



General Course Information

Instructor:

Scott McRoberts

Email

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Office Location

Mitchell Building #218

Office Hours

TBD

Department/School

College of Business and Economics-MCKN 223

Class Schedule:

Tuesdays 7pm-950pm

Animal Science and Nutrition Building (Annu) Room 156

Course Description

The Business of Sport, Events, Sponsorship, Marketing and Tourism Management involves the selection, planning and execution of specific events as well as a look at the sport tourism industry. This course will provide an overview of all these areas and how the integration of the business of sport, Olympics and keys to major events are key to the billion-dollar industry. A look at the size of the multi-billion-dollar sport industry and how sponsorship and event management play a large role will be evident. Drawing from relevant business and leadership theories applied to sport management, the course will incorporate practical case studies, along with critical thinking assignments. Guest speaker from the sports industry will provide their unique experiences to facilitate learning, discussion and debates. On a broader level, the course will help develop your capacity for observation, critical thought and discussion about the hospitality built environment.

Course Learning Outcomes

Upon successfully completing this course, you will be able to:

Knowledge and Understanding:

- 1) To advance understanding in all facets in the sport event and tourism industry
- 2) To teach students the link between the business of sport, event and tourism
- 3) To identify major components that go in to the event bid and execution process
- 4) To introduce students to the industry and its financial implications

Discipline/Professional and Transferable Skills:

- 5) Apply the concepts of assessing a sporting event and its effectiveness
- 6) Understand the various elements in the event management process and apply to the management and operations of an actual event.
- 7) Ability to “pitch” a sponsorship or event management proposal to an audience from a business context

Attitudes and Values:

- 8) Demonstrate a critical understanding of the landscape and elements of the business of sport and its major impact on the tourism industry, development, management of major events.

Indicative Content

- Impact of Economic Crisis on Sport
- Major Games and their Sport Legacy Impact
- Leadership Model and Organizational Behavior
- Rio Games: A Case Study
- Super bowl Sponsorship and Buzz Marketing
- Evolution of Nike Inc.

Course Assessment

			Associated Learning Outcomes	Due Date/ location
Assessment 1:	25%	Mid-term Exam	1,2,3,4,	
Assessment 2:	20%	Group Project	5,6,7,	
Assessment 3:	20%	Written Assignment	1-7	
Assessment 4:	35%	Final Exam	1,2,3,4,5,6,7	
Total	100%			

Teaching and Learning Practices (*as appropriate*)

Lectures	Weekly class meetings will be a mixture of lectures, discussions, individual problem solving, group activities, tasks and guest speakers.
Labs	N/A

Seminars N/A

Workshops N/A

Course Resources

Required Texts: **NOTE:** This course does not use a specific text book, but will include a weekly reading posted by the instructor.

Recommended Texts:

Sport Business Journal

Reality Check: Straight Talk about Sponsorship Marketing – Brent Barootes with Janet Gadeski (<https://hilborn-civilsectorpress.com/products/reality-check>)

Lab Manual: N/A

Other Resources: Various readings will be posted on the Courselink site.

Field Trips: TBD

Additional Costs: N/A

Course Policies

Grading Policies

Unless you have discussed an extension well ahead of the due date with the instructor, late penalties of 5% of the total grade earned per day (including weekends) will be assigned (i.e. deducted from the total mark). Extensions will only be granted on the basis of valid medical (doctor's note) or personal (note from Counselling Services) reasons. Late assignments will not be accepted once graded assignments have been returned officially to the class at large, unless circumstances permit and alternative arrangements have been made.

Students who find themselves unable to meet course requirements by the deadlines or the criteria expected because of medical or personal reasons, should review the regulations on academic consideration in the Academic Calendar and discuss their situation with the instructor, program counselor or other academic counselor as appropriate.

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-grds.shtml>

Missed Exams:

A grade of zero will be assigned if you miss the mid-term exam, unless you are ill or have other compassionate reasons. Please read your Undergraduate Calendar for the regulations regarding illness and compassionate grounds. Any absence from an exam must be documented in order to avoid a grade of zero.

Please note, vacation travel, moving house, or outside work commitments will not be accepted as valid reasons for missing scheduled exams.

