

KIN 5373 – EVENT AND FACILITY MANAGEMENT

SPRING 2018

College of Health Sciences

Department of Kinesiology

KINE 5373 is a required course for the Master of Science in Sport Management

Instructor: Ryan K. Zapalac, Ph.D.
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Email: rkz001@shsu.edu
Office Hours: 12:00 pm – 2:00 pm MW; 12:00 – 3:00 TTh; 4:30 pm - 6:00 pm W @
TWC or by appointment – emailing ahead is always advised
Skype ID: dr.ryan.k.zapalac

Meeting Place / Time: SHSU – The Woodlands Center, Room 241, W 6:00 pm – 8:50 pm

Text/Readings: Fried, G. (2015). *Managing sport facilities* (3rd ed.). Champaign, IL: Human Kinetics. ISBN: 978-1-4504-6811-4 (Required) (Highlighted in blue on the schedule)

Greenwell, T. C., Danzey-Bussell, L. A., & Shonk, D. J. (2014). *Managing sport events*. Champaign, IL: Human Kinetics. ISBN: 0-7360-9611-6 or 978-0-7360-9611-9 (Required) (Highlighted in green on the schedule)

Semester subscription (16 weeks) to *Sports Business Journal* (Subscription information included at the end of the syllabus and on Blackboard – Required for KINE 5371, KINE 5373, & KINE 5399)

Ammon, R., Southall, R.M., & Blair, D.A. (2010). *Sport facility management: Organizing events and mitigating risks* (2nd ed.). Morgantown, WV: Fitness Information Technology. ISBN: 978-1-935412-07-6 (Recommended)

Supovitz, F. & Goldblatt, J. (2004). *The sports event playbook: Managing and marketing winning events*. Hoboken, NJ: Wiley. ISBN: 978-0-471-46007-7 (Recommended)

American Psychological Association. *Publication manual for the American Psychological Association* (6th ed.). (2009). Washington, D.C.: APA. ISBN: 1433805618 (Required for Master's program)

Students will be distributed a variety of handouts, case studies, and research articles throughout the semester.

Course Description: Practical application of the principles and theory related to planning, organization, and execution of sport and entertainment events will be addressed. An emphasis will be placed on current research findings and their implementation into professional practice. Fund raising and charity management will be considered, as will the management of small and large scale facilities and event venues. Site visits and interactions with local sport organizations will also take place.

Standards Matrix:

Objectives/Learning Outcomes Upon completion of this course, the student will be able to:	Activities (* indicates field-based activity)	Performance Assessment	Standards: <ul style="list-style-type: none"> <u>State Standards</u> <u>Specialty Organization Standards</u> <u>Conceptual Framework #</u>
Design, administer, and evaluate major sport and sport-related events for efficiency of execution.	Classroom discussion/lecture Course Projects	Final Examination Planning a Special Event Assignment	<u>N/A</u> <u>N/A</u> <u>CF1</u>
Design an event proposal for presentation to industry professionals.	Classroom discussion/lecture Development of an actual event plan	Planning a Special Event Assignment	<u>N/A</u> <u>N/A</u> <u>CF1, CF7, CF9</u>
Describe major changes that have taken place in facility design, construction, funding, and amenities over recent decades.	Classroom discussion/lecture Description of a facility and presentation *Sport facility site visits	Final Examination Facility Reaction Paper Assignments	<u>N/A</u> <u>N/A</u> <u>CF1, CF5</u>
Gain an enhanced understanding of current sport facility issues including requisitioning, staffing, security, and risk management issues.	Classroom discussion/lecture Course Projects *Sport facility site visits	Final Examination Facility Reaction Paper Assignments Planning a Special Event Assignment	<u>N/A</u> <u>N/A</u> <u>CF1, CF8, CF9</u>
Critique facility design and determining whether a facility is adequately meeting the needs of its clientele.	Classroom discussion/lecture *Sport facility site visits	Final Examination Facility Reaction Paper Assignments Planning a Special Event Assignment	<u>N/A</u> <u>N/A</u> <u>CF1, CF8, CF9</u>
Apply concepts through site visits to major sport facilities and the designing of an actual event.	Classroom discussion/lecture *Sport facility site visits	Final Examination Facility Reaction Paper Assignments Planning a Special Event Assignment	<u>N/A</u> <u>N/A</u> <u>CF1, CF8</u>
Describe many of the aspects associated with maintaining and running a major sports facility.	Classroom discussion/lecture Discussion of current facility and event issues *Sport facility site visits	Facility Reaction Paper Assignments Final Examination	<u>N/A</u> <u>N/A</u> <u>CF1, CF8</u>

