Course Description:
Introduction to the business strategies of a professional sports team including an in-depth look at the importance and value of community affairs, corporate sponsorship, business public relations and player relations. Additional topics will include the strategy of in-game promotions / giveaway items, social media, autographed and game used merchandise as well as ticket sales and personal development strategies for those interested in a career in the Front Office of a professional sports team.

Course Outcomes/Objectives:
By the end of the course, students will be able to:

1. **Demonstrate Professional Competencies**: students will develop professional materials and the industry knowledge to prepare themselves for internship and career opportunities with a professional sports franchise

2. **Demonstrate an understanding of the responsibilities of various entities of a professional sport franchise, including**:
   a. **Corporate Structure and Organization**: students will investigate the structure and organization of major professional franchises
   b. **Sports Philanthropy**: students will articulate an understanding of sport philanthropy principles and the value Community Affairs / Team Foundations bring to a professional franchise
   c. **Corporate Sponsorship/In-Game Entertainment**: students will be able to critically analyze corporate sponsorship strategies and apply this to the development of promotional and in-game entertainment programs
   d. **Ticket Sales/Revenue Generation**: to review and understand growing trends in the industry including dynamic ticket pricing and non-traditional revenue generation
e. **Player/Personnel:** students will garner an understanding of the various jobs within the player/personnel departments and investigate how their roles impact the franchise

**Required Text:**
There is no textbook required for this course. I will make all required readings available via Blackboard.

**Pre-course Requirements:**
You **MUST** meet this requirement by successfully completing each of the following tasks, in the order presented, before beginning your coursework (see “Course Information & Documents” folder on the blackboard site). If for any reason you are unable to complete these tasks, e-mail your instructor immediately.

1. Access the course web site at [http://blackboard.wayne.edu](http://blackboard.wayne.edu)
2. Access the “Course Information & Syllabus” folder and:
   a. View the “Welcome to KHS 6530” Video.
   b. Download the syllabus and read it in its entirety.
   c. Open the document titled “Web Agreement” and read it in its entirety.
   d. **Take the Syllabus/Web Agreement Quiz. (The rest of the course information will be made available ONLY once you’ve completed and passed this quiz)!**

**Class Policies:**
While online courses may not require “regular, in-class” attendance, students are expected to meet stated due dates and/or meeting requirements as provided by the instructor at the beginning of each course. Students are expected to:

1. Contribute in a respectful, productive manner in class discussions, and group work.
2. Include first and last name on each email, along with designated title of assignment as teacher instructs.
3. Complete required readings, participate in online discussions, and perform all assignments satisfactorily and in a timely fashion.
4. Submit assignments on time in a PDF format. **Late assignments will NOT be accepted.**
5. Use APA format for assignments, which will be graded on content, creativity, and writing skills.
6. Have access to required software as course specifies prior to beginning of class.
7. Use the student WSU email for corresponding and submitting work to the instructor.
8. Contact the instructor with problems, but use discretion and try to find appropriate solutions before asking for guidance.
9. Refrain from using any information available on the Internet that is inappropriate for general use (i.e. material that is sexually-explicit, violent, etc.).
10. Class may not be recorded and materials posted to Blackboard are expressly to be used for class purposes only.
11. Follow WSU policy to register complaints or appeals about online classes.

**Graduate Grading Scale:**

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<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>93-100%</td>
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<td>90-92%</td>
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<td>B</td>
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<td>70-73%</td>
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<td>F</td>
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**Undergraduate Grading Scale:**

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<tbody>
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General Note on Grading:

The College of Education faculty members strive to implement assessment measures that reflect a variety of strategies in order to evaluate a student's performance in a course. For graduate students, “B” grades will be awarded for satisfactory work that satisfies all course requirements; “B+” grades will be awarded for very good work; and “A” grades will be reserved for outstanding performance. There is a distribution of grades from “A-F” within the COE and that plusses and minuses are recorded and distinguish distinct grade point averages.

Module Descriptions and Course Evaluation:

- **MODULE 1: Introduction to Careers in Sports**
  ASSIGNMENTS: Introduction Assignment (10 points)
  Career Aspirations Journal (10 points)

- **MODULE 2: Professional Sport Organizations and Culture**
  ASSIGNMENTS: Professional Franchise Research Assignment (20 points)

- **MODULE 3: In-Game Promotions, Social Media and Authentication Programs**
  ASSIGNMENTS: Social Media Assignment (5 points)
  Authentication Analysis Assignment (5 points)
  Storify Assignment (10 points)

- **MODULE 4: Community Affairs, Sports Philanthropy and Working with Professional Athletes**
  ASSIGNMENTS: Professional Team Philanthropy (10 points)
  Professional Athlete Philanthropy (10 points)

- **MODULE 5: Business Public Relations, Corporate Sponsorship and Ticket Sales**
  ASSIGNMENTS: What’s the Limit? (10 points)
  Critical Eye (10 points)

- **MODULE 6: Working with Players/Personnel**
  ASSIGNMENTS: Player/Personnel Assignment (20 points)

- **MODULE 7: Putting it All Together**
  ASSIGNMENTS: FINAL PROJECT (50 points)

- **TOTAL POINTS: 170 Points**

Course Assignments and Schedule:

This course will be broken down into units, each will be worth 20 points and will include assignments that are designed to provoke thought and discussion among students on the related readings. Please find all specific assignment descriptions in Blackboard. In addition, students will be required to submit a final three-page report on a topic of their choosing.
Assignments and final report may be subject to peer review and discussion among students. Points will be allocated as follows:

