



Course Title TRMH 6120 Foundations of Sport
Management
F, W, S
0.5 Credits

General Course Information

Instructor: Ann Pegoraro, PhD
Email pegoraro@uoguelph.ca
Office Location TBD
Office Hours TBD
Department/School School of Hospitality, Food, and Tourism

Class Schedule: Weekly seminar

Pre-requisites: Registered as a MSc or PhD Student in the College of Business & Economics. Others considered with permission of instructor

Classroom: NA

Course Description

This course introduces M.Sc. students the vast, growing and varied literature and conceptual foundations that are directly and indirectly associated with the field of sport management. A decision-making frame will be adopted, and all the key stakeholders, applications and concepts reviewed. Further deep reading into key areas of the sport management literature (sponsorship, sport finance, sport communications) will also be emphasized. The overall objective of the course, in general, is to expose students to the current and seminal literature in the field in a deep way to provide understanding of the key issues, gaps to be addressed in future research and overall challenges facing the field.

Course Learning Outcomes

Upon successfully completing this course, you will:

1. Be able to identify and discuss relevant lines of inquiry in sport management
2. Define and apply theories and concepts relative to sport management.
3. Identify the key gaps and shortcomings in the sport management literature and conceptual bases, with the purpose of identifying future areas of study.
4. Effectively communicate a critical summary of the research work done to date in the field of sport management and its many sub-fields (e.g., sport marketing, sport finance, event management, etc.)

Knowledge and Understanding:

- 1) Describe the historical development of theories of sport management as an organizational function.
- 2) Describe key sport management theories

Discipline/Professional and Transferable Skills:

- 3) Use evidence from a variety of sources to make informed decisions and recommendations to address complex research problems.

Attitudes and Values

- 4) Describe the challenges that sport managers face in addressing complex problems in a diverse and global context.

Summary of Course Content and Materials

The course is designed akin to a traditional readings course, where reading is done in advance of the class and each of the professor and the graduate students will be responsible for leading parts of each class. Each student will have a deliverable due prior to each class that they will present and lead a discussion on. The discussions will be open and interactive and lead to identification of key issues and areas for future research on the topic of the day.

- There will also be classes where graduate students will lead.
- Students are required to be in class and to have read the entirety of the readings beforehand.
- Participation is highly encouraged and rewarded. Students expected to be respectful, professional, be open to other's views and to ask constructive questions.
- The course is organized in different sections, each on a topic area (or series of topic areas) that is well published in the sport management literature or well understood conceptually by practitioners.

Course Assessment

			Associated Learning Outcomes	Due Date/ location
Assessment 1:	30%	In-class summaries of readings/presentations. This grade will be based on class submissions and will be jointly based on written hand-in and oral in class presentation/discussion	LO 1 & 2	<i>Weekly</i>

Assessment 2:	30%	Report & Presentation on Journal Publications	LO 1,2,3,4	<i>Week 7</i>
Assessment 3:	40%	Meta-analysis hand-in & oral presentation	LO 1,4	<i>Week 12</i>
Total	100%			

Teaching and Learning Practices

Seminars This will be a seminar based course.

Course Resources

Required Text: Routledge Handbook of Theory in Sport Management (2016) Edited By George B. Cunningham, Janet S. Fink, Alison Doherty

<https://www.routledge.com/Routledge-Handbook-of-Theory-in-Sport-Management/Cunningham-Fink-Doherty/p/book/9780815383994>

Recommended Text: Routledge Handbook of Sport Management

Edited By Leigh Robinson, Packianathan Chelladurai, Guillaume Bodet, Paul Downward

<https://www.routledge.com/Routledge-Handbook-of-Sport-Management/Robinson-Chelladurai-Bodet-Downward/p/book/9781138777255>

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 to any assessment (i.e. deducted from the total mark). Extensions will only be granted on the basis of valid medical or personal reasons, and need to be requested via email to the instructor as soon as possible. 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 Assignments:

A grade of zero will be assigned if you fail to submit an assignment, unless you are ill or have other compassionate reasons. Please read your Undergraduate Calendar for the regulations regarding illness and compassionate grounds. Please note, vacation travel, moving house, or outside work commitments will not be accepted as valid reasons for missing deadlines.

If you have religious observances which conflict with the course schedule or if you are registered with Student Accessibility Services, please contact the course instructor in order to make arrangements for your assessment if appropriate.