Web address for state standards: N/AWeb address for specialty organization standards: N/AWeb link for Conceptual Framework: <http://www.shsu.edu/~ncate/concept.html>

Course Format: The content of this course is delivered through a traditional lecture/discussion format. In addition, course concepts are learned through self-study, collaborative study, and small group discussions. It is expected (and encouraged) that students will learn content addressed in the course and discuss the concepts with other students and professionals outside of class to improve comprehension of the event and facility management knowledge base. Evaluation consists several course projects as well as a comprehensive written final exam.

In this course our focus will be on these major objectives (as assessed by the IDEA course evaluation system):

Essential:

- 1) 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 (sport managers and event and facility management professionals) in the field most closely related to this course (sport management).

Course Content:	<u>Date:</u>	<u>Material:</u>
	1/17/18	Course Overview/Group Organization/ Chapter 1 – History and Future of Sport and Public Assembly Facilities (Fried)
	1/24/18	Play 1 – Defining and Developing Objectives, Strategies, and Tactics / Chapter 1 – Understanding the Sport Event Industry (Greenwell) / Chapter 2 – Event Conceptualization (Greenwell) STATUS REPORTS BEGIN
	1/31/18	Chapter 11 – Event Services & Logistics (Greenwell) / Chapter 12 – Event-Day Management (Greenwell) / Play 5 – Starting the Clock on the Sports Event Planning Process BEGIN SBJ ARTICLE DISCUSSION PRESENTATIONS
	2/7/18	Chapter 13 – Postevent Details & Evaluation (Greenwell) / Chapter 14 – Implementing a Security Plan (Fried)
	2/14/18	Chapter 3 – Event Bidding (Greenwell) / Chapter 4 – Event Staffing (Greenwell) / Chapter 15 – Facility Preparation and Event Management (Fried)
	2/21/18	SITE VISIT – BBVA COMPASS STADIUM (Frank Arnold, Sr. Director of Special Projects & Administration, Houston Dynamo & Lana Ramirez, Senior Manager of Event Services, BBVA Compass Stadium)

2/28/18	Chapter 2 – Facility Management (<i>Fried</i>) / Chapter 5 – Event Budgeting (<i>Greenwell</i>) (BBVA Compass Stadium Reaction Paper Due)
3/7/18	SITE VISIT – MINUTE MAID PARK (Michael Kenny, Director of Guest Relations & Kristen Lundgren, Guest Services Manager, Houston Astros)
3/14/18	SPRING BREAK HOLIDAY (NO CLASS – STATUS REPORT STILL DUE)
3/21/18	SITE VISIT – TOYOTA CENTER (Carlos Sepulveda, Manager, Facility Services, Toyota Center and Houston Rockets) (Minute Maid Park Reaction Paper Due)
3/28/18	Chapter 6 – Event Sponsorship (<i>Greenwell</i>) / Chapter 7 – Event Marketing (<i>Greenwell</i>)
3/30/18	SHSU NIGHT WITH THE HOUSTON ROCKETS – Toyota Center – Game Start @ 7:00 pm – Arrive by 1:00 pm
4/4/18	Chapter 4 – Facility Planning (<i>Fried</i>) / Chapter 5 – Facility Site and Design (<i>Fried</i>) / Chapter 6 – Facility Construction (<i>Fried</i>) (Toyota Center Reaction Paper Due)
4/11/18	Chapter 8 – Facility Operations (<i>Fried</i>) / Chapter 9 – Facility Maintenance (<i>Fried</i>) / Chapter 8 – Media Promotion and Relations (<i>Greenwell</i>) (POST EVENT ANALYSIS DUE)
4/18/18	Chapter 12 – Finance and Budgeting (<i>Fried</i>) / Chapter 9 – Contract Considerations (<i>Greenwell</i>)
4/25/18	SITE VISIT – NRG PARK (Ryan Boros, Director of Security, SMG)
5/2/18	Chapter 13 – Legal Responsibilities (<i>Fried</i>) / Chapter 10 – Risk Management and Negligence (<i>Greenwell</i>) (NRG Park Reaction Paper Due) LAST DAY OF CLASS FINAL EXAM WILL BE HELD DURING SCHEDULED EXAM PERIOD

