What is the appropriate test under the equal protection clause?
 - B. Title IX
 - 1. Is the athletic department bound by Title IX?
 - 2. Is the school in compliance with Title IX?
 - 3. What remedial action has been, or could be, taken?
 - 4. Is there a private cause of action?
- X. Antitrust and Amateur Sports
 - A. NCAA sanctions against colleges and universities
 - B. Television contracts
 - C. NCAA v. University of Oklahoma
- XI. Baseball Salary Arbitration
 - A. The history of the quagmire -- the reserve clause
 - B. Free agency
 - C. Arbitration on salary matters -- "final offer" paradigm
 - D. Case study and arbitration presentation
- XII. Intellectual Property Issues in Professional Sports
 - A. Licensing
 - B. Ambush marketing

WEEKLY ASSIGNMENTS

1. Read Preface and chapter 10 (public financing of stadiums, revenue sources)
2. Read chapter 10 (stadium leasing, facilities management and risk assessment)
3. Read chapter 15 (drug testing)
4. Read chapter 1 (legal relationships in amateur sports)
5. Read chapter 2 (amateur sports associations, rules, eligibility)
6. Read chapter 3 (gender equity)
7. Exam 1
8. Small group project & Read chapter 4 (amateur sports and antitrust law)
9. Skim chapter 5 (we will not work problems in class) (league decision making and commissioner powers)
10. Read chapter 6 (labor relations in professional sports)
11. Read chapter 7 (enforcement of sports contracts)
12. Read chapter 8 (sports agents)
13. Read chapter 9 (negotiation sports contract)
14. Large group project.

* The outline & assignments provide a general plan for the course, deviations may be necessary.

**Wilkes University Curriculum Committee
COURSE ADDITION FORM**

1. Course Title: Sport Facility & Event Management
2. Course Number: ____MGT 355_____
 Coordinate with Registrar to insure course number is available
3. Total Course Credit Hours: _3_____
 Classroom Hours_3_____ Lab Hours_____ Other_____
4. Course Prerequisites: MGT 351 and Junior standing
5. Course Description (as proposed for the Bulletin): **Course descriptions provide an overview of the topics covered. If the course is offered on a scheduled basis, i.e. every other year, or only during a set semester, note this in the description. Course descriptions should be no more than two to three sentences in length.**

Insert Text Here...

This course provides students with an understanding of the complexity involved in sport facility and event management. Sport facility management includes a variety of activities such as planning and designing a sports facility, staff management, facility marketing, developing revenue streams, and facility scheduling and operating. Sport event management consists of identifying goals of the event and coordinating people in the organizations involved to achieve those goals with the resources available. (Offered in the fall)

6. Required Documentation:

Proposed Syllabus **Attach proposed syllabus immediately after this document. In some situations the official syllabus may contain information which is beyond the review needs of the Curriculum Committee (such as extensive rubrics, etc). It is permissible to attach an abbreviated syllabus. In general, syllabi (whether full or abbreviated) should contain the following information: Course Title, Course Number, Credit hours, Faculty Information (name contact information, office hours), Course Description, Course Outcomes or Objectives, Assessment (grading) informations, required texts (or other things such as tools, software, etc), pertinent policies and a proposed schedule of topics.**

MGT 355
Sports Facility and Event Management
Jay S. Sidhu School of Business & Leadership
Wilkes University
Fall 2014

Marianne M. Rexer, Ph.D.
Breiseth 216
X 4716
rexer@wilkes.edu
Office Hours: M-W 1:00 – 3:00; R 1:00 – 2:00
and by appt.

Course Objectives:

Content:

This course provides students with an understanding of the complexity involved in sport facility and event management. Sport facility management includes a variety of activities such as planning and designing a sports facility, staff management, facility marketing, developing revenue streams, and facility scheduling and operating. Sport event management consists of identifying goals of the event and coordinating people in the organizations involved to achieve those goals with the resources available.

Competency:

- * Understand the role of facilities and event management in the sport and entertainment industry.
- * Differentiate between and understand both private and public management of facilities and events
- * Have a basic and cursory knowledge and understanding of all operating departments within facilities and event management (e.g., marketing, sales, box office, event operations, and risk management).
- * Become familiar with facility booking strategies.
- * Understand crowd management and control at collegiate and professional sports.
- * Become familiar with various methods of financing facilities and events.
- * Understand how sport and entertainment events can also cultivate social responsibility.
- * Examine the collegiate game-day event spectacle (including football bowl games).

Sensitivity:

- * Appreciate the relationships between varied constituencies in and around facilities and events

Materials:

Ammon, Robin Jr., Southall, Richard, & Nagel, Mark. *Sport Facility Management: Organizing Events and Mitigating Risks* (2nd ed. 2010). ISBN: 1935412078

Solomon, Jerry. *An Insider's Guide to Managing Sporting Events* (2002). ISBN: 9780736031080

Grading:

Exams (2)	30%
Project	25%

Presentations	20%
Career Development Assignment	15%
Participation/evaluation of other teams	10%

Note to Students: Please feel free to email me with any problems you incur while taking this course.