Please be advised that the course instructor does not evaluate the suitability of an excuse or the severity of an illness. Rather, if Medical Services, Counselling Services or the Dean's office or Programme Counsellor of your college verify your illness or compassionate grounds, they will provide notification in writing.

If, however, you had legitimate reason to miss an exam and it is possible to arrange a "make-up", the course instructor will do so. If you are, however, unable to take a make-up midterm, you will receive the weighted average of your other grades for the missing mid-term grade. You should contact by e-mail

and/or telephone the course co-ordinator about any illness or family/personal situation dealt with under "compassionate reasons" in the Calendar, to find out the make-up exam time.

If you have religious observances which conflict with the course schedule or if you are registered with the Centre for Students with Disabilities, please contact the course instructor in order to make arrangements for your exam.

Mid-term Exam

The mid-term exam will be held during scheduled class time. The exam will consist of multiple choice and short answer questions based on the assigned readings and class content.

Final Exam

The final examination will consist of short-answer and multiple choice questions covering the whole course: all assigned readings, lectures, and guest speakers. However, it will not repeat questions covered on the mid-term. It is important that you attend all lectures and participate in and take advantage of all the learning opportunities associated with this course.

Individual Paper and Assignment

TOPIC OVERVIEW: Students are required to write a research paper addressing the event and sponsorship management industry relating back to the relative field of course discussion. The term paper should critically assess the issue and conclude with a personal commentary and recommendations. More specific details in a separate term paper handout will be available at the start of the semester.

Paper Requirements:

1. 6-7 pages (minimum/maximum), excluding title page, references and appendices.
12 point font *double* spaced Times New Roman or Calibri.
2. At least seven (5) quality references (from a variety of sources), including a minimum of three (3) from peer-reviewed academic sources.
3. APA (American Psychological Association) referencing and formatting (including title page with student number, seminar leader and number, and date).

For Written Assignments:

All written assignments must be submitted via hard copy to the professor at the beginning of the class period on the day the assignment is due.

Group Assignment

To be posted in week #4

Course Policy regarding use of electronic devices and recording of lectures

Electronic recording of classes is expressly forbidden without consent of the instructor. When recordings are permitted they are solely for the use of the authorized student and may not be reproduced, or transmitted to others, without the express written consent of the instructor.

Laptops and other electronic devices. The use of personal electronic devices in a constrained environment such as the lecture hall is intrusive and disturbing to others in the group. While you are permitted to use computers in the class, please do so only for note-taking purposes. The use of computers in class for playing games, web-surfing, or for social networking, or the use of cell-phones will not be tolerated and you will be asked to leave the class if you are caught doing so. This is in attempt to maintain a focused learning environment, and of course good-practice for when you enter the work force.

Please note: cell-phones, computers and other electronic devices will not be allowed in any examination rooms. Any student caught using such a device in the exam room (without express prior written consent from the instructor) will be referred to the Associate Dean (Academic) for academic misconduct.

University Policies

Academic Consideration

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for

Academic Consideration: <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml>

Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the Undergraduate Calendar:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08...>

Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact the Centre for Students with Disabilities as soon as possible.

For more information, contact CSD at 519-824-4120 ext. 56208 or email csd@uoguelph.ca or see the website: <http://www.csd.uoguelph.ca/csd/>

Course Evaluation Information

Please refer to the [Course and Instructor Evaluation Website](#)

Drop date

For regulations and procedures for Dropping Courses, see the Academic Calendar:

Additional Course Information

Course Communication

All announcements, required and recommended readings, assignment information and course updates will be posted on Course Link (D2L). It is your responsibility to keep abreast of course materials and relevant communication through this means. Furthermore, the instructor may normally be contacted using email or telephone during regular business days and hours (Monday to Friday from 8:30 am-5:30 pm).

E-mail

As per university regulations, all students are required to check their <uoguelph.ca> e-mail account regularly: e-mail is the official route of communication between the university and its students.