Course Requirements: 1) **Professionalism/Participation.** It is expected that graduate students be active, enthusiastic, and collegial participants during the semester. In addition, it is expected that course work is completed in a timely and professional manner on the schedule posted and is representative of acceptable graduate quality work. Points are lost if these expectations are not fulfilled.

2) Assignments (fully described in the 'Evaluation' section below):

- A. SBJ Article Discussion (10%)**
- B. Sport Facility Reaction Papers (20%)**
- C. Planning a Special Event Project (50%)**
- D. Final Exam (20%)**

Evaluation (* indicates field-based activity):***SBJ Article Discussion:*** 10% of grade

- Each student must acquire an individual subscription for themselves for the courses offered this semester. This is part of the agreement that the program has with Street and Smith in order to provide you with the substantial discount that you will receive.
- If you are starting the program this semester, you may want to look at the one-year subscription option, which offers additional savings.
- Each week, we will discuss articles from the Sports Business Journal that pertain to **event management, facility design characteristics, facility amenities, innovations in the industry, etc.**
- As such, you will present an article from the SBJ to the class for discussion. You must select an article that has not been discussed before and the article can be from a prior week in the semester if you so desire.
- Think about the implications of the article you are presenting. What impact does this issue have on a team, league, or the industry as a whole? What management techniques or strategies could you derive from this story? Are there any significant implications you see tied to this story, whether they be related to management events or design characteristics?
- A schedule of presentation dates will be distributed. These presentations will begin on **JANUARY 31, 2018.**

Sport Facility Reaction Papers: 20% of grade

- During the course of the semester, we will be visiting four different major sport facilities in the city of Houston (i.e., BBVA Compass Stadium, Minute Maid Park, Reliant Park, and Toyota Center).
- Students will prepare a 4-6 page paper on their reaction to each facility. What did you learn on the site visit? What were some things that surprised you? What unique features did you find to be most interesting about the facility?
- For background information, you should read about each facility prior to the site visit so that you will have questions ready for our tour guides. You should also have 3-5 references to help support your paper. These can include journals, sport management texts, newspaper articles, the **team's official website** (the only acceptable Internet source), etc. **DO NOT USE WIKIPEDIA ON YOUR ASSIGNMENT - DOING SO WILL RESULT IN AUTOMATIC FAILURE OF THE ASSIGNMENT.**
- Examples of other questions you might address during the construction of your paper could include: What was the funding procedure for the facility? How was the facility approved? What types of amenities are provided at this facility? How does it compare with other similar facilities? What makes this facility unique or innovative? What hurdles did the city and/or franchise have to overcome to build the facility? What was the cost for the facility? What are the major sponsorship agreements they have in place? What made the facility

different from others we have visited? Are there any unique management considerations with this facility? These are examples of questions you may ask to help guide your research – there will undoubtedly be others.

- Each reaction paper will be worth 5% of your total grade.
- You must follow APA format when writing the paper. Consult the *Publication Manual of the American Psychological Association (6th ed.)* when writing your paper for proper formatting. Make sure you properly cite all references utilized in the paper.
- **EDIT YOUR PAPERS PRIOR TO SUBMISSION!** Your paper should reflect graduate level work.
- Each reaction paper will be due the week after our site visit. You will turn in a hard copy in class and also upload it to Turn-It-In on Blackboard.

