

KINE 5384- REVENUE GENERATION IN SPORT
SPRING 2018
College of Health Sciences
Department of Health and Kinesiology
Sam Houston State University

Instructor: Derek Beeman
Room 351
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Office hours: By Appointment

Text/Readings: Reese Jr., James T. (2013) Ticket Operations and Sales Management in Sport. Morgantown, WV. Fitness Information Technology. **(Required)**

Irwin, Richard L., Sutton, William, McCarthy, Larry M. (2008). Sport Promotion And Sales Management 2nd Edition. Champaign, IL. Human Kinetics.
(Required)

Semester subscription (16 weeks) to *Sports Business Journal* **(Required)**

Selected journal articles

Additional Materials: You must have a Sam Email Account (not to be forwarded to other email). All communication outside of class will be done through email

Course Description: Each year professional and intercollegiate franchises are faced with the challenge of generating revenue for their organizations. Furthermore, the task of finding and employing talented individuals to generate these funds is becoming increasingly difficult and costly. This course is intended to provide students with the general knowledge of how both professional and intercollegiate organizations generate the revenue needed to run a successful operation. The initial portion of the class will focus mainly on the strategy, execution and considerations as it relates to generating revenue thru the various ticket products that an organization is marketing. The remainder of the course will cover a variety of topics including sponsorship and licensing revenue generation, the sales process, managing a sales team and landing that first job in sports sales. A large portion of this course will be dedicated towards a specific sales project, giving students a taste of how to apply theoretical approaches to a real-world environment.

Standards Matrix:

Objectives/Learning Outcomes	Activities	Performance Assessment
The student will:		

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Develop a further understanding of how organizations structure their revenue streams strategically.	Lecture & Discussion Readings	Journal Critiques Scholarly Research Paper/Presentation Written Examinations
Understand the role of a ticketing department within a professional sports organization and the different principles at play as it relates to creating demand for the product.	Lecture & Discussion Readings	Journal Critiques Scholarly Research Paper/Presentation Written Examinations
Understand the structure, benefits and limitations of the sponsorship and licensing revenue streams.	Lecture & Discussion Readings Artifacts	Journal Critiques Scholarly Research Paper/Presentation Written Examinations Case Study
Develop an understanding of the factors at play with the structure and management of a sales group.	Lecture & Discussion Readings Artifacts	Journal Critiques Scholarly Research Paper/Presentation Written Examinations Case Study
Develop an understanding of basic competencies related to landing a job in professional sports.	Lecture & Discussion Readings	Written Examinations Journal Critiques

Course Format:

The content of this course is delivered through traditional lecture methods. Course concepts are learned through both visual and auditory means as demonstrated through lecture, class discussions, self-study, collaborative study, small-group projects, and student research presentations. Evaluation consists of self-evaluations, peer evaluations, and instructor assessments using rubrics for assignments, discussions, and presentations.

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

Course Essential Objectives:

1. Learning fundamental principles, generalizations, or theories.
2. Learning to apply course materials to improve thinking, problem solving, and decisions.

Course Important Objectives:

1. Learning how to find and use resources for answering questions or solving problems.
2. Developing specific skills, competencies, and points of view needed by professionals in the field most closely related to this course.
3. Learning to analyze and critically evaluate ideas, arguments, and points of view.

Course Requirements:**1. Sales Plan (80 points)****2. Scholarly Research Paper/Presentation (100 points...50/50)**

Students will conduct scholarly research over a specific topic related to revenue generation in sports and present a formal presentation of their research. Suggested topics include, but are not limited to:

- Ticket product variations by league
- Revenue sources of sponsorship trends
- Primary vs Secondary ticket sales
- Revenue sharing in professional sports
- CRM usage in professional sports

3. Houston Rockets Sales Project (150 points)**4. Quizzes (50 points)****5. Exam (100 points)****6. Class Participation (20 points)****Course Evaluation:****Total Possible Points: 500**

Exam	100 pts
Ticket Sales Project	150 pts
Sales Plan	80 pts
Quizzes	50 pts
Class Participation	20 pts
Scholarly Research Paper/Presentation	100 pts

NOTE:

1. Papers are due on the date printed in the course outline unless otherwise notified.
2. Late work WILL NOT be accepted unless pre-approved by the instructor.
3. Make up exams WILL NOT be given unless pre-approved by the instructor.

