

Application for a New Course v10.5

Course ID <i>Subject and Number</i>	MKTG 333
Date APPROVED	
Date DENIED	

I. Systems and Catalog Information Complete each item.

1	Course Developer	David Kinard
2	Course Teacher	David Kinard
3	Course Title	Sports Administration
4	Course Abbreviation (if title is over 30 characters)	
5	College	Business Admin
6	Department	Management Sciences
7	Number of Credit Hours	3
8	Is the course Fixed Credit or Variable Credit?	fixed
9	Is the course repeatable?	no
10	Maximum number of times course may be repeated	n.a.
11	Maximum number of hours credit	n.a.
12	Explanation for variable credit	n.a.
13a	Course contact hours - LEC	45
13b	Course contact hours - Lab	0

13c	Course contact hours - Practicum	0
13d	Course contact hours - Seminar	0
13e	Course contact hours - Studio	0
13f	Course contact hours - Online	0
13g	Course contact hours - Colloquium	0
13h	Course contact hours – Field Experience	0
13j	Course contact hours - Internship	0
13k	Course contact hours - Research	0
13m	Course contact hours - Workshop	0
13n	Course contact hours – Other (specify)	0
14	Instructor Workload	3 hours
15	Grade Mode (check all appropriate):	☒ Standard ☐ Credit/No Credit (undergrad only)
16	Maximum Enrollment	40
17	Catalog Description (50 words or less)	An introduction to the fields of sports marketing, promotion, and management. Topics include conducting marketing research and analyzing the resulting data; design and execution of sales presentations; critical analysis of live events; sports management concepts, and legal considerations.
18	List any prerequisites	a. BUSA 120

	(course/s, test scores, class standing, major, etc.)	b. MGMT 330 or MKTG 320
19	List any co-requisites	n.a.
20	If the course is cross listed, specify the Course ID(s) MUST have signature in Section V off all Department Chairs	n.a.
21	Does this course have any special student costs? Yes/No <i>Attach a <u>completed</u> "Request to Add or Change Course Fees" form. Describe in section IV-F.</i>	no
22a	How often will it be offered? Fall	1
22b	How often will it be offered? Spring	1
22c	How often will it be offered? Summer	0
23	Frequency? All, odd, or even years?	all
24	First semester this course will be offered <i>New courses may not be taught under their approved course ID until they appear in the catalog, therefore, no earlier than the coming fall.</i>	Fall 2017
25	List course/s that should be deleted, include the last semester for course/s being deleted <i>A course cannot be deleted when it is a requirement in a degree plan in any department.</i>	n.a.
26	Is this course required for a degree/s? Yes/No <i>If "Yes," attach a revised degree plan(s) reflecting the placement of the new course.</i>	no

27	Should the addition of this course be retroactively applied to the degree plan it supports? Yes/no and explain	No; elective
28	Has this course been offered as a Special Topics course? Yes/No <i>If "Yes," specify the Course ID and enrollment for each term it was taught.</i> <i>(Note: New courses are NOT required to be taught as Special Topics courses prior to being approved. However, courses may be taught once as Special Topics before it is proposed. See the Course Descriptions section of the Catalog for details.)</i>	Yes BUSA 440 Enrollment: 35 35 37
29	List any courses in which content overlaps the proposed course. (Course ID and Name) <i>Attach statement from instructor/dept chair of existing course justifying the new offering in Section IV-D.</i>	none

II. Curriculum

1	Degree Plan Explanation of how this course affects degree requirements.	Expands elective options in Management and Marketing majors.
2	Justification State the justification for adding this course to the current curriculum. Represent the need.	Severe shortage of electives in Marketing due to lack of faculty. Strong interest across majors for sports-related courses.

III. Course Design

1. Audience and Course Goal

1	Describe the intended audience, including prerequisite	Mid-degree business majors
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	skills.	who understand fundamentals of business
2	State the overarching course goal(s) in performance terms.	Students completing the course will be able to apply practical administrative skills in sports-related businesses

2. Competencies and Measurements

	Competency	Measurement
1	Assess the real-world application of leadership, management, and marketing techniques in the realm of athletics.	Event audit
2	Create and use survey research tools.	Research project
3	Analyze data and present findings.	Research project
4	Develop and present communication tools related to sponsorships, major gifts, or similar events.	Sales presentation
5	Understand and apply major concepts of the field	Exams and quizzes
6		
7		
8		
9		

3. Text and Resources

1. Give the full publication information of the textbook/s and other required resources and outside readings.

Primary text: Pedersen, P.M., and Thibault (Eds.). (2014). *Contemporary sport management* (5). Champaign, IL: Human Kinetics.