****Planning and Executing a Special Event (SHSU Night with the Houston Rockets):*** 50% of grade

- As a part of this course, we have been provided a unique opportunity to partner with the Houston Rockets for a special event.
- This is a collaborative project that will also be a major focus in KINE 5399 – Revenue Generation in Sports this semester. That class will be driving the sales aspect, while this class will be focused on the planning and production of the event itself.
- The event takes place on **March 30, 2018 @ 7:00 pm (tentative)** and features the Houston Rockets vs. Phoenix Suns.
- This event will feature **SHSU Provost Dr. Richard Eglisaer and other possible SHSU special guests**, and will be a key focal point for the event's structure.
- We will be presenting the SHSU Sport Management Industry Impact Award at the pre-game VIP Event.
- This event will be marketed towards SHSU students, faculty, staff, friends, and alumni.
- The class will be charged with planning the many different aspects of the evening and subsequently providing added value to the target consumers.
- A strategy meeting will take place on **January 23, 2018 @ 6:45 pm** in Mr. Beeman's Revenue Generation in Sports course. During this meeting, you will be able to meet with Ashli Henk, Group Event Executive for the Houston Rockets. During this meeting, you will be able to ask questions regarding resources, present ideas that you have for the event, and examine areas that may be available to you. We will also be able to examine the different areas of Toyota Center during our site visit on March 21 to assist with planning. Attending these meetings are **critical** and will involve students from both KINE 5373 & 5384.
- Ashli Henk will serve as a liaison between the Rockets and the two courses and will be a valuable resource for you all. She will also assist with helping drive sales for the event. I encourage you to contact her whenever you have questions or concerns. Her contact information is as follows: **713-758-7229; email: ashlih@rocketball.com.**
- You will be required to submit weekly status reports detailing your group's progress every **Tuesday by 10:00 pm** via Qualtrics. Having these reports in by that time is **critical** to the success of the project. It will provide us with means to keep the project on track and will also help us address issues during class time the following day. These status reports will begin on **January 24, 2018** and will run through **March 28, 2018**. Each status report will be worth 1 point of your final project grade. The Survey Monkey link will be posted on Blackboard and

can also be found at:

https://shsu.co1.qualtrics.com/jfe/form/SV_9EIlwPVd01Uunul

- You will submit a post-event analysis that examines the different areas of the event and evaluates what could have been performed better. The analysis should cover all aspects of your committee's activities and should be **thorough**. This analysis will be due on **April 11, 2018**.
- Peer evaluations factor into your final grade on this project (please see below). Peer evaluations will be worth 12.5 points, or 25% of your final grade on this project.
- Thus, your final grade will be determined via the following formula:
 - 10 possible points via Weekly Status Reports
 - 12.5 possible points via Peer Evaluations
 - 27.5 possible points via the final evaluation from Dr. Zapalac, Rockets executives, and consumer feedback
 - Total possible points: 50 for this project

Final Exam: 20% of grade

- One exam will be given at the conclusion of this course and during the normal scheduled exam time. The exam will consist of essay questions and will be comprehensive in nature. Details of the exam will be shared toward the end of the course. The final exam will take place during the normal scheduled final exam period. Exam materials can include information from the text, handouts, site visits, and guest speakers.

A quick note on group projects:

- If you choose to try to let others do the work on your group projects, you will be penalized.
- In this course, I have each group member complete an evaluation of their fellow group members' performance on the group projects.
- I then take the summed scores of all group members' ratings and divide it by the maximum number of points possible to obtain a percentage.
- Once that percentage is arrived at, I multiply the percentage by the maximum number of points possible for that portion of the project.
 - **Example:** You receive 58 out of 60 possible points from your fellow group members. That percentage comes to 96.67%. You can earn a maximum of 12.5 points on the peer evaluation portion of the project. Therefore, your adjusted grade would then be: $.9667 * 12.5 = 12.08$ out of 12.5 possible points.
- In order for the evaluations to have merit, **you must** justify the ratings assigned to a person. I reserve the right to disqualify any rating that I feel is unfair, unjust, or unwarranted.
- **Why do I do this?** There's nothing worse than having someone ride the coattails of others on a project. This method provides you with a way to evaluate and report the work output (or lack thereof) that an individual put into a project. This method is meant to help your group and keeps it from being a "one-person show." In a class this small, EVERYONE will have to work together to make the project a success.