Assigned Readings:

Students are responsible for all assigned readings. Questions will be posed (and we will have in-class dialogues) pertaining to the readings. Students will be asked to provide content to all class discussions.

Student Team Presentations for Textbook Chapters

Students will be assigned to a team, and will be required to present a PowerPoint slideshow for one of the chapters in each of the two primary course textbooks. Each student team will be expected to present on the reading due date for the corresponding textbook chapter.

Each team will be expected to present the chapter material in an informative, professional and creative PowerPoint presentation consisting of no more than **eight slides** and lasting **ten - twelve minutes**. The instructor may further reduce the time limit and may alter the format for certain team presentations.

Students are not permitted to use note/flash cards during presentations. Become experts on the material and become prepared for presentations after graduation.

Students are strongly encouraged to apply the substantive textbook topics to two or three current issues in facility and event management. Do not simply cover the textbook contents, and make sure the presentation is enlightening and engaging.

Each team is required to incorporate a relevant and appropriate —YouTube|| video into their presentation; the video cannot exceed two minutes in length. Be professional at all times.

Each team must bring a paper copy of their presentation slides to class on the team's scheduled date to present to the rest of the class.

Each team is required to create and present one multiple choice question as well as one true/false question as a part of the team's presentation. Each team is required post two questions to the LIVE site before the class period on which the group is scheduled to present their chapter to the rest of the class. The instructor *may* choose to use one of the team's two questions for inclusion on the exam. Please make sure that the questions you create are challenging, thought-provoking and relevant to the course material.

Each team must have at least one team member bring the presentation to class when the team is scheduled to present. One of the team members must load the presentation to the classroom computer before class begins.

All students are responsible for reading every assigned chapter in the two primary course textbooks, not just the chapters they present.

Student teams should be prepared to present assigned textbook chapters one class period before (and one class period after) the date listed below in the course schedule for a particular textbook chapter.

Project – Important Information and Instructions:

Students will be divided into groups and simulate the management of a golf tournament. Each team will create a 15 - 18 minute presentation simulating a work experience in each of the assigned areas. Students are expected to develop a simulation to which they will “pretend” to work, relate course material to the experience, and discuss career applications in each of the assigned areas. Below are the list of the six groups and the assigned area:

Group #1: Event Operations and Logistics

Group #2: Tournament Registration and Management

Group #3: Event Marketing and Promotion [Materials and Strategy]

Group #4: Sponsors and Donors [Database and Marketing]

Group #5: Gift Bag Items, Auction Items and Prizes [Database and Silent Auction]

Group #6: Planning for Future Years [Rebranding: Family Theme & New Location]

Career Development Assignment – Important Information and Instructions:

Find interviews with individuals having some sports management occupation. Please select two responses from interviewees (i.e., sports business leaders) that you find to be the most informative, inspiring and/or meaningful. Write a two page explanation for each response you select. Be sure to apply the response to what you have learned about in your core courses at Wilkes (accounting, law, management, finance, marketing, organizational behavior, productions – operations management). Also apply the responses you select to your personal goals and career aspirations. After completing the first part of this, create ten new questions that you would ask a sports business leader if you were asked to write a second edition of the book.

Difficulty with course material: It is the student’s responsibility to ask questions in class. If questions or comments (such as “I don’t understand”) are not made, it is assumed that the student understands the material. Any question related to course material will be discussed in class, or during office hours, to the student’s satisfaction.

Academic Policy – The academic regulations set forth in the Wilkes University *2012 – 2013 Student Handbook* will apply in this course. They deal with matters that include plagiarism, collusion, cheating, computer usage, class attendance/late policies, cellular phones and pagers, required texts/readings, and classroom behavior. The consequences of violations also are indicated in the *Handbook* and will be enforced.

Of particular note are the sections entitled:

Intellectual Responsibility and Plagiarism which states, in part, “At Wilkes the faculty and the entire University community share a deep commitment to academic honesty and integrity. The following are considered to be serious violations and will not be tolerated:

1. Plagiarism: the use of another’s ideas, programs, or words without proper acknowledgement
2. Collusion: improper collaboration with another in preparing assignments, computer programs, or in taking examinations
3. Cheating: giving improper aid to another, or receiving such aid from another or from some other source;” (Handbook page 77)

Class Attendance, which states, in part, “Attendance at all classes is expected. Repeated absence is deemed a sufficient cause for failure” (Handbook page 81). Any absences in excess of three, whether they are excused or not, will adversely affect your grade; If a student has more than 3 absences, their grade will be reduced to the next lower level. More than 6 absences will result in a full letter grade reduction.

It is the student’s responsibility to be in class on time. The student, when late, has the responsibility of informing the professor of their lateness in order to remove an absence from their record. However, a late attendance is considered 1/2 of an absence.

Cellular Phone and Pager Policy, which states “To provide an optimum environment for learning, all cellular phones and pagers must be kept on silent alert (vibration or visible flash) while in the classroom, laboratory, or studio. Any calls must be answered outside the classroom” (Handbook page 82).

Accommodation Information: Please discuss your need for special considerations in terms of testing, note-taking, or other accommodation with your instructor as soon as possible.

