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Kinesiology (KINE) 1510 Introduction to Sport Management (3 Units) CSU

Advisory: Eligibility for English 1500 or 1501 strongly recommended.

Hours and Units Calculations:

48 hours Lecture. 96 Outside-of-class Hours (144 Total Student Learning Hours) 3 Units

Catalog Description: The purpose of this course is to provide students with the foundations and principles on which sport management operates. In addition, this course will offer students an overview of the structure of the sport industry, and basic fundamental knowledge and skills necessary for successful sport management. Students will examine the history and development of the profession, discover and evaluate a variety of career opportunities, discuss organizational and managerial strategies, and analyze current trends in sport and recreation management.

Type of Class/Course: Degree Credit

Text: Pedersen, Paul M., Lucie Thibault. *Contemporary Sport Management*, 7th ed., Human Kinetics, 2022.

Additional Materials: None

Course Objectives:

By the end of the course, a successful student will be able to:

1. Demonstrate knowledge of management theories and functions related to planning, organizing, staffing, leading, and evaluating a sport organization
2. Articulate how marketing and financial techniques can be applied to solve sport business problems
3. Understand how the changes of sport can be impacted by the trends of society.
4. Explain key components of the expanding field of sport event management.
5. Differentiate the career levels of professional, collegiate, and recreational industries.

Course Scope and Content:

Unit I: Introduction to Sport Management

- A. Managing sport
- B. Developing a professional perspective
- C. Management concepts and practices in sport organizations
- D. Managing and leading in sport organizations
- E. Sociological aspects of sport management
- F. Sport Management research

Unit II: Sport Management Sites

- A. Managing sport participation across the life span
- B. Interscholastic athletics
- C. Intercollegiate athletics
- D. Professional sport
- E. Sport Management and Marketing agencies
- F. International Sport Management

Unit III: Business as it Relates to Sport Management

- A. Developing a sport marketing plan
- B. The Sport Analytics Process
- C. Financial situations of US collegiate sport and professional sport
- D. Economics of sport
- E. Overview of facility management
- F. Media relations

Unit IV: Leadership as it Relates to Sport Management

- A. Theoretical framework of sport communication
- B. Strategic Sport Communication Model
- C. Influences on the sport consumer
- D. Legal considerations in sport management
- E. Community relations
- F. Future challenges

Learning Activities Required Outside of Class:

The students in this class will spend a minimum of 6 hours per week outside of the regular class time doing the following:

1. Studying
2. Answering questions
3. Required reading
4. Written work
5. Observing or participating in an activity related to the course content

Methods of Instruction:

1. Lecture
2. Class discussion
3. Audio-Visual Aids
4. Use of the texts online study guide and supplemental material
5. Assigned reading from text
6. Discussion and presentations with professionals in the field

Methods of Evaluation:

1. Exams and quizzes
2. Development of a personal portfolio that describes pathways and requirements for their selected career
3. Homework assignments
4. Research Projects

Supplemental Data:

TOP Code:	127000: Kinesiology
SAM Priority Code:	E: Non-Occupational
Distance Education:	Not Applicable
Funding Agency:	Y: Not Applicable(funds not used)
Program Status:	1: Program Applicable
Noncredit Category:	Y: Not Applicable, Credit Course
Special Class Status:	N: Course is not a special class

Basic Skills Status:	N: Course is not a basic skills course
Prior to College Level:	Y: Not applicable
Cooperative Work Experience:	N: Is not part of a cooperative work experience education program
Eligible for Credit by Exam:	Yes
Eligible for Pass/No Pass:	Yes
Taft College General Education:	NONE
Discipline:	Kinesiology, or Health Education, or Physical Education, or Recreation Administration