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% and below	=	F

Expectations:

Attendance Policy: You are responsible for attending class each week. If you have mitigating circumstances that are keeping you from attending class, please visit with me. Accommodations may be able to be made. Since class meets once a week, missing more than two class dates will result in you **automatically failing** the course unless you have apprised me of your situation. Transportation to each site visit will be discussed in detail prior to each trip. We will need to have **everyone** present on the strategy meeting day (January 23, 2018) and game day (March 30, 2018).

For each site visit, please make sure you are dressed appropriately. For men, you are to wear a minimum of a sport or dress shirt, dress pants, and dress shoes. For women, you are to wear a dress, skirt and blouse, or slacks and blouse with dress shoes and conservative jewelry. Everything must be ironed. Also, please do not wear hats. I reserve the right to deduct points from your final grade and/or not allow you to go on the site visit if you are not dressed appropriately. Remember, you are representing our department, our program, and our university. PLEASE ARRIVE EARLY FOR SITE VISITS AS WE WILL BE ON A TIGHT TRAVEL SCHEDULE!

Exams: The final exam will take place during the normal scheduled exam period. If you have mitigating circumstances that prevent you from taking it at that time, please inform me at least one week in advance. Not being prepared or not 'feeling' like is unacceptable. If the absence is due to a viable medical reason, the student must provide medical documentation. You may not use any notes or other types of aids during the tests. In addition, no electronic devices of any kind (i.e., cellular phones, palm pilots, etc.) are allowed to be in the student's possession during an exam. They must be placed at the front of the room with your books and other materials and must be powered off.

Class Behavior: Disruptive behavior will result in the student being asked to leave the classroom. A second violation and the student will be dropped. Having said that, I very much encourage class interaction and discussion as I certainly don't want to lecture non-stop for the entire class. Don't sleep in my class. If you do, I reserve the right to call attention to it. Also turn off the cell phones and don't text in class! Also, if you have a computer open during class, make sure that you are using it for note-taking and resource purposes ONLY. Facebook, MySpace, Internet browsing, etc. will not be permitted during class.

Guest speakers: When we have a guest speaker, you are **expected** to dress professionally for that class period. For men, that means khakis and a golf shirt at a minimum. Ladies need to dress appropriately as well – no shorts please. Also, please do not wear hats. I reserve the right to deduct points from your final grade and/or not allow you to attend class if you are not dressed appropriately. Remember, you are representing our university and the impressions you make are significant to the image of the program, the department, and the university.

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.

5.35 "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 Kinesiology Department Chair, the Dean of the College of Health Sciences, 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!

ACADEMIC GRIEVANCE PROCEDURES

Should you have an academic issue that you feel cannot be resolved, the Academic Grievance Procedures for Students (Academic Policy Statement 900823) can be found via the following link:

<http://www.shsu.edu/dotAsset/0bb1346f-b8d6-4486-9290-dba24123d0d8.pdf>. Please refer to this link for details regarding the process for filing a grievance should you wish to do so.

POLICY ON SELF-PLAGIARISM

Self-plagiarism represents a significant problem in academia as it serves to undermine the learning process and outcomes that are a key feature of each course that is offered as a part of a student's curriculum. As a result, the Department of Kinesiology has a strict policy in place to prevent self-plagiarism in the classroom. Self-plagiarism is defined as the submission of any type of assignment that contains content that is recycled from other assignments or a prior publication that one submits for course credit in another course.

Each instructor is provided the discretion to evaluate whether a student has engaged in self-plagiarism on a course assignment. If a student is unsure whether use of prior content would constitute self-plagiarism, they must consult with the instructor of the course within a reasonable period of time prior to the due date of the assignment. In most cases, this consultation should take place a minimum of 10 business days prior to submission. Following submission of the assignment, if the instructor deems that the student has engaged in self-plagiarism, he or she has the right to state that the student has violated Section 5.3 of The Texas State University Rules and Regulations dealing with Academic Honesty and the student is thereafter subject to any and all penalties and punishments present in the policy. This may include failure of the assignment and/or failure of the course. Additionally, the student may be referred to the Kinesiology Department Chair, the Dean of the College of Health Sciences, the Dean of Students, and/or the Provost and Vice-President for Academic Affairs for further academic review.