Cheating: Anyone caught cheating on homework or tests will be given a grade of ‘F’ for the course. Cheating includes logging on for assignments (homework or tests), not completing the test in the time required, and logging on AGAIN to complete the test within the 60 minutes. The computer will track this information.

Difficulty with course material: It is the student’s responsibility to ask questions. If questions or comments (such as “I don’t understand”) are not made, it is assumed that the student understands the material. Any question related to course material will be discussed via email, or via telephone, to the student’s satisfaction.

NOTE: Each student has a Wilkes account and a Wilkes user ID. This is the address to use when sending emails. Students often change their address & it is difficult for the class to keep changing the mailing list. Therefore, students who do not use their Wilkes account should forward their email from their Wilkes account to whatever service they are using. Directions for forwarding your emails are available from <http://www.wilkes.edu>

Tentative schedule

- 27-Aug Introduction by instructor and students
Syllabus overview (including brief summary of assignments):
- 29-Aug Career Development Assignment

	Discussion of project
	Textbook chapter presentation teams (will be finalized after add/drop date)
31-Aug	In-class Activity: Discussion of sport events attended by each student: Student memories of event? Facility? Spectators? Memorabilia? Bowl Championship Series (BCS) Case Study (from a business and financial—not a fan—perspective)
3-Sep	Labor day - no class
5-Sep	In-class Discussion: The Art of Executing an Event What is an event? How do you measure the success of an event? What role does ritual and tradition play in the process of event? Expectations and responsibilities for HTC Project
7-Sep	Student Team Chapter Presentations based on Insider Guide to Managing Sporting Events (2002) Chapter 1: Creating an Event
10-Sep	Student Team Chapter Presentations: Managing Sporting Events Chapter 2: Developing the Budget
12-Sep	Chapter 3: Location, Location, Location Chapter 4: Finding Your Sponsor
14-Sep	Student Team Chapter Presentations: Managing Sporting Events Chapter 5: Getting in Touch With Your Customers
17-Sep	Student Team Chapter Presentations: Managing Sporting Events Chapter 6: Working With Your Participants
19-Sep	Chapter 7: Your Television Options
21-Sep	Student Team Chapter Presentations: Managing Sporting Events Chapter 8: Time to Play
24-Sep	Epilogue
26-Sep	Career Development Updates
28-Sep	SFM: Chapter 1: Introduction
1-Oct	SFM: Chapter 2: Sport Event Operations: The Nexus of Sport Event and Facility Management
3-Oct	SFM: Chapter 3: Construction and Finance
5-Oct	Exam 1
8-Oct	SFM: Chapter 4: Public Subsidies
10-Oct	SFM: Chapter 5: Revenues and Expenses
12-Oct	Fall break
15-Oct	SFM: Chapter 6: Americans with Disability Act (ADA) Requirements Due: Career Development Assignment Students share lessons learned from this assignment (one minute each)
17-Oct	SFM: Chapter 7: Hiring Personnel
19-Oct	SFM: Chapter 8: Contracts Introduction to Risk Management Concepts Regarding Sport Events & Facilities
22-Oct	SFM: Chapter 9: Risk Management
24-Oct	SFM: Chapter 10: Premises Liability and Negligence
26-Oct	Work on Projects. No Class - sorry!
29-Oct	Student Team Chapter Presentations: Sport Facility Management SFM: Chapter 11: Crowd Management

31-Oct	
2-Nov	Status Updates and Presentations on Project
5-Nov	Student Team Chapter Presentations: Sport Facility Management SFM: Chapter 12: Medical Emergency and Evacuation Plans
7-Nov	
9-Nov	Student Team Chapter Presentations: Sport Facility Management SFM: Chapter 13: Alcohol Management
12-Nov	
14-Nov	Exam
16-Nov	Student Team Chapter Presentations: Sport Facility Management SFM: Chapter 14: Food Service Management
19-Nov	
21-Nov	Thanksgiving break
23-Nov	Thanksgiving break
26-Nov	Student Team Chapter Presentations: Sport Facility Management Chapter 15: Ticketing and Box Office Management
28-Nov	
30-Nov	Event and Facility Management: New Trends in the 21st Century
3-Dec	Exam
5-Dec	Due: Executive Project Summary
7-Dec	Student Group Project Presentations
10-Dec	Student Group Project Presentations
Final	Class SWOT Analysis on Project Reflection and Expression by Students

**Wilkes University Curriculum Committee
COURSE ADDITION FORM**

1. Course Title: Sport and Recreation Management
2. Course Number: MGT 201
Coordinate with Registrar to insure course number is available
3. Total Course Credit Hours: 3
Classroom Hours 3 Lab Hours Other
4. Course Prerequisites: BA 152 or permission of instructor
5. Course Description (as proposed for the Bulletin): **Course descriptions provide an overview of the topics covered. If the course is offered on a scheduled basis, i.e. every other year, or only during a set semester, note this in the description. Course descriptions should be no more than two to three sentences in length.**