Late Assignments/Missed Exams:

All assignments must be handed in on the due date. If assignments are handed in late, a 4% of the total grade for the assignment will be deducted for every day they are late (including the weekend). No extensions without late penalty will be offered and no exceptions will be made. You must make arrangements with the instructor on how to submit the assignment if you are submitting the assignment late. Students who miss a test or assignment for reasons entirely beyond their control (e.g. illness) may submit a request for special consideration. Provided that notification and documentation are provided in a timely manner, and that the request is subsequently approved, no academic penalty will be applied. In such cases, students must notify the instructor on the date of the missed test (or due date in the case of course work) and submit supporting documentation (e.g. a medical certificate) to the Instructor within one week of the originally scheduled test or due date. Students who do not provide or the instructor with appropriate or sufficient supporting documentation will be given a grade of 0 (zero). Note that the physician's report must establish that the patient was examined and diagnosed at the time of illness, not after the fact. The instructor will not accept a statement that merely confirms a report of illness made by the student and documented by the physician. Upon recovering from the illness the student should immediately contact the professor via email and set up a time to submit the assignment or arrangements for the missed text regardless of whether the medical documentation has been approved.

Guest Speakers

There will be professionals from the industry who have demonstrated exceptional success and challenges in their careers in relevant fields of study. Questions about guest speakers' presentations will be on the exam and list of speakers are subject to change.

Week 1	January 9th	COURSE INTRODUCTION AND OVERVIEW INTRODUCTION TO COURSE & AND FIRST LECTURE TO THE CLASS <ul style="list-style-type: none"> • Review of Syllabus and Course Expectations • What is sport management and current trends • Unique Characteristics of how these policies can shape the future
Week 2	January 16th	INTRODUCTION TO THE SPORT INDUSTRY <ul style="list-style-type: none"> • Defining Sport Tourism • Scope of Sport Sponsorships in the Canadian/global landscape • Stakeholders in the industry
Week 3	January 23rd	TOURISM DEVELOPMENT AS A PROCESS FOR URBINIZATION OR DEVELOPMENT <ul style="list-style-type: none"> • New Builds • San Francisco 49ers/San Diego Chargers/Golden State Warriors • A look at the Sky Dome • Case Review-NHL and Las Vegas
Week 4	January 30th	SPORT TOURISM <ul style="list-style-type: none"> • The “Tri-Sector” of Sport Tourism (public, not-for-profit, commercial) • Scale of events • Sport Tourism Landscape in Canada • Sport Tourism Strategies • Events Rights Holders • How to acquire events • Group assignment assigned
Week 5	February 6th	MIDTERM
Week 6	February 13th	MAJOR GAMES AND BIDDING-A CASE REVIEW <ul style="list-style-type: none"> • Phases of the bid process • Elements of a bid submission
Week 7	February 20th	READING WEEK
Week 8	February 27th	MAJOR SPORTING EVENTS AND MEASURING ITS LEGACY <ul style="list-style-type: none"> • An evaluation of legacy’s from major international games • Do legacies of major games achieve their desired long-term impact for sport and health • FIFA World Cup, from Rio to Qatar what did we accomplish • Costs to hosts vs long term benefit • “Leveraging” as a theoretical concept • What impact do non- “Mega” events have on the community?
Week 9	March 6th	<p style="text-align: center;"><i>Term Paper Due Beginning of Class</i></p> INTRODUCTION TO SPORT SPONSORSHIP <ul style="list-style-type: none"> • Sponsorship as a marketing tool...Sponsorship-linked marketing • Sponsorship Valuation

		<ul style="list-style-type: none"> • Sponsorship Sales Process
Week 10	March 13th	Guest Lecture – Brent Barootes
Week 11	March 20th	SPORT SPONSORSHIP CONTINUED <ul style="list-style-type: none"> • Sponsorship Contracts • Sponsorship Fulfilment • Activation • Reporting • Case Study or Guest Lecture: TBD
Week 12	March 27th	SPORT MARKETING AND MEDIA <ul style="list-style-type: none"> • Introduction to sport marketing...now vs. then • Role of digital media • Relationship marketing...supporters not consumers • Technology in sport and its relation to consumption • Public relations, CRM & CSR • Broadcast/media rights in the sport industry • Strategic Sport Marketing Insight and Development
Week 13	April 3rd	GROUP PRESENTATIONS (Last day of class)
FINAL EXAM	April 12th	11:30 – 1:30 Room TBD