

**KINE 3378 – ADMINISTRATION OF KINESIOLOGY AND RECREATION
FALL 2017**

KINE 3378 is a required course for the Bachelor's of Science in Kinesiology

**College of Health Sciences
Department of Kinesiology**

Instructor: Brent C. Estes, Ph.D.
Office: HKC 218
Box 2176/SHSU
Office Phone: (936) 294-1159
Office Hours: By Appointment
E-mail: bce001@shsu.edu

Text/Readings: Pedersen, P. M., Parks, J. B., Quarterman, J., & Thibault, L. (Eds.). (2011). *Contemporary sport management* (4th ed.). Champaign, IL: Human Kinetics. ISBN: 0-7360-8167-4

Course Description: The purpose of this course will be to examine management theory and practice related to the sport industry. In addition, a variety of specializations associated with the field of sport management will be examined to help the student garner a better understanding of available career opportunities in this sector of business. The application of concepts to scholastic programs will also be discussed.

Standards Matrix:

Objectives/Learning Outcomes Upon completion of this course, the student will be able to:	Activities (* indicates field-based activity)	Performance Assessment	Standards: • <u>State Standards</u> • <u>Specialty Organization Standards</u> • <u>Conceptual Framework #</u>
Describe specific characteristics that make the sport industry unique from other industries.	Classroom discussion/lecture	Quizzes Midterm and Final Examinations	<u>Competencies 011 & 012</u> <i>Standards 1.6, 4.1, & 10.1</i> <u>CF1</u>
Describe sport consumer behavioral characteristics and the manners in which marketing tactics can be tailored to the consumer.	*Students will attend a sport event and conduct a comprehensive analysis of the event, including marketing characteristics. Classroom discussion/lecture	Sport Event Analysis Final Examination	<u>Competency 012</u> <i>Standard 4.2</i> <u>CF1</u>

Describe effective employment practices to include interviewing techniques, appropriate questioning, and resume building skills.	<p>Classroom discussion/lecture</p> <p>Students will construct a current resume' reflecting their professional qualifications.</p> <p>Students will engage in a group project to execute an interview simulation.</p>	<p>Quizzes</p> <p>Midterm and Final Examinations</p> <p>Resume' assignment</p> <p>Group Interview Project</p>	<p><u>Competencies 012 & 013</u></p> <p><i>Standards 4.1, 4.2, & 8.2</i></p> <p><u>CF1 & CF3</u></p>
Describe the various professional opportunities and career paths available in scholastic, community, collegiate, and professional sports.	Classroom discussion/lecture	Midterm and Final Examinations	<p><u>Competency 012</u></p> <p><i>Standard 1.6</i></p> <p><u>CF1</u></p>
Critically examine legal issues in sport and develop rudimentary risk management solutions for an organization.	<p>Classroom discussion/lecture</p> <p>*Students will incorporate risk analysis in their event analysis.</p>	<p>Midterm and Final Examinations</p> <p>Sport Event Analysis Assignment</p>	<p><u>Competencies 011, 012, & 013</u></p> <p><i>Standards 1.6, 4.1, 4.2, 10.1, & 10.2</i></p> <p><u>CF1, CF3, & CF4</u></p>
Describe basic event and facility management issues that may arise from the execution of large sports and scholastic events.	<p>Classroom discussion/lecture</p> <p>*Students will attend a sport event and conduct a comprehensive analysis of the event.</p>	<p>Midterm and Final Examinations</p> <p>Sport Event Analysis Assignment</p>	<p><u>Competency 013</u></p> <p><i>Standards 4.1 & 4.2</i></p> <p><u>CF1 & CF 3</u></p>
Critically examine a sport event for management and marketing issues that may be present during the execution of said event.	<p>Classroom discussion/lecture</p> <p>*Students will attend a sport event and conduct a comprehensive analysis of the event.</p>	<p>Midterm and Final Examinations</p> <p>Sport Event Analysis Assignment</p>	<p><u>Competency 013</u></p> <p><i>Standards 4.1 & 4.2</i></p> <p><u>CF1 & CF 3</u></p>

Web address for **state standards**: <http://www.tea.state.tx.us>

Web address for **specialty organization standards**:

<http://www.aahperd.org/naspe/template.cfm?template=programs-ncate.html>

Web link for **Conceptual Framework**: <http://www.shsu.edu/~ncate/concept.html>

Course Format:

The content of this course is delivered in a traditional classroom setting, with Blackboard serving as an ancillary resource. In addition, course concepts are learned through self-study, collaborative study, classroom discussions, and small group presentations. Evaluation consists of professor assessments of examinations, projects, and research products. In this course our focus will be on these major objectives (as assessed by the IDEA course evaluation system):

Essential:

1. Gaining factual knowledge (terminology, classifications, methods, trends).
2. Learning to *apply* course material (to improve thinking, problem solving, and decisions).