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:

https://www.uoguelph.ca/registrar/calendars/graduate/2018-2019/genreg/sec_d0e2502.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 Graduate Calendar:

https://www.uoguelph.ca/registrar/calendars/graduate/2018-2019/genreg/sec_d0e2952.shtml

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 Student Accessibility Services as soon as possible.

For more information, contact SAS at 519-824-4120 ext. 56208 or email sas@uoguelph.ca or see the website: <https://wellness.uoguelph.ca/accessibility/>

Course Evaluation Information

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

Recording of Materials

Presentations which are made in relation to course work—including lectures—cannot be recorded or copied without the permission of the presenter, whether the instructor, a classmate or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

Drop date

The last date to drop one-semester courses, without academic penalty, is XXXX. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/graduate/current/>

Date Submitted to Chair:	
Chair Signature (Approval):	
Date Approved by Chair:	

Course Schedule

Week	Topic	Required Readings (from Cunningham, Fink & Doherty, 2016)
1	Theory in Sport Management	Ch 1. Developing Theory in Sport Management (George B. Cunningham, Janet S. Fink, and Alison Doherty) Ch 2. Importance of Theory in Quantitative Inquiry (James J. Zhang, Minhong Kim, and N. David Pifer) Ch 3. Importance of Theory in Qualitative Inquiry (Sally Shaw)
2	Managerial Theories in Sport Management 1	Ch 5 Building Theoretical Foundations for Strategic CSR in Sport (Kathy Babiak, Kate Heinze, and Richard Wolfe) & Applying Strategic CSR in Sport (Yuhei Inoue) Ch 6. Stakeholder Management in Sport Organizations (Milena Parent) & Applying Stakeholder Management Theory (Dag Vidar Hanstad)
3	Managerial Theories in Sport Management 2	Ch 12. Leadership (<i>Packianathan Chelladurai</i>) & Applying the Multidimensional Model of Leadership (<i>Aubrey Kent</i>) Ch 14. Managing Diversity (Janet S. Fink) Applying the Theory of Managing Diversity (George B. Cunningham)
4	Marketing Theories in Sport Management 1	Ch 17. Sponsorship-Linked Marketing (Bettina Cornwell) & Applying Sponsorship-Linked Marketing Theory (Christopher Rumpf) Ch 20. Brand Equity in Sport: Conceptualization, Advancement, and Extensions (Jay Gladden) & Applying the Brand Equity in Sport Model (Artemis Apostolopoulou) Ch 18. Team Identity Theory (Bob Heere) & Applying Team Identity Theory (Daniel Lock)
5	Marketing Theories in Sport Management 2	Ch 19. Sport Consumer Behavior (Galen Trail) & Applying the Sport Consumer Behavior Model (Brian Turner) Ch 22. Sport Fan Socialization: Becoming Loyal to a Team (Jeffrey D. James) & Applying Sport Fan Motivation Theory (Haylee Mercado) Kennedy, Gonzales & Pegoraro (2021) Digital Sport Fandom (forthcoming)
6	Sociocultural Theories Sport Management 1	Ch 25. The Gendering of Leadership in Sport Organizations: Poststructural Perspectives (Annelies Knoppers) Ch 27. This Way...This Explains My Reality: Critical Race Theory in Sport And Leisure (Kevin Hylton) & Applying Critical Race Theory (Dan Burdsey)

7	Student Presentation & Class Leadership	Journal of Sport Management Sport Management Review European Sport Management Quarterly
8	Sociocultural Theories Sport Management 2	Ch 28. Gatekeeping and Sport Communication (Steve Bien-Aimé and Marie Hardin) & Applying the Gatekeeper Influence in Sport Communication Model (Erin Whiteside)
9	Economic Theories Sport Management 1	Ch 30. Balanced Scorecard Approach to Evaluating Events (Chris Gratton) & Applying the Balanced Scorecard Approach to Evaluating Events (Larissa Davies) Ch 31. Towards a New Theory of Sport Anchored Development for Real Economic Change (Stephanie Gerretsen and Mark S. Rosentraub) & Applying Rosentraub's Economic Development Theories (Laura Misener)
10	Economic Theories Sport Management 2	Ch 32. Fort and Quirk: A Look Back and a Look Forward (Rod Fort) Applying Competitive Balance Theory (Scott Tainsky)
11	Final Presentations	Final Student Presentations
12	Final Presentations	Final Student Presentations