This Sport and Recreation Management course provides an overview of the sport and recreation industry. The course examines the principles of entertainment management in high school, professional, collegiate, and Olympic sport. A primary focus of the course will be on the business of collegiate and professional sport. The course will also focus on the application of business topics discussed in class and business content from assigned readings, along with perspectives from sport and entertainment business professionals. (offered in the spring)

6. Required Documentation:
Proposed Syllabus **Attach proposed syllabus immediately after this document. In some situations the official syllabus may contain information which is beyond the review needs of the Curriculum Committee (such as extensive rubrics, etc). It is permissible to attach an abbreviated syllabus. In general, syllabi (whether full or abbreviated) should contain the following information: Course Title, Course Number, Credit hours, Faculty Information (name contact information, office hours), Course Description, Course Outcomes or Objectives, Assessment (grading) informations, required texts (or other things such as tools, software, etc), pertinent policies and a proposed schedule of topics.**

MGT 201
Sport and Event Administration
Jay S. Sidhu School of Business & Leadership
Wilkes University
Fall 2014

Marianne M. Rexer, Ph.D.
Breiseth 216
X 4716
rexer@wilkes.edu
Office Hours: M-W 1:00 – 3:00; R 1:00 – 2:00
and by appt.

Course Objectives:

Content:

This Sport and Recreation Management course provides an overview of the sport and recreation industry. The course examines the principles of entertainment management in high school, professional, collegiate, and Olympic sport. A primary focus of the course will be on the business of collegiate and professional sport. The course will also focus on the application of business topics discussed in class and business content from assigned readings, along with perspectives from sport and entertainment business professionals.

Competency:

1. Appraise the significance of sport and leisure in today's society.
2. Analyze the general philosophical principles influencing the management of sport and recreation organizations.
3. Critically evaluate the theoretical foundations relevant to the organization and delivery of sport and recreation services.
4. Examine the size and scope of the sport and recreation industry and its many segments
5. Develop strategies for enhancing professional skills and gaining employment within the field
6. Compare and contrast opposing viewpoints regarding common ethical dilemmas in event management.

Sensitivity:

- * Appraise the skills and work ethic necessary to undertake a successful career in the sport industry.

Materials:

Pedersen, P. M., Parks, J. B., Quarterman, J., & Thibault, L. (2011). *Contemporary sport management* (4th ed.). Champaign, IL: Human Kinetics.

Rosner, S. R., & Shropshire, K. L. (2011). *The business of sports*. Sudbury, MA: Jones & Bartlett Learning.

Grading:

Exams (2)	50%
Project	25%
Presentations	15%
Participation/evaluation of other teams	10%

Note to Students: Please feel free to email me with any problems you incur while taking this course.

Assigned Readings:

Students are responsible for all assigned readings. Questions will be posed (and we will have in-class dialogues) pertaining to the readings. Students will be asked to provide content to all class discussions.

Student Presentations

Students will select an organization involved in sports or recreation. The presentation will explain:

- the purpose or mission of the organization,
- the history of the organization (early development, changes over the organization's over its life cycle, and the future outlook of the organization),
- the stakeholders of the organization
- the types of jobs found within the organization including details about full and part-time, entry-level, and major positions within the organization.

Each student will be expected to present the chapter material in an informative, professional and creative PowerPoint presentation consisting of no more than **eight slides** and lasting **five - eight minutes**. The instructor may further reduce the time limit and may alter the format for certain team presentations.

Students are not permitted to use note/flash cards during presentations. Become experts on the material and become prepared for presentations after graduation.

Each team must bring a paper copy of their presentation slides to class on the team's scheduled date to present to the rest of the class.

Project – Important Information and Instructions:

Students will be working in pairs to 1) select and analyze an organization within the sports industry, then 2) research that organization, interview various principals and staffers and present to the professor and class findings allowing us to visualize and understand how the organization runs and how the individual employees manage their daily work load, and *discover that person's personal career path*.

Important due dates:

End of week 2: pairing of teams

End of week 4: Submit the name and industry of the organization to be researched.

End of week 8: Submit an organization chart along with explanations of key positions and key working relationships.

End of week 12: Select two employees of the company, one at a high level of the organization and one at a level much lower than the first. Research, learn, & document their daily tasks and challenges. Submit a minimum 500 word narrative of each person's daily routine in detail and give a description of that person's past and future career path.

Difficulty with course material: It is the student's responsibility to ask questions in class. If questions or comments (such as "I don't understand") are not made, it is assumed that the student understands the material. Any question related to course material will be discussed in class, or during office hours, to the student's satisfaction.

