**KINE 6820 Summer 2017**

This course is organized around three forms of information: listening, reading, and interacting.

Across a number of topics, students will have the opportunity to listen to podcasts, read relevant academic content, and interact with personnel from the athletic department of Auburn University. The topics include:

* Compliance and unions
* Event management
* Facilities
* Financing and budgeting
* Marketing and promotions
* Media relations
* Personnel management
* Sponsorship
* Sports Agency
* Ticketing

**Listen (20%)**

A number of podcasts are provided in the table below. You are required to complete the following task for 6 of them.

1. Listen to the podcast
2. Identify what you believe are 6 key points presented during the interview
3. Pose one question you might have for the speaker

| **Number** | **Topic** |
| --- | --- |
| 1 | Compliance and unions |
| 2 | Facilities |
| 3 | Marketing and promotions |
| 4 | Media relations |
| 5 | Personnel management |
| 6 | Sponsorship |
| 7 | Sports Agency |
| 8 | Ticketing |

**Read (35%)**

A number of definitions and readings are provided in the table below. You are required to complete the following tasks.

1. For each of the definitions, provide the 3 key points that are relevant to it. (10%)
2. For 5 of the readings, write a 100 word paragraph that answers the question, "what was the most significant thing you learned from this reading? (15%)

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| --- | --- | --- |
| **Topic** | **Definition** | **Reading** |
| Compliance and unions | [Sport compliance definitions.pdf](https://auburn.instructure.com/courses/1067385/files/107934875/download?verifier=ckoisg1SPKDuo6ySFUDychMA08aKuJesNqPjPcoF&wrap=1) | [Sport unions.pdf](https://auburn.instructure.com/courses/1067385/files/107935189/download?verifier=f4cTHrylWjISlAgKhyO75S8OO8DAwaITWRfzrT5q&wrap=1) |
| Event management | [Sport event management definitions.pdf](https://auburn.instructure.com/courses/1067385/files/107933513/download?verifier=cvYikioS3orucogaxEhmI4R97tyejXk97BQFAS6O&wrap=1) | [Sport event management.pdf](https://auburn.instructure.com/courses/1067385/files/107933506/download?verifier=ief9rBMQaG6XWon2ur4l5gNrmAuBchKP638dDeU2&wrap=1) |
| Facilities | [Sport facilities definitions.pdf](https://auburn.instructure.com/courses/1067385/files/107933507/download?verifier=7to77kjAxN6WXXFkidKG5dmI6bauFOQCwyzY365U&wrap=1) | [Sports facility Management.pdf](https://auburn.instructure.com/courses/1067385/files/107982118/download?verifier=iguddD1T3aRALvgKZiS0NxgtaMSoIi8mY7WqxgLY&wrap=1) |
| Financing and budgeting | [Sport finance definitions.pdf](https://auburn.instructure.com/courses/1067385/files/107933505/download?verifier=Ee71u9ztUUEX7g37ztVxcWrdJf8hrG3GeYoH4pz8&wrap=1) | [Sports franchises.pdf](https://auburn.instructure.com/courses/1067385/files/107980602/download?verifier=sW1jq6vUxwhXLST38ks9eiAvzbQtsGCTkKeSgUV1&wrap=1) |
| Marketing and promotions | [Sport marketing definitions.pdf](https://auburn.instructure.com/courses/1067385/files/107934150/download?verifier=63wVqO1oXbMQvbNpLVNjaTTwJ435lZnJRwl0VuET&wrap=1) | [Sport marketing.pdf](https://auburn.instructure.com/courses/1067385/files/107933508/download?verifier=cf60HLAA15Knw4rLF9bEk3ACDCoh3HD8UMfbRXxK&wrap=1) |
| Media relations | [Sport media definitions.pdf](https://auburn.instructure.com/courses/1067385/files/107934165/download?verifier=e9TgXTnCKaZIlWHp4Ocq64aJHdBBePYqzVpIG0Vq&wrap=1) | [Sport media.pdf](https://auburn.instructure.com/courses/1067385/files/107933509/download?verifier=KwQ8s5XOEGOJzjbHVGAO7xWk67vfrdqfyJdCu18n&wrap=1) |
| Personnel management | [Sports HR definitions.pdf](https://auburn.instructure.com/courses/1067385/files/107982944/download?verifier=qzmf24PMmM4PLssl1eTKwEp96WJPfgKchTcsMERt&wrap=1) | [Sports HR.pdf](https://auburn.instructure.com/courses/1067385/files/107933512/download?verifier=9qsRQXwRtnF5xxDiZyYvlajtyxiVdG5g06ptGBMA&wrap=1) |
| Sponsorship | Sport sponsorship definitions.pdf | [Sport sponsorship.pdf](https://auburn.instructure.com/courses/1067385/files/107933510/download?verifier=u1ngM4EPpUKy1rSDxGMnbduWc13J1gr6m5nllbLL&wrap=1) |
| Sports Agency | [Sport agent definition.pdf](https://auburn.instructure.com/courses/1067385/files/107934502/download?verifier=WxjJqy8S9LLidKuNaFE3t9sMQ5eUVgf2PalkP2JG&wrap=1) | [Sport agency.pdf](https://auburn.instructure.com/courses/1067385/files/107934925/download?verifier=9fLGKkJt35tsNsveonwA0Kxu6r0XUgIdm3ol0Uq8&wrap=1) |
| Ticketing | [Sport ticketing defintions.pdf](https://auburn.instructure.com/courses/1067385/files/107933514/download?verifier=onhcmntFEWBWogSZzJVRaKd9fY7RWkDqnH0gPYiU&wrap=1) | [Sport ticketing.pdf](https://auburn.instructure.com/courses/1067385/files/107933511/download?verifier=wkvIUjWYrHxJKIh5i7LwsnFBsmx5R816GeI0Cfnq&wrap=1) |