<table>
<thead>
<tr>
<th>Module</th>
<th>Dates</th>
<th>You should be…</th>
<th>What’s due</th>
</tr>
</thead>
</table>
| 1      | Monday, January 9, -- Wednesday, January 18 | **Introduction to Working in Professional Sport**  
  - Log into Blackboard. View welcome video, review syllabus, and all related course materials.  
  - Take the syllabus quiz (you must do this to make the rest of the course content available).  
  - Review the “Introduction” folder in Module #1. | 1. Introduction video (10 points)  
  2. “Career in Sport” journal (10 points) |
| 2      | Wednesday, January 18 – Wednesday, February 1 | **Professional Sport Organizations and Culture**  
  - Review the “Organizations and Culture” folder in Module #2. | 1. Professional sport franchise research assignment (20 points) |
| 3      | Wednesday, February 1 – Wednesday, February 15 | **In-Game Promotions, Social Media, and Authentication**  
  - Review the “Social Media” folder in Module #3. | 1. Social Media and Pro Sports (5 points)  
  2. Authentication Analysis (5 points)  
  3. Team Social Media Storify (10 points) |
| 4      | Wednesday, February 15 – Wednesday, March 22 | **Community Affairs and Sports Philanthropy**  
  - Review “Community Affairs” folder in Module #4. | 1. Team philanthropy assignment (10 points)  
  2. Player philanthropy assignment (10 points) |
| 5      | Wednesday, March 22– Wednesday, April 5 | **Public Relations, Corporate Sponsorship and Ticket Sales**  
  - Review the “PR and Sponsorship” folder in Module #5. | 1. Critical Eye assignment (10 points)  
  2. “What’s the limit?” assignment (10 points) |
| 6      | Wednesday, April 5 – Wednesday, April 19 | **Working With Players/Personnel**  
  - Review “Player/Personnel” material folder in Module #6. | 1. Player/Personnel assignment (20 points) |
The College of Education has a “zero tolerance” approach to plagiarism and other forms of academic dishonesty. (See Student Code of Conduct http://doso.wayne.edu/codeofconduct.pdf). Plagiarism includes copying material (any more than 5 consecutive words) from outside texts or presenting outside information as if it were your own by not crediting authors through citations. It can be deliberate or unintended. Specific examples of academic dishonesty, including what constitutes plagiarism, can be found in the University's Undergraduate Bulletin (http://bulletins.wayne.edu/ubk-output/index.html), the Undergraduate Student Handbook (http://comm.wayne.edu/files/undergradhandbook.pdf), and in print and online versions of the Graduate Catalog (http://www.bulletins.wayne.edu/gbk-output/index.html) under the heading “Student Ethics.” It is every student’s responsibility to read these documents to be aware which actions are defined as plagiarism and academic dishonesty. Sanctions could include failure in the course involved, probation and expulsion, so students are advised to think carefully and thoroughly, ask for help from instructors if it is needed, and make smart decisions about their academic work.

Attention Students with Disabilities:

If you have a documented disability that requires accommodations, you will need to register with Student Disability Services (SDS) for coordination of your academic accommodations. The Student Disability Services (SDS) office is located at 1600 David Adamany Undergraduate Library in the Student Academic Success Services department. SDS telephone number is 313-577-1851 or 313-202-4216 (video phone). Once you have your accommodations in place, I will be glad to meet with you privately during my office hours to discuss your special needs. Student Disability Services’ mission is to assist the university in creating an accessible community where students with disabilities have an equal opportunity to fully participate in their educational experience at Wayne State University. Please be aware that a delay in getting SDS accommodation letters for the current semester may hinder the availability or facilitation of those accommodations in a timely manner. Therefore, it is in your best interest to get your accommodation letters as early in the semester as possible.

Wayne State University Writing Center:

The Writing Center (2nd floor, UGL) provides individual tutoring consultations free of charge for students at Wayne State University. While the center serves both graduate and undergraduate students, undergraduate students in General Education courses, including composition courses, receive priority for tutoring appointments. The Writing Center serves as a resource for writers, providing tutoring sessions on the range of activities in the writing process – considering the audience, analyzing the assignment or genre, brainstorming, researching, writing drafts, revising, editing, and preparing documentation. The Writing Center is not an editing or proofreading
service; rather, students are guided as they engage collaboratively in the process of academic writing, from developing an idea to correctly citing sources. To make an appointment, consult the Writing Center website: http://www.clas.wayne.edu/writing/. To submit material for online tutoring, consult the Writing Center HOOT website: http://www.clas.wayne.edu/unitinner.asp?WebPageID=1330.

Enrollment/ Withdrawal Policy
Beginning in Fall 2011, students must add classes no later than the end of the first week of classes. This includes online classes. Students may continue to drop classes (with full tuition cancellation) through the first two weeks of the term. Students who withdraw from a course after the end of the 4th week of class will receive a grade of WP, WF, or WN.

- WP will be awarded if the student is passing the course (based on work due to date) at the time the withdrawal is requested
- WF will be awarded if the student is failing the course (based on work due to date) at the time the withdrawal is requested
- WN will be awarded if no materials have been submitted, and so there is no basis for a grade

Students must submit their withdrawal request on-line through Pipeline. The faculty member must approve the withdrawal request before it becomes final, and students should continue to attend class until they receive notification via email that the withdrawal has been approved. The last day to withdraw from courses for Winter, 2016 semester is **Sunday, March 26, 2017.**

Religious Observance Policy:
Because of the extraordinary variety of religious affiliations represented in the University student body and staff, the Wayne State University calendar makes no provision for religious holidays. It is University policy, however, to respect the faith and religious obligations of the individual. Students who find that their classes or examinations involve conflicts with their religious observances are expected to notify their instructors well in advance so that alternative arrangements as suitable as possible may be worked out.

**NOTE: course syllabus is subject to change at the discretion of the Instructor and will be updated in Blackboard.**