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 individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance should register with the Office of Services for Students with Disabilities located in the Lee Drain Annex (telephone 936-294-3512, TDD 936-294-3786, and e-mail disability@shsu.edu). They should then make arrangements with their individual instructors so that appropriate strategies can be considered and helpful procedures can

be developed to ensure that participation and achievement opportunities are not impaired. SHSU adheres to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities.

If you have a disability that may affect adversely your work in this class, then I encourage you to register with the SHSU Services for Students with Disabilities and to talk with me about how I can best help you. All disclosures of disabilities will be kept strictly confidential. NOTE: No accommodation can be made until you register with the Services for Students with Disabilities. For a complete listing of the university policy, see: <http://www.shsu.edu/dept/academic-affairs/documents/aps/students/811006.pdf>

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.

Partial Bibliography of Related Research:

Barr, C.A. (1998). Collegiate sport. In L.P. Masteralexis, C.A. Barr,, & M.A. Hums (Eds.),

Principles and practices of sport management, (pp. 166-194). Gaithersburg, MD:

Aspen Publishers, Inc.

Challadurai, P. (2006). *Human resource management in sport and recreation* (2nd ed.). Champaign, IL: Human Kinetics.

Hansen, H. & Gauthier, R. (1992). Marketing objectives of professional and university sport organizations. *Journal of Sport Management*, 6, 27-37.

Laverie, D.A. & Arnett, D.B. (2000). Factors affecting fan attendance: The influence of identity salience and satisfaction. *Journal of Leisure Research*, 32(2), 225-246.

Lussier, R.N. & Kimball, D.C. (2009). *Applied sport management skills*. Champaign, IL: Human Kinetics.

Madrigal, R. (1995). Cognitive and affective determinants of fan satisfaction with sporting event attendance. *Journal of Leisure Research*, 27(3), 205-227.

Madrigal, R. (2000). The influence of social alliances with sport teams on intentions to purchase corporate sponsors' products. *Journal of Advertising*, 29(4), 13-24.

Spengler, J.O., Connaughton, D.P., & Pittman, A.T. (2006). *Risk management in sport and recreation*.

Champaign, IL: Human Kinetics.

Wakefield, K.L. & Sloan, H.J. (1995). The effects of team loyalty and selected stadium factors on spectator attendance. *Journal of Sport Management*, 9(2), 153-172.

Zhang, J.J., Pease, D.G., & Hui, S.C. (1996). Value dimensions of professional sport as viewed by spectators. *Journal of Sport & Social Issues*, 20(1), 78-94.

Zhang, J.J., Pease, D.G., Smith, D.W., Lee, J.T., Lam, E.T.C., & Jambor, E.A. (1997). Factors affecting the decision making of spectators to attend minor league hockey games. *International Sports Journal*, 1(1), 40-49.



Sports Business Journal Subscription Information

- As noted before, you are required to obtain a 16-week (\$73) subscription to *Sports Business Journal* for this course and KINE 5371, 5373, and KINE 5399 this semester. You need only purchase one subscription for all courses. There are other options you may purchase if you are so interested.
- Please follow these instructions to start your subscription:
 - Go to <https://www.sportsbusinessdaily.com/College-University/Subscribe/College-Subscription.aspx>
(found under College and University Program on SBJ's website)
 - Select "Sam Houston State University" and then "All Professors/All Classes"
 - You should be able to complete the information and place your order.
- You also have the option of a one-year subscription for \$159 (normally \$274). If you are starting the program this semester, then this may be a way to get additional savings in the long run.
- You do have the option of electing for the print or online options. The online option uses Zinio reader and is fairly easy to print articles off of now that the software has been updated. Also, the issues arrive immediately as opposed to having to wait on the mail.
- Please let me know if you have any other questions or concerns with purchasing your subscription.