

# **Sports Management, Marketing, and Media**

## **VRSportAcademy, Sports Management 101**

**Instructor:** Dave Morris

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**Course Times:** Asynchronous, Live Sessions TBD

**Website:** [collegeathleticadvisor.com/vrsportacademy/](http://collegeathleticadvisor.com/vrsportacademy/)

**Office Hours:** Available via [calendly](https://www.calendly.com)

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### **Course Description**

The study of sports and athletics with emphasis on the current trends, best practices and changes in sports from the youth level to the professional and international levels. Organizational structures and administrative policies/ procedures for youth, high school, collegiate, and professional sports will be discussed. Concepts such as sports safety, gender equity, scheduling, budget management, contracts, and sports marketing will be introduced.

### **Textbooks**

E-books and other materials are included and accessible from the course homepage. Please complete your survey of these materials prior to the indicated class session. All live class sessions are archived and available asynchronously on the course homepage.

### **Course Objectives**

Upon successful completion of the course, student will:

- understand what constitutes a balanced athletic program that accommodates the needs of all participants
- describe the variety of roles, structures, and expertise utilized by sporting organizations
- demonstrate an understanding of leadership and management techniques that inspire performance
- demonstrate knowledge of the legal issues and trends as they pertain to exercise science, physical education and sport.
- demonstrate knowledge of sound financial management procedures and practices as needed to maintain a physical education and sport program.
- demonstrate an understanding of the federal legislation that mandates equal opportunity for both genders and for special populations.
- describe components of successful intramural, athletic training, and interscholastic athletics programs.
- display skills in and knowledge of public and human relations as it pertains sporting organizations in a variety of environments.
- analyze the impact of diverse stakeholder goals on the management and function of athletic organizations.
- assess the impact of current collegiate, youth, and professional eligibility rules and their alignment with the stated aims of the organizations that require them.
- understand the history of sport and politics as intersecting, assess how both powerful institutions and individuals seen as powerless have leveraged sports and sporting events to amplify their voices.
- evaluate current trends in athletics and sports management, including NIL reform at the NCAA level and sports' reaction to global pandemic.

### **Course Content**

#### **Unit 1: Introduction to Sports Management**

- The variety of sport/athletic programs in America and beyond
- Goals of sporting organizations and sports sponsors
- Careers in sport and athletics

#### **Unit 2: Management Theory and Leadership in Sports Organizations**

- Similarities and differences between school and sport specific organizations
- Leadership and best practices in athletic management
- Personnel management and human resources in athletics

**Unit 3: Sports Governance in America**

- The USOC and America’s Olympic sport NGO’s.
- The NCAA, NAIA, NFHS and interscholastic sport governance
- The IOC, FIFA, CAS and the major international sporting organizations

**Mid-Term Exam #1**

**Unit 4: Sports Marketing and Public Relations**

- Media sponsorship, television contracts, and the future of sports broadcasting
- Selling tickets, suites, and PSL’s
- Social media marketing for teams, leagues, organizations, and athletes
- Current issues in branding and NIL rights for student-athletes and professionals

**Unit 5: Positive Coaching and How The Structure of Youth Sports Impacts Participants**

- Volunteer and paid coaching in amateur athletics
- Social incentives and coaching evaluation in youth and high school sports
- Mitigation strategies and alternative structures that encourage positive outcomes

**Unit 6: Sports Business and Finance**

- Funding models in youth and amateur sport
- The economics of collegiate athletics in NCAA Division 1 and other levels/affiliations
- Revenue, profit and ownership in pro sports in the United States and abroad

**Mid-Term Exam #2**

**Unit 7: Legal and Ethical Considerations in Sports Management**

- Sports as a community asset, costs and benefits of public and institutional trust in athletics
- Abuse of athletes, mandatory reporting and scandals in colleges and sport NGO’s
- How sporting organizations police (or not) sexual harassment and racial discrimination

**Unit 8: Nuts and Bolts of Sports Administration in Schools and Organizations**

- Understanding institutional purchasing, cost controls, and budget management
- Managing equipment, travel, and facilities
- Divergent goals of athletic department stakeholders and colleges

**Unit 9: Sports, Identity, and the Title IX Explosion**

- Title IX. The law as written, its history, legal interpretations, and the future
- Apparel, sponsorship, television, female athletes, and the growth of women’s sport
- Athletes, activism and advocacy

**Unit 10: The Future of Sport**

- Performance enhancement: “natural” vs. “unnatural” the illusory nature of the distinction
- The Olympics and the power of worldwide sport... is this sustainable?
- Participatory sports... the rise of extreme sports, esports, and the X games

**Final Exam**

**Evaluation**

Active participation in discussions & activities .....	20%
Portfolio Project #1 (3-5 pages or equivalent video or other submission).....	25%
Mid-Term Exam #1 .....	15%
Mid-Term Exam #2 .....	15%
Final Exam.....	25%

### Grading Scale

A.....	93-100	C.....	73-77
A-.....	90-92	C-.....	70-72
B+.....	88-89	D+.....	68-69
B.....	83-87	D.....	63-67
B-.....	80-82	D-.....	60-62
C+.....	78-79	F.....	59 and below

### Attendance, Participation, and other Policies

1. You may select from the following grading options at the outset of the class and submit the appropriate acknowledgement on your registration form.
  - a. Take the course for a letter grade as defined above. You **MAY decide prior to 6th week of class** to alter this decision and take the class pass/fail or without grading (audit).
  - b. Take the class pass/fail. Any grade above 60 constitutes a “pass” in this context. You **MAY decide prior to the 6th week of class** to alter this decision and either take the class for a letter grade or without grading (audit).
  - c. Take the course without grading (audit). You **MAY decide prior to the first midterm** to alter this decision and either take the class for a letter grade or without grading (audit).
2. Your active participation is critical to your success in class as in any other human endeavor. When you attend synchronous courses, please turn your camera on whenever possible, and regardless of your feeling “camera ready,” be active in discussion and unmuting your microphone when appropriate. When you are participating asynchronously, please make sure to complete any polls or in class assignments as appropriate. The reality is this is partially for you – your active responses inform our journey, it’s about YOU after all – and it helps me be a better instructor. I appreciate your effort, probably more than you will realize in real time, it makes this more fun for all of us!
3. Papers and other assignments out of class are to be turned in on time. Assignments that are turned in late will be accepted at the instructor’s discretion and penalized accordingly. If you need additional time for any reason, you must notify the instructor PRIOR to the assignment’s due date. All written work is expected to be completed in standard, written English, clearly typed and/or word-processed.
4. According to Wil Jones, formerly the basketball coach at the University of the District of Columbia (winner of a D2 national championship vacated by the NCAA), all coaching is theft. We constantly borrow ideas from each other and adapt them to our needs. Make sure that when an idea is not your own, you give credit to your source. Failure to do so is a violation of VR Sport Academy policy and can result in serious consequences (like expulsion from the class), so please be sure to give credit when you borrow, steal, or share ideas. Sharing and working cooperatively is part of what makes sport (and learning) enjoyable, but you **MUST** make sure you properly credit your sources of information or inspiration. If you are unsure of how or whether to give credit, I ALWAYS have time to discuss this – proper citation and giving credit for intellectual property is a cornerstone of being a responsible member of academia.
5. VR Sports Academy abides by the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973, which stipulates that no student shall be denied the benefits of an education “solely by reason of a handicap”. If you have a documented disability that may impact your work in this class and for which you may require accommodations, please see me as soon as possible to arrange accommodations.



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