4. The syllabus is subject to change pending notification.

Written Work Should:

- Be clear, well organized, and concise.
- Be free from grammatical and spelling errors.
- Be Typed (12 Point) and double space with 1 inch margins on left and right, with name, date, course in upper right hand corner. Paginate with page number in upper right hand corner and a staple in upper left corner. No report covers please.
- Demonstrate a thorough analysis.
- Include supporting evidence from course readings and additional resources (citations must be provided).

Attendance Policy:

More than 2 absences will affect your grade in the following manner:

- 3 unexcused absences = reduction of final grade by one letter
- 4 unexcused absences = reduction of final grade by two letters
- 5 unexcused absences = reduction of final grade by three letters
- 6 unexcused absences = failure

Academic Dishonesty

Students are expected to maintain honesty and integrity in the academic experiences both in and out of the classroom. *See student syllabus guidelines.*

Classroom Rules of Conduct

Students are expected to assist in maintaining a classroom environment that is conducive to learning. Students are to treat faculty and students with respect. Students are to turn off all cell phones while in the classroom. Under no circumstances are cell phones or any electronic devices to be used or seen during time of examination. Students may tape record lectures provided they do not disturb other students in the process.

Student Absences on Religious Holidays 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. Any student with a disability that affects his/her academic performance should contact the Office of Services for Students with Disabilities in the SHSU Lee Drain Annex (telephone 936-294-3512, TDD 936-294-3786) to request accommodations.

Americans With Disabilities Act (ADA)

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.

TENTATIVE SCHEDULE

	Date	Class Topics	Readings Due	Assignment/Due Dates/Other
1	Jan 23	-Introduction -Sales Project Overview -History/Background of Ticketing “Everyone Should Know How to Sell” Video “Inside Sports Management” Video		Begin Sales Plan Outline
2	Jan 30	-The Ticket Sales Process -Sports Ticket Sales -Theoretical Foundations of Promotion & Sales “How To Master The Art of Selling” Video	(Reese CH 6) (Irwin CH 5) (Irwin CH 2)	-3 specific questions
3	Feb 6	-Sports Sponsorship Sales “Presence” Video “Shut Up And Listen” Video	(Irwin CH 8)	-3 specific questions Team Project Sales Plans Due Quiz #1
4	Feb 13	-Ticketing Technology -Sales Project Discussion “Grit” Video	(Reese CH 2)	-3 specific questions
5	Feb 20	-Pricing Strategies -Sales Project Discussion	(Reese CH 5)	-3 specific questions

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6	Feb 27	-Customer Service and CRM -Sales Project Discussion	(Reese CH 3)	-3 specific questions Research Paper Topic Due Quiz #2
7	Mar 6	-Distribution of Tickets -Secondary Market -Sales Project Discussion	(Reese CH's 7 & 8)	-3 specific questions Quiz #3
8	Mar 13	Spring Break- No Class		
9	Mar 20	-Ticket Priority Systems -Sales Project Discussion	(Reese CH 4)	-3 specific questions
10	Mar 27	-Ticket Policies -Sales Project Discussion	(Reese CH 10)	-3 specific questions Quiz #4
11	April 3	-Career Preparation & Acquisition -Rockets Project Interviews	(Reese CH's 11 & 12)	Quiz #5
12	April 10	Sales Team Presentations		Research Papers Due/Final Sales Plans Due
13	April 17	Individual Research Presentations		
14	April 24	Individual Research Presentations		
15	May 1	Final Exam		