Supplemental materials: Sports Business Journal Online (sbjcollege.com/subscribe)

IV. Supporting Documentation

Supporting documents must accompany proposal prior to preliminary approval by chair and dean.

✓	1	Library — Submit new course application and syllabus to the Dean of the Library. Consult with the director and establish a deadline for completion of the library report. Attach the signed copy of the Library report.
✓	2	Instructional Design — The application and syllabus must be reviewed by the Adams Center. Attach a copy of the Adams Center Review Letter.
NA	3	Content Overlap — Include one document for each course you listed in Section I-I. Attach statement from instructor/dept chair of existing course justifying the new offering.
NA	4	Departmental Resources — List the resources that support the course and are available only through the department, if applicable. Attach the list of the holdings and the location/s.
NA	5	Resources — List resources (other than library or departmental resources) that are needed to support this course (computers, lab equipment, other technology, etc.). Attach a complete list of all items and indicate possible sources or estimated cost of each. List the sources of any needed funds.
NA	6	Expenses — List additional expenses needed to implement this course (full-time or part-time faculty, graduate or lab assistants, student employees, travel, special student costs, room renovation, storage facility, etc.). Attach a complete list of all items, the estimated cost of each and the source of the funds.
✓	7	Justification — Attach all documents referred to in Section II-2
✓	8	Syllabus — Attach the syllabus for the course based upon the anticipated first-semester offering.
NA	9	Provide documentation for all additional attachments here

ABILENE CHRISTIAN UNIVERSITY

LIBRARY

M E M O R A N D U M

DATE: September 22, 2016
TO: Dr. Mark Phillips, David Kinard
FROM: Mark McCallon, Library Associate Dean for Library Information Services
RE: Course Application for MKTG 333 – Sports Administration

Thank you for letting us review the course proposal. The library can support the proposed course. If additional library resources are needed for the course, please contact your librarian liaison, Mark McCallon (mccallonm@acu.edu). Thank you for letting us review the course application.

September 23, 2016

Professor David Kinard
Abilene Christian University
Tel: (325)674 6724
Email: david.kinard@acu.edu

Re: Review of BUSA440: Special Topics: Sports Administration

Dear Professor Kinard,

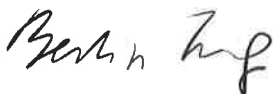
Thank you for submitting BUSA440: Special Topics: Sports Administration for us to review. We found that the syllabus to meet requirements in ACU Syllabus Guidelines, except the following issues:

- A number of required components are missing: number of credit hours, meeting time and place, prerequisites/co-requisites, intended audience, your office location, as well as ACU and department mission statements (*ACU mission statement: "The Mission of Abilene Christian University is to educate students for Christian service and leadership throughout the world."*) I am also attaching a checklist I used to review the proposal if that helps.
- The syllabus shows the semester to be Fall 2016. Could it be a future semester? As a proposed future course, you may also want to change the dates in the schedule as well, or to make it display a generic week 1-16 format without actual dates.

Please consider making the changes as needed, or explain it to the council if there are reasons for not having to address the issues right away. You do not need to return the revised version to us.

If there is any aspect of the application or course development you would like to discuss further, please let me know. The Adams Center is here to serve you in any aspect of your course development, implementation, and/or ongoing teaching of the course.

Again, thank you for allowing the Adams Center team to review your course application and if there is any way we can serve you, please know we are here to serve you.



Director, Instructional Design,
Adams Center

(note: the changes listed above were made MP)

V. Preliminary Approvals

All supporting documentation has been assembled and attached to this application. I believe this course is ready to be presented to appropriate councils. We have a plan to fund this new course.