Important:

1. Developing specific skills, competencies, and points of view needed by professionals in the field most closely related to this course.

Course Content (Tentative Course Schedule):

8/24/17	Course Overview/Resources
8/29/17	Course Overview/Resources
8/31/17	Chapter 1 - Managing Sport in the 21 st Century
9/5/17	Chapter 1 - Managing Sport in the 21 st Century
9/7/17	Chapter 2 - Developing a Professional Perspective
9/12/17	Chapter 2 - Developing a Professional Perspective
9/14/17	Interviewing
9/19/17	Chapter 3 – Historical Aspects of the Sport Industry
9/21/17	Chapter 12 – Sport Marketing
9/26/17	Chapter 12 – Sport Marketing
9/28/17	Chapter 5 – Managerial Leadership in Sport Organizations
10/3/17	Chapter 5 – Managerial Leadership in Sport Organizations
10/5/17	Chapter 6 – Professional Sport
10/10/17	Chapter 6 – Professional Sport
10/12/167	MIDTERM EXAM
10/17/167	Chapter 7 – Intercollegiate Athletics (RESUME/COVER LETTER DUE)
10/19/17	Chapter 7 – Intercollegiate Athletics
10/24/17	Chapter 8 – Interscholastic Athletics
10/26/17	Chapter 11 – Sport Tourism
10/31/17	Chapter 11 – Sport Tourism

11/2/17	GROUP INTERVIEW PRESENTATIONS
11/7/17	GROUP INTERVIEW PRESENTATIONS
11/9/17	GROUP INTERVIEW PRESENTATIONS
11/14/17	GROUP INTERVIEW PRESENTATIONS
11/16/17	Chapter 14 - Finance & Economics in the Sport Industry (MARKETING PLAN DUE)
11/28/17	Chapter 14 - Finance & Economics in the Sport Industry
11/30/17	Chapter 16 – Sport Consumer Behavior
FINAL EXAM WILL TAKE PLACE DURING THE SCHEDULED FINAL EXAM PERIOD	

Course Requirements:

1. Two examinations will be given during the semester. The examinations will come from readings in the text, notes, handouts, and material presented by invited speakers. Specific format will be discussed prior to each exam.
2. Resume'/Cover Letter Assignment
3. Group Interview Project
4. Sport Marketing Plan

Evaluation (* indicates field-based activity):

Exams: 50% of grade (25% each exam)

Résumé/Cover Letter: 10% of grade

- Students will be asked to construct a current résumé and cover letter targeted at a position of their choosing.
- The resume should be clear, concise, and not more than 2 pages.
- Highlight your specific background as best as you possibly can.
- After you have built the initial version of your résumé and cover letter, you will need to visit with the Career Services office so that they may review your documents and provide feedback.
- Schedule an appointment with the Career Services office (936-294-1713 / careerservices@shsu.edu) and take your cover letter and résumé with you. While at the meeting, please be sure to have the Career Services representative that assisted you complete the form associated with this assignment. If you misplace your copy, the form will be available to download from Blackboard.
- **The assignment will not be accepted without a completed form!**

- Be sure to make the changes recommended to you and submit the updated cover letter and résumé to me.
- Your edited resume', edited cover letter, and **completed form** are due by **October 17, 2017**

Group Interview Project: 20% of grade

- Students will be organized into groups of four to five.
- One student is designated as the interviewee, while the other members serve as the interview panel.
- This exercise is designed to be carried out just as a normal interview would – the interviewee should be attempting to secure the job and the interviewers should be asking the right questions. The interviewers should develop **appropriate** questions to be asked during the interview – in addition, each interviewer should have a separate role. You should thoroughly research your questions to make sure that they are appropriate to a professional interview.
- It is the responsibility of the group to construct a **position announcement** and develop the characteristics of the position. What is the job the person is applying for? What are the responsibilities? Who was there before? Why is that person no longer there? These are some examples of questions you might ask your fellow group members when developing the position characteristics.
- The **position announcement** and the **typed set of questions** from your panel members will be turned in the day your group executes the project. I would encourage you to research the position characteristics **thoroughly** and utilize the Career Services Center as a resource. Also, build this position on your own – don't just copy another position description. Make it your own.
- The interviewee should be applying for a position **that they are trying to obtain after graduation**. Don't have the interviewee applying for the CEO of an organization or the GM of a team – this assignment is designed to be a simulation based on your current experiences. Each panel member should have an individual role related to the position they are interviewing the candidate for.
- Your entire group is being evaluated from the time you set foot in the door. Please execute the interview in the most professional manner possible.
- The group should be **professionally dressed** when conducting the interview. As the interviewee, you are **not** allowed to use any notes during the interview – remember, you are interviewing for a job!
- **GROUP PRESENTATIONS WILL BE November 2 - 14 – PRESENTATIONS SHOULD BE APPROXIMATELY 20-25 MINUTES WITH 5 MINUTES FOR DISCUSSION.**