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Tentative Weekly Schedule

1. Introduction to Sport Management
2. Unique aspects of Sport Management
3. Career opportunities and sources of employment in Sport
4. Professional Sport
5. Intercollegiate Athletics
6. Interscholastic/Community Sport
7. Management concepts in Sport
8. Sport Marketing
9. Sport Consumer Behavior
10. Career planning and Resume Building
11. Sport Communication
12. Sport Finance/Economics
13. Facility and Event Management
14. Sport Law

**Wilkes University Curriculum Committee
COURSE ADDITION FORM**

1. Course Title: **Sport & Event Marketing**
2. Course Number: **MKT 325** _____
Coordinate with Registrar to insure course number is available
3. Total Course Credit Hours: **_3_** _____
Classroom Hours **_3_** _____ Lab Hours _____ Other _____
4. Course Prerequisites: **MGT 351**
5. Course Description (as proposed for the Bulletin): **Course descriptions provide an overview of the topics covered. If the course is offered on a scheduled basis, i.e. every other year, or only during a set semester, note this in the description. Course descriptions should be no more than two to three sentences in length.**

Marketing (MKT 325) is an introduction to the principles and practices of the marketing profession. You will study the dynamic role marketing plays in our global and national economies. You have the opportunity to build a knowledge base about the following areas: strategic marketing, research, consumer behavior, segmentation and targeting, marketing mix planning, implementation, and evaluation. We will identify marketing challenges, ethical thinking and action, and global dimensions within the profession and practice of marketing.

To be cross-listed with MKT 321

6. Required Documentation:
Proposed Syllabus **Attach proposed syllabus immediately after this document. In some situations the official syllabus may contain information which is beyond the review needs of the Curriculum Committee (such as extensive rubrics, etc). It is permissible to attach an abbreviated syllabus. In general, syllabi (whether full or abbreviated) should contain the following information: Course Title, Course Number, Credit hours, Faculty Information (name contact information, office hours), Course Description, Course Outcomes or Objectives, Assessment (grading) informations, required texts (or other things such as tools, software, etc), pertinent policies and a proposed schedule of topics.**

MKT 325 SPORT & EVENT MARKETING
Jay S. Sidhu School of Business & Leadership
Wilkes University
Fall 2013

Anne Heineman Batory, Ph.D.

*MKT 325 is cross listed with MKT 321

Office: Breiseth 217

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✉ e-mail: batory@wilkes.edu

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MKTG 7 -- 7th Edition

Charles W. Lamb; Joe F. Hair; Carl McDaniel

Textbook ISBN-10: 1-285-09186-8

Textbook ISBN-13: 978-1-285-09186-0

Cengage © 2013



Recommended Reading: Seth Godin. *All Marketers Tell Stories*
S. Hogshead. *Fascinate*
J. Trout. *Differentiate or Die*

Course Description:

Marketing (MKT 325) is an introduction to the principles and practices of the marketing profession. You will study the dynamic role marketing plays in our global and national economies. You have the opportunity to build a knowledge base about the following areas: strategic marketing, research, consumer behavior, segmentation and targeting, marketing mix planning, implementation, and evaluation. We will identify marketing challenges, ethical thinking and action, and global dimensions within the profession and practice of marketing.

Student Learning Objectives:

1. develop knowledge and understanding of elementary marketing concepts
2. increase the relevance of marketing theory and strategy
3. understand the principles involved in consumer choice
4. apply the principles of marketing to basic planning and consumptive situations
5. tackle and discuss ethical issues involved in marketing planning and practice
6. improve written expression and communication through the use of formal and informal writing as tools for learning
7. enhance oral communication and listening skills through class discussions and presentations

Course Procedures:

Class sessions will consist of lectures, discussions, videos, and presentations. Learning is most effective when the student is **actively** involved and responsible for the experience. This is your class—your learning experience. Make the most of it by:

1. reading all assignments, preferably prior to class
2. ask questions or make comments at any time
3. be alert and informed about the marketing environment

4. observe yourself and others in the consumer role
5. attend and participate in class seminars and video discussions
6. participate in projects and assignments
7. prepare for all examinations

Grade Computations: (Weighted Proportions)

An evaluation must be made of the quality and quantity of course learning. You will have the opportunity to demonstrate your learning through periodic examinations, class participation, and projects and exercises.

EVALUATIVE MECHANISM	POINTS	%SCALE*
1. Two Examinations (@ 210 points each)	420	100
2. Final Examination	300	100
3. Participation	25	
4. Pre-Project Assignment	30	
5. Marketing Plan Project	150	100
TOTAL	925	

***%SCALE is for your interpretative feedback. For example, each test is worth a total of 210 points in overall grading. It will be returned to you with a score on a scale from 0 through 100%.**

Grading Ranges:

90-100 = 4.0	75-79.9 = 2.5	60-64.9 = 1.0
85-89.9 = 3.5	70-74.9 = 2.0	below 600 = 0.0
80-84.9 = 3.0	65-69.9 = 1.5	

Processes:

The projects, presentations, discussions, and examinations are opportunities for you to enhance your conceptual and practical skills. They are also opportunities for you to develop and enhance your listening, written, and interpersonal communication skills.

IMPORTANT NOTES:

- Our textbook web site is an informative & useful learning resource. It contains Exercises, On-Line Self-Tests (very helpful for test preparation), Flash Cards, resource & company links, etc.
- You will need to use net searches and interlibrary loan to review available information. Do not rely on the often outdated material in books.
- The WILKES UNIVERSITY WRITING CENTER is an excellent resource.

- The Learning Center has excellent peer tutors available to enhance your study time. This free service is available throughout the semester.
- Please use a word processor program for all assignments and keep a personal copy. All team members should keep a copy of term projects for their portfolios.