Course Number and Name MKTG 333 Sports Administration

Primary Department



Department Chair
Dean of the College

9.22.16
Date



9/22/16
Date

Cross-listing Department *Add more lines if multiple departments are cross-listing*

Department Chair
Dean of the College

Date

Date

Cross-listing Department *Add more lines if multiple departments are cross-listing*

Department Chair
Dean of the College

Date

Date

VI. Actions *Place all actions on one page.*

Course ID: MKTG 330

Course Title: Sports Administration

1. College Academic Council: (for all courses)

Note: Insert additional lines for College Academic Council action for each college involved in cross-listed courses.

Approved ☒

Denied ☐

David Perkins
College Dean or Director

Date

9-27-16

Approved ☐

Denied ☐

College Dean or Director

Date

2. Graduate Council: (for graduate level courses)

Approved ☐

Denied ☐

Dean of Graduate School

Date

3. Teacher Education Council: (when applicable)

Approved ☐

Denied ☐

TEC Chair

Date

4. University General Education Council: (when applicable)

Approved ☐

Denied ☐

Provost's designee

Date

5. University Undergraduate Academic Council: (*undergraduate level courses*)

Approved ☐

Denied ☐

Vice Provost

Date

6. Academic Provost: (for all courses)

Approved ☐

Denied ☐

Provost

Date

7. President of the University: (for all courses)

Approved ☐

Denied ☐

President

Date

Attach notes, comments, or conditions from appropriate councils:

ACU COLLEGE OF BUSINESS ADMINISTRATION
COURSE SYLLABUS
MKTG 333 –SPORTS ADMINISTRATION
FALL 2017



Instructor: David Kinard
Sr. Associate Director of Athletics
Office: Teague 110
Office Hours: TR 4:30 to 5:30 pm or by appointment
Phone: Cell (325) 725-6724
Email: david.kinard@acu.edu

ACU's mission: To educate students for Christian service and leadership throughout the world.

COBA's mission: To glorify God by creating a distinctively Christian environment in which excellent teaching, combined with scholarship, promotes the intellectual, personal, and spiritual growth of business students, and educates them for Christian service and leadership throughout the world.

Course Description: BUSA 440.01: ST: Sports Administration: An introduction to the broad area of sports administration to include a focus on leadership, organizational management, marketing, and the role of research. (3 hours credit) Prerequisites: BUSA 120, MGMT 330, MKTG 320

Format: BUSA-440A-01 will meet in COBA 216, Tuesdays and Thursdays, from 3:00p to 4:20p. This undergraduate course will utilize a mixture of lecture, discussion and student presentations.

Contribution of Course to Overall Business Perspective: BUSA-440 is designed to focus on organizational and leadership theory that can be applied to real-world application in the popular field of sports. In the class, students will be accessed in their ability to effectively work in groups and develop communication skills. In addition, the course provides an atmosphere where critical thinking skills necessary for success in business and the professional world can be developed.

Contribution of Course to the Development of Communication Skills: Team-based work will make up a large portion of the course, offering opportunities for improving both leadership and follower skills. Group presentations are required, and the use of software tools is included.

Contribution of Course to Christian Service and Leadership: Success in BUSA-440, as in life, will rely on teamwork and relationships. Realizing our God-given purpose and potential is not possible alone (Eccl. 4:9, Abr. 5:14, Exodus 18:18). Understanding that organizational and managerial concepts are not just for realizing a team goal, but to fulfill the potential that God has destined for us all. The class will not only give the opportunity to work together, but also build relationships and learn from each other to prepare for success after college (Prov. 27:17).

End of Course Objectives: Students will develop ability to critically evaluate information in the sports field, explain the relevance of ethical, legal, and sociological concepts to the management of sport, and demonstrate an understanding of management, leadership, and organizational behavior theories and their application in sports.

Text: Pedersen, P.M., & Thibault, L. (Eds.). (2014). *Contemporary Sport Management* (5th ed.). Champaign, IL: Human Kinetics.