Sport Marketing Plan: 20% of grade

Congratulations! You have just been hired as the Director of Marketing for the new Triple-A affiliate of the Houston Astros Baseball Organization located in Conroe, Texas. Your first responsibility as Director of Marketing is to develop a comprehensive marketing plan for your new minor league organization. We will discuss specific details in class. However, your marketing plan should include, but is not limited to the following: each of the 10 steps outlined in Chapter 12 including a detailed SWOT analysis, demographic research for Montgomery County and other target markets, identification of target audiences, marketing strategies for each of the identified target audiences, and future projections.

- **Marketing Plan DUE BY November 16, 2017**

Final Grade: (grades will not be curved)

100% to 89.5%	=	A
89.49% to 79.5%	=	B
79.49% to 69.5%	=	C
69.49% to 59.5%	=	D
59.49% and below	=	F

Expectations:**Attendance Policy:**

Roll will be taken every day. Make sure you sign the attendance sheet every class and that you **sign it the same way each day. This is your responsibility. Having someone sign the roll sheet for you constitutes Academic Dishonesty and will not be tolerated.** If you do not sign the sheet, you will be charged with an unexcused absence. Information about your attendance will be shared with deans, advisors, coaches, etc. upon request. Students who miss class will receive a 0% on in-class coursework, quizzes, and other assignments with no chance of making up the work. It is your responsibility to obtain notes, readings, and information about upcoming assignments/quizzes/tests that you may have missed due to any absences. If you miss class because of illness or an injury, you are required to bring a signed doctor's note in order to not be penalized for your absence. Whether an absence is excused or unexcused is solely the judgment of the professor.

Events such as practice, hospital visits, banquets, doctor's appointments, visits to the athletic trainer, team meetings, meetings with your presentation group, media interviews, meetings with a coach, your birthday, your friend's birthday, meetings with other professors, meetings with academic advisors, meetings with your agent, and meals **are not** excused absences. You are allowed 3 absences over the course of the semester. **If you exceed 3 absences, your grade is reduced by the following formula:**

4 absences = 10 point reduction of final grade

5 absences = 20 point reduction of final grade

6 absences = 30 point reduction of final grade

7 absences = 40 point reduction of final grade, which results in automatic course failure

Usage of Electronic Devices in Class: Telephones, computers, and similar devices have become increasingly a part of everyday life. In the academic classroom, however, during class these devices can be a serious distraction and during tests they can be a serious problem. The use by students of electronic devices that perform the function of a telephone or text messages during class-time is prohibited as it is disruptive to the conduct of class. Laptop computers and other such note-taking devices are allowed provided they are being used for the purpose of taking notes or engaging in interactive content in class

as a part of an exercise. If you are found to be using your computer for other purposes, you will be asked to discontinue use of your computer and/or leave the classroom. If you have a potential emergency situation that requires you to be available via text message or phone, you must notify me at the beginning of class. Failure to comply with this policy could result in confiscation of your device for the duration of class, expulsion from the classroom, or, with multiple offenses, failure of the course.

Any use of a telephone, text messaging device, or any other electronic device that performs these functions during a test period is **prohibited**. These devices should not be present during a test or should be stored securely in such a way that they cannot be seen or used by the student. Even the visible presence of such a device during the test period will result in a zero for that test. Use of these devices during a test is considered de facto evidence of cheating and could result in a charge of academic dishonesty (see student code of conduct; <http://www.shsu.edu/students/guide/StudentGuidelines2010-2012.pdf#page=29>).

Class Materials: You are responsible for reading the materials assigned in class. This can include readings from the book and handouts distributed in class. In addition, material covered by any invited guest speakers is fair game on an exam as well. *Make sure you keep up with the readings...it is easy to fall behind.*

Academic Honesty: The subject of academic honesty is addressed in paragraph 5.3, Chapter VI, of the *Rules and Regulations*, Board of Regents, The Texas State University System, and Sam Houston State University *Student Guidelines* published by the Office of Student Life to wit:

5.3 Academic Honesty. The University expects all students to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain complete honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action.