Inclement Weather Policy:

You can register for text alerts on your cell or call the University Weather Hotline at 408-7669 (SNOW) or 1- 800- WILKESU (Ext: 7669) for weather related announcements. PLEASE use your good judgment and common sense regarding your personal commute conditions. If I must cancel class and Wilkes is open, I will do an email blast as soon as possible.

Outcomes Assessment:

In addition to summative assessment tools (exams, projects, and presentations) we also will be engaging in formative assessment. Together, you and I share responsibility for creating and maintaining a supportive, exciting learning environment in our classroom (see ACBSP Outcomes Assessment Program—MKT 321).

Contact:

I am one of your resource persons. Please contact me at my office or at home to arrange a personal or telephone conference. Please see me as soon as possible if you are having any difficulties.

SPORTS MARKETING TERM PROJECT ASSIGNMENT

“Learning is enhanced through activity”. Each student will participate in a marketing experience. This project is intended to demonstrate and enhance your creativity and communication skills. The projects are self-directed.

Students who are in the Sports Marketing area need to focus on the role of sports when applying marketing concepts and principles. Students will become familiar with the terms and tools relevant to the sports industry and examine the difference between the use of sports for marketing and the use of marketing in sports. Class discussions, presentations, and projects must focus on our basic marketing concepts and their innovative application in the business of sports. The following is a limited list of topics that may help to inform your decisions about investigations and projects:

- Event Marketing
- Brand Marketing
- Sponsorship
- PR/Media
- Digital Marketing/Technology
- The effect of globalization on sports
- Cause Marketing

- Sports Corporations

Students should form marketing teams of 2-3 persons very early in the semester (if necessary, you may work individually). Each team will be responsible for developing a marketing plan for a venture in the sporting/recreation area. It may be a new idea, new to the target audience, a current team, organization, or endeavor or the repositioning of a present endeavor. Investigate the idea, the market, and the consumer target group. Finally, propose a Marketing Strategy Plan for the product. You might want to investigate a campus organization, develop an entrepreneurial plan, or contact a regional business for your product ideas.

Sports Marketing students are highly encouraged to interact with various sports marketing professionals on and off campus, attend events and initiatives, and volunteer with entrepreneurial and community service initiatives.

Pre-Project: Due the beginning of the third week of classes

Please key up your responses to the following questions:

1. Name your team or marketing agency
2. Describe the product concept (good, service, or idea) your team has selected. What benefits does it deliver?
3. Describe the target market for your product concept. Who needs it? Why? (This will later be used in the Executive Summary of your Marketing Plan)
4. Team process and contract:
 - Who is on the team? List names & contact information
 - What is the team's Project responsibility?
 - When will you meet?
 - Where will you meet?
 - How will you coordinate?
 - What are the team's standards of quality?
 - What are the strategies to assure success?
 - How will decisions be made?
 - Team management issues:

Agenda	Team Leadership
Records	Attendance
Consequences for inadequate performance	

The Marketing Plan Project (Due on or before the last class)

The written report will be a formal documentation of your efforts. The report should be brief (about 12 pages), typed, double-spaced, and proofread prior to submission. Please follow academic guidelines:

- Use headings and subheadings to structure the report.
- Credit all materials to their source. All facts, figures, ideas, etc. must receive in-text citation and reference page crediting.
- A Marketing Plan Template will be given in class.

Wilkes University has officially adopted the American Psychological Association's (APA) documentation style for research papers. All sources referenced must be cited within the text of the paper in the form of parenthetical references and in a separate references page containing complete bibliographical information of each source. Students unfamiliar with the APA style of documentation should reference the Little, Brown Handbook.

- Each member of the team should receive a copy of the project for his or her personal portfolio
- A Marketing Project Team Evaluation from each team member must be handed in separately to ensure confidentiality

Your Notes:

ACBSP OUTCOMES ASSESSMENT PROGRAM –MKT 325

Core CONTENT	Description of Course Coverage	In-Class Hours
Consumer Decision Analysis	Consumer decision-making model as framework for analysis of individual and group level influences on consumer behavior and development of marketing strategies	10
Marketing Objectives	SWOT analysis, strategic planning, marketing research, MIS	8
Target Market Selection	Segmentation analysis, targeting possibilities, selection criteria	4
Product Strategy	New product development, product concepts (PLC, BCG, Goods Framework)	6
Distribution Strategy	Exposure level decision, channel management, channel integration	3
Pricing Strategy	Cost, competition, demand model Consumer perspectives	6
Promotion Strategy	Elements of the promotion mix	6

Core COMPETENCIES	Description of Course Coverage
Decision-Making Competencies A. Thought Processes Critical /Analytic Thinking Innovative/Creative/Entrepreneurial Thinking Decision-Making In A Dynamic Systems Context B. Implementation of Decisions Leadership and Management Skills Communications Skills Interpersonal Skills	Integrated throughout the course, especially in case studies and term project

Core SENSITIVITIES	Description of Course Approach
Ethical	Integrated throughout the course; one session devoted to ethical decision-making Textbook highlights ethical issues in most content areas
Diversity	Coverage of personal, social, and cultural influences on consumer Behavior
Public Policy	Minimal awareness Issues raised as relevant to cases, examples, and content
Global	Integrated throughout course

Statement on Academic Integrity

Wilkes University exists to educate our students. The University's "most important mission is to help students become informed, caring, involved students" (Office of the Provost, Leadership in Higher Education, www.wilkes.edu). Since Wilkes is a community whose purpose is the pursuit of knowledge, the entire campus is committed to the principles of academic integrity and honesty.