**Interact (40%)**

A number of Auburn Athletic Department leaders will be presenting in during a number of class periods. Your attendance at each of these sessions is REQUIRED, and an unexcused absence will result in 3 points deducted from your final grade.

It is recommended that you complete the definition reading from the list above that matches the speaker PRIOR to their presentation. In this way you will be more ready to get the most value out of these talk. It would also be helpful to have completed the podcast for that topic before the speaker's presentation as again, it might help prompt you to ask good questions.

Your task is to

1. Make a summary of the major points presented by the speaker (these can be in bullet format)
2. Identify one question you would have liked to ask them but were not given the opportunity

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| --- | --- | --- | --- |
| **Day** | **Date** | **Speaker** | **Title** |
| Tuesday | 23 May | Ward Swift | Marketing |
| Wednesday | 24 May | Bernard Hill |  |
| Friday | 26 May | Marcy Girton | Chief Operating Officer |
| Tuesday | 30 May | Gary Waters | Academic Services |
| Thursday | 1 June | Stephen Naughton | Asst AD for Ticketing |
| Friday | 2 June | Lori Arthurs | Chief Financial Officer |
| Monday | 5 June | David Mines | Director of Internal Operations |
| Tuesday | 6 June | Jeremy Roberts | Assoc AD for Operations |
| Thursday | 8 June | Rich MvGlynn | Assoc AD for Compliance |
|  |  |  |  |

**Summarize (5%)**

Compose a summary consisting of:

* A list of the Big 10 things you learned about Sport Management from this course
* The list can contain descriptors of "Do's" and "Dont's"
* The list can be in bullet format

**Webpage**

All your submissions will be by a google sites webpage that you create. The reason for this is that you can send an alert to me for perusal of content before the due date to receive preliminary feedback.

1. View the following video concerning Google Sites [https://www.youtube.com/watch?v=iVrZWPql8UULinks to an external site.](https://www.youtube.com/watch?v=iVrZWPql8UU)
2. Read the following link concerning Google Sites [http://www.google.com/sites/Links to an external site.](http://www.google.com/sites/)
3. Choose a blank template and begin designing your page. Then you can change background colors etc.
4. Check out [http://support.google.com/sites/answer/97520Links to an external site.](http://support.google.com/sites/answer/97520)
5. Your page will be the introduction page with links to the various modules you will include in this course. Create a link from the introduction page to other webpages that at this point contain the relevant tasks for that module.
6. Send your Google Sites URL to me by the due date.

**Grading**

* A = 90+
* B = 80-89
* C = 70-79
* D = 60-69
* F <60

**Participation** - It is expected that students will attend every scheduled class meeting, will actively participate in class discussions if relevant, and will meet all project, term paper, or presentation deadlines. Please refer to the current edition of the Tiger Cub (http://www.auburn.edu/tigercub) for the definition of excused absences. Students are responsible for initiating arrangements for missed work.

**Unannounced Quizzes** - There will be no unannounced quizzes in this class.

**Accommodations**- Students who need accommodations are asked to arrange a meeting during office hours the first week of classes, or as soon as possible if accommodations are needed immediately. To set up this meeting, please contact me by e-mail.

Bring a copy of your Accommodation Memo and an Instructor Verification Form to the meeting.

If you do not have an Accommodation Memo but need accommodations, make an appointment with The Program for Students with Disabilities, 1244 Haley Center, 844-2096 (V/TT).

It is the student’s responsibility to inform the instructor of any medical conditions or allergies that may affect in class participation or performance. Students with any health problems should have completed a Health Referral Form.

**Honesty Code** – The University Academic Honesty Code and the Tiger Cub Rules and Regulations pertaining to Cheating will apply to this class.

**Professionalism** – As faculty, staff, and students interact in educational settings, they are expected to demonstrate professional behaviors as defined in the College of Education’s conceptual framework. These professional commitments or dispositions are as follows: 1) engage in responsible and ethical practices, 2) contribute to collaborative learning communities, 3) demonstrate a commitment to diversity, and 4) model and nurture intellectual vitality.