Supplemental Materials: Sports Business Journal Online (sbjcollege.com/subscribe)

Course Policies and Important Notes:

Grading:

Assignment	Percentage	Points
Event Audit	5%	10
Midterm Exam	20%	40
Marketing Plan Proposal	10%	20
Final Exam	20%	40
Final Marketing Plan	15%	30
Sales Presentation	10%	20
Participation/Discussion	20%	40
Total	100%	200

Grade Scale:

- A 90-100%
- B 80-89%
- C 70-79%
- D 60-69%
- F 59% and below

Class Participation and Discussion: It is expected that you will have read all necessary reading prior to class and be prepared to discuss your questions, thoughts, and applying outside events and experience into the discussion. Your class participation will be evaluated carefully and a grade will be assigned accordingly. Pop quizzes may be given toward participation grade. Unnecessary talking to other students during class and using unapproved electronics will be taken into account in assigning class participation grades.

Exams: All exams will be a combination of multiple-choice, short answer and essay questions. The exams will cover only the chapters prior to each exam, the Final exam.

Marketing Research Project: Students will form groups of five to design and execute a marketing research project to maximize student awareness of athletic events. This plan will consist of the group developing a research instrument, elaborating on how best to distribute the instrument, survey/focus groups, and developing a marketing plan based on those results in order to increase awareness. The draft will include the instrument and proposal, while the final will include results and plan. The group will present both the proposal and plan to the class.

Sales Presentation: Students will form groups of five and choose a sports organization (either real or fictitious) and design and execute a sales presentation. This can be a sponsorship package, major gift ask, or a sports agency presentation. Each group will need to provide a sales piece (handout or brochure for the class) and present to them their product or organization.

Event Audit: Each student will be required to attend a sport event during the spring (could be high school, community, college or professional) and provide a critical review of the experience based through the lenses of each management function (marketing, facility and operations, ticketing, etc)

Attendance: You are entitled to four absences during the semester. For any additional missed classes, 5% of your grade will be deducted for each absence. Students who miss more than three class periods due to University-sponsored sports, serious illness, or other extraordinary and compelling circumstances, may be exempted from the effects of this rule.

Makeup Work:

- Tests. Makeup tests will be given only for the following reasons: university-sponsored sports, serious illness, or death in the immediate family. The makeup test must be taken within one week of the original date. After that, a grade of zero is given.
- Writing Assignments. Since assignments are allowed to be sent electronically by midnight of the assigned date, writing assignments are not accepted late without prior approval.
- Participation. If you are not in class on a day designated for an assigned presentation, you will not receive credit for that portion, and could be detrimental to your grade. Also, if you do not participate in class discussions, even if you are in attendance, you will not receive any credit for participation and could be detrimental to your class participation grade.

Electronic Devices: Electronic devices (laptop or Ipad) are NOT allowed in class. Electronic devices may be available for reference to electronic text materials or group work, at specific times during the class. Using electronic devices will result in no participation for that day, and could be detrimental to your grade. I ask that classes not be recorded, either by audio or video.

Academic Integrity: Cheating or academic dishonesty in any form will result, at a minimum, in a zero grade for that assignment, and may be grounds for failing the class or more extreme measures, according to COBA and university policy. COBA honor code:

<http://www.acu.edu/academics/coba/cobahonorcode.html>.

ACU policy: http://www.acu.edu/campusoffices/studentlife/documents/Acad_Integ_Policy_Fa.pdf

Disabilities: Please inform me by the second class period if you need accommodation for any type of disability.

Week	Topic	Chapter	Other
1	Introduction		
1	Sport Marketing	12	
2	Sport Marketing	12	Group Assignments
2	Group Work		
3	Consumer Behavior	13	
3	Consumer Behavior	13	
4	Sport Communication	14	*Presenter
4	Sport Communication	14	
5	Finance	15	
5	Event and Facility Management	16	
6	Legal Considerations	17	*Presenter
6	Group Work/Review		
7	Group Presentations		
7	Group Presentations		
8	Midterm Exam	12-17	Marketing Proposals Due
8	Professional Aspects/Networking	2	*Presenter
9	Managing Sport	1	
9	Historical Aspects	3	
10	Management Concepts	4	
10	Management Concepts	4	
11	Managing and Leading	5	Audits Due
11	Managing and Leading	5	
12	Sociological Aspects	18	
12	Group Work/Review		
13	Sociological Aspects	18	
13	Final Exam	1-5, 18	
14	Group Work		
14	Sales Presentations		
15	Sales Presentations		
15	Group Presentations		Final Marketing Plan Due