In our class, academic integrity is the responsibility of everyone – students and teacher. We are responsible for honest effort in the pursuit of knowledge. In taking this class you are responsible for attending class, being alert in class, completing all assignments to the best of your ability, contributing to a nurturing learning environment both in and out of class, and researching and studying with the spirit of discovery and competence building. I am your resource person in this endeavor.

Attendance:

Since the class activities affect your learning and the learning experience of your peers, **regular attendance is mandatory** (see the Wilkes Student Handbook for amplification on the University's attendance policy). **Please plan to arrive on time and remain the entire class period.** If you must be absent please keep me informed as to your out-of-class progress and expectations. However, **YOU** are responsible for all information, assignments, revisions, announcements, etc. Arrange for a peer stopgap measure within the first few class sessions.

Classroom Ethics:

We are all expected to respect the learning environment of others. Supportive, constructive comments are encouraged. Humor is welcome. Harassment, cheating*, plagiarism**, and other similar behaviors will not be tolerated. Anyone who engages in such behavior may be removed from the class and earn a grade of 0 for the course.

*In this class, cheating is defined as intentionally using or attempting to use the words, ideas, or answers of another student or using unauthorized materials in any academic exercise. Please protect your work from unauthorized use.

**Plagiarism is using the words or ideas of another without clearly acknowledging the source of that information. To avoid plagiarism, you must give credit or give a citation whenever you use another person's idea, opinion, or theory or use facts, statistics, graphs, drawings, and/or quotations.

Wilkes University Academic Regulations: This is the legalese part

The policies of the current *Wilkes University Student Handbook for 2012 - 2013*, in particular those covered under the section entitled "Academic Regulations," apply to this course. Of particular note are the sections entitled:

Intellectual Responsibility and Plagiarism that states, in part, "At Wilkes the faculty and the entire University community share a deep commitment to academic honesty and integrity. The following are considered to be serious violations and will not be tolerated:

1. *Plagiarism: the use of another's ideas, programs, or words without proper acknowledgement*
2. *Collusion: improper collaboration with another in preparing assignments, computer*

- programs, or in taking examinations*
3. *Cheating: giving improper aid to another, or receiving such aid from another or from some other source”;*

Attendance at Class, which states, in part, “Attendance at all classes is expected. Repeated absence is deemed a sufficient cause for failure.” Any absences in excess of three, whether they are excused or not, will adversely affect your grade”;

My Reminders:

1. Please plan to arrive on time and remain the entire class period.
2. Disturbing class with personal, non-relevant conversations is RUDE! Be prepared to share your conversation or reactions with all.



3. Any web surfing, texting, tweeting etc. must be class related; please refrain from the social use of electronics during class.
4. Supportive, constructive comments are encouraged. Humor is welcome. Harassment, cheating, plagiarism, and other similar behaviors will not be tolerated. Anyone who engages in such behavior may be removed from the class and earn a grade of 0 for the course.
5. If you must eat or drink in class, please do so quietly and unobtrusively. Respect your peers in terms of food aromas, both good & bad.



**Wilkes University Curriculum Committee
COURSE ADDITION FORM**

1. Course Title: **Wilkes' Sports & Event Mgt Experience**
2. Course Number: **BA 365**
Coordinate with Registrar to insure course number is available
3. Total Course Credit Hours: 3
Classroom Hours Lab Hours Other 165
4. Course Prerequisites: **MGT 201, MGT 355**
5. Course Description (as proposed for the Bulletin): **Course descriptions provide an overview of the topics covered. If the course is offered on a scheduled basis, i.e. every other year, or only during a set semester, note this in the description. Course descriptions should be no more than two to three sentences in length.**

Insert Text Here...

This is a Wilkes' business experience course where students apply their accumulated knowledge, skills, and abilities to a Wilkes University Sports or Event related department. The course will include cooperative education (see the Cooperative Education section of this bulletin for placement procedures), independent study, and an experiential component. Credits in excess of 3 may be applied toward the degree's Free Elective requirement.