5.31 The University and its official representatives, acting in accordance with Subsection 5.32, may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including, but not limited to, cheating, plagiarism, collusion, and the abuse of resource materials.

"Cheating" includes the following and similar actions:

- (1) Copying from another student's test paper, laboratory report, other report, or computer files, data listings, and/or programs.
- (2) Using, during a test, materials not authorized by the person giving the test.
- (3) Collaborating, without authorization, with another student during an examination or in preparing academic work.
- (4) Knowingly, and without authorization, using, buying, selling, stealing, transporting, soliciting, copying, or possessing, in whole or in part, the contents of an unadministered test.
- (5) Substituting for another student, permitting any other person, or otherwise assisting any other person to substitute for oneself or for another student in the

taking of an examination or test or the preparation of academic work to be submitted for academic credit.

(6) Bribing another person to obtain an unadministered test or information about an unadministered test.

(7) Purchasing, or otherwise acquiring and submitting as one's own work any research paper or other writing assignment prepared by an individual or firm. This section does not apply to the typing of the rough and/or final versions of an assignment by a professional typist.

5.32 "Plagiarism" means the appropriation and the unacknowledged incorporation of another's work or idea into one's own work offered for credit.

5.33 "Collusion" means the unauthorized collaboration with another person in preparing work offered for credit.

5.34 "Abuse of resource materials" means the mutilation, destruction, concealment, theft or alteration of materials provided to assist students in the mastery of course materials.

4.35 "Academic work" means the preparation of an essay, dissertation, thesis, report, problem, assignment, or other project that the student submits as a course requirement or for a grade.

If you are found in violation of the academic honesty policy for this course, you will be referred to the Health & Kinesiology Department Chair, the Dean of the College of Education, and the Dean of Student Services for disciplinary action which could include failure of the course and expulsion from the university. Bottom line – make sure all work is yours and don't cheat!

STUDENT ABSENCES ON RELIGIOUS HOLY DAYS POLICY

Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence.

University policy 861001 provides the procedures to be followed by the student and instructor. A student desiring to absent himself/herself from a scheduled class in order to observe (a) religious holy day(s) shall present to each instructor involved a written statement concerning the religious holy day(s). This request must be made in the first fifteen days of the semester or the first seven days of a summer session in which the absence(s) will occur. The instructor will complete a form notifying the student of a reasonable timeframe in which the missed assignments and/or examinations are to be completed.

STUDENTS WITH DISABILITIES POLICY

It is the policy of Sam Houston State University that no otherwise qualified individual with disabilities shall, solely by reason of his/her handicap, be excluded from the participation in, be denied the benefits of, or be subjected to discrimination under any academic or Student Life program or activity. Students with disabilities may request help with academically related problems stemming from individual

disabilities from their instructors, school/department chair, or by contacting the Chair of the Committee for Continuing Assistance for Disabled Students and Director of the Counseling Center, Lee Drain Annex, or by calling (936) 294-1720.

AMERICANS WITH DISABILITIES ACT

SHSU adheres to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities. Students with disabilities that may affect adversely their work in this class should register with the SHSU Counseling Center and talk with their University supervisor and classroom mentor teachers about how they can help. All disclosures of disabilities will be kept strictly confidential. NOTE: no accommodation can be made until registration with the Counseling Center is complete.

Bibliography (for additional reading/reference):

American Psychological Association. (2009). *Publication manual of the American Psychological Association*

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Krotee, M. L., & Bucher, C. A. (2007). *Management of physical education and sport* (13th ed.). Boston, MA: McGraw-Hill.

Mullin, B. J., Hardy, S., & Sutton, W. A. (2007). *Sport marketing* (3rd ed.). Champaign, IL: Human Kinetics.

Pease, D. G., & Zhang, J. J. (2001). Socio-motivational factors affecting spectator attendance at professional basketball games, *International Journal of Sport Management*, 2(1), 31-59.

Trail, G. T., Fink, J. S., & Anderson, D. F. (2003). Sport spectator consumption behavior. *Sport Marketing Quarterly*, 12(1), 8-17.

Trail, G. T., Robinson, M. J., Dick, R. J., & Gillentine, A. J. (2003). Motives and points of attachment: Fans versus spectators in intercollegiate athletics. *Sport Marketing Quarterly*, 12(4), 217-227.

Wann, D. L., & Branscombe, N. R. (1993). Sport fans: Measuring degree of identification with their team. *International Journal of Sport Psychology*, 24, 1-17.

Wann, D. L., Melnick, M. J., Russell, G. W., & Pease, D. G. (2001). *Sport fans: The psychology and social impact of spectators*. New York: Routledge Press.