6. Required Documentation:
Proposed Syllabus **Attach proposed syllabus immediately after this document. In some situations the official syllabus may contain information which is beyond the review needs of the Curriculum Committee (such as extensive rubrics, etc). It is permissible to attach an abbreviated syllabus. In general, syllabi (whether full or abbreviated) should contain the following information: Course Title, Course Number, Credit hours, Faculty Information (name contact information, office hours), Course Description, Course Outcomes or Objectives, Assessment (grading) informations, required texts (or other things such as tools, software, etc), pertinent policies and a proposed schedule of topics.**

BA 365**WILKES' SPORT & EVENT MANAGEMENT EXPERIENCE**

Fall 2013

Day/time: TBA

Location: TBA

Three Credits

Dr. D. Frear

Office – Weckesser 3rd Floor

Office Phone - (570) 408-4715

Email - dean.frear@wilkes.edu

OFFICE HOURS

TBA

Other times by Appointment

MATERIALS**TEXT**

Internship Materials

BULLETIN DESCRIPTION**BA 365****Wilkes Sport & Event Management Experience****THREE CREDITS**

This is a Wilkes' business experience course where students apply their accumulated knowledge, skills, and abilities to a Wilkes University Sports or Event related department. The course will include cooperative education (see the Cooperative Education section of this bulletin for placement procedures), independent study, and an experiential component. Credits in excess of 3 may be applied toward the degree's Free Elective requirement.

Prerequisite: BA 201, MGT 355

OBJECTIVES**Learning Outcomes**

- Understand business composition
- Understand diversity in a business setting
- Develop the ability to use business skills
- Apply accumulated knowledge from varied disciplines
- Explain the major elements in the internship organization
- Gain business experience

Competencies Objectives

- Critical thinking through business processes
- Clear expression of business ideas

- Develop personal techniques regarding newly learned business strategies
- Develop skills directly related to the internship

Sensitivities Objectives

The Wilkes University Business Program defines Sensitivities as an awareness of the contextual environment that influences organizational decision-making.

This course includes the following Sensitivities:

- Ethical- fairness, integrity, justice, norms, objectivity, values
- Diversity – age, cultural, economic, educational, ethnic, geographical, individual, physical and mental challenges, political, racial, religious, gender, social.
- Change Orientation, including adaptability, flexibility, life-long learning, open mindedness, risk assessment, responsiveness.

TOPICS

Communicating at work

Listening

Cross cultural communication skills

Elements of content in a presentation

Diversity

Computer procedures

Business strategies and concepts

Applying course concepts

COURSE REQUIREMENTS

INDIVIDUAL ASSIGNMENTS (weekly Reflection Papers)

Students are required to complete the weekly assignments including:

Reflection Papers – each reflection will be on a topic specified by the professor that relates to the business course topics. The answers are to be substantive and use examples to support the reflection.

The assignments help students express their understanding of the internship business experience and help to improve their writing skills. Assignments will be uploaded to Desire 2 Learn. They are due as assigned in the course schedule. Submissions will automatically close on the day due.

NO EMAILS of ATTACHED LATE ASSIGNMENTS WILL BE ACCEPTED.

FINAL PAPER

Students are expected to submit a final project paper that recaps the reflection papers and includes a Career Reflection and a SWOT Analysis of the Business.

FINAL PROJECT – POSTER PRESENTATION

Using the information from the Final Paper, students will develop a poster presentation. It is expected that students prepare a five minute speech to give

regarding the poster presentation. All students must participate in the poster presentation to be held at an announced location at the end of the semester.
Professional Business Attire is Required

Seminars

Students are required to attend Seminars to be announced. The seminar will involve work related topics and faculty led student discussions. This replaces classroom attendance.

Personal Meetings with instructor

The student will meet individually with the Sidhu School Internship Supervisor/Instructor several times during the semester. This allows for personal clarification of internship policies and requirements. Another purpose is to check in with any concerns that have arisen.

Student Evaluation

GRADING

Employer Evaluation	30%
Weekly Reflections	20%
Paper	20%
Poster Presentation	20%
Faculty evaluation	10%
	100%

Grading Ranges

Course Grade	Percent
4.0	90-100
3.5	85-89.99
3.0	80-84.99
2.5	75-79.99
2.0	70-74.99
1.5	65-69.99
1.0	60-64.99

**Wilkes University Curriculum Committee
COURSE ADDITION FORM**

1. Course Title: **Professional Sports and Event Management Experience**
2. Course Number: BA 366
Coordinate with Registrar to insure course number is available
3. Total Course Credit Hours: 3
Classroom Hours _____ Lab Hours _____ Other 165
4. Course Prerequisites: BA 361
5. Course Description (as proposed for the Bulletin): **Course descriptions provide an overview of the topics covered. If the course is offered on a scheduled basis, i.e. every other year, or only during a set semester, note this in the description. Course descriptions should be no more than two to three sentences in length.**

This course is part of a two-semester professional business experience in which students apply their accumulated knowledge, skills, and abilities in a private or public organization related to sport or event management. The course will include cooperative education (see the Cooperative Education section of this bulletin for placement procedures), independent study, and an experiential component. Credits in excess of 3 may be applied toward the degree's Free Elective requirement.

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BA 366**PROFESSIONAL SPORT & EVENT MANAGEMENT EXPERIENCE**

Fall 2013

Day/time: TBA

Location: TBA

Three Credits

Dr. D. Frear

Office – Weckesser 3rd Floor

Office Phone - (570) 408-4715

Email - dean.frear@wilkes.edu

OFFICE HOURS

TBA

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Internship Materials

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2.5	75-79.99
2.0	70-74.99
1.5	65-69.99
1.0	60-64.99

No grades will be given via telephone or e-mail. Failure to take exams or turn in assignments may result in an F for the course.