



Sports Management

Course Summary:

This course will introduce you to the fast-growing field of sports management. You will explore topics such as sports marketing, branding, ticket sales, public relations, broadcasting, and breaking into the business of sports management. This course will also discuss the role of sports in society and the importance of an ethical approach to sports management.

Course Outline

1. Introduction to Sports Management

1. What Is Sports Management?
 - Identify minor league affiliations
 - Identify sports leagues with opportunities for sports management
 - Describe the importance of sports management
2. Organization of Professional Teams
 - Identify typical jobs in a professional team's business office
 - Describe the chain of command within sports franchises
 - Describe the role of ownership in sports franchises
3. Revenue Streams for Sports Teams
 - Understand revenue streams for sports franchises
 - Understand the role and importance of sponsors
 - Create a revenue plan for a professional franchise and venue
4. Event and Facility Management
 - Learn the role of municipal governments in facility management
 - Identify the relationship between sports franchises and facility management
 - Define and discuss special events and their impact on facility management

2. Sports Marketing and Sales

1. Brand Management
 - Understand the importance of establishing and maintaining a brand
 - Explain the importance of brand loyalty and the impact it has on marketing strategy in sports
 - Develop marketing strategies that positively impact a brand
2. Marketing Campaigns
 - Describe and create marketing campaigns
 - Define what makes a successful marketing campaign and list its components
 - Explain the relationship between marketing campaigns and other elements of sports marketing
3. Ticketing
 - Describe the ticketing process
 - Recognize different kinds of ticketing options
 - Identify the role ticketing plays in the revenue stream of a sports team
4. Sponsorships in Sports
 - Describe the role sponsorships play in the revenue of a sports team

- Recognize the process for securing sponsorships
- Create a sponsorship portfolio for your minor league baseball team

3. Media and Public Relations

1. Sports Management and the Media
 - Describe the relationship between sports and the media
 - Understand the various ways teams communicate with the media
2. Public Relations
 - Identify best practices for public relations in the sports industry
 - Recognize the importance of public relations in the sports industry
 - Compare and contrast media and public relations
3. Sports Broadcasting
 - Recognize the relationship between professional sports teams and sports broadcasters
 - Identify the relationship between sponsorship and the media
4. New Media and Sports Management
 - Identify the role of new media in professional sports
 - Explain the pros and cons of new media in sports management

4. Ethics in Sports Management

1. The Impact of Sports on Society
 - Understand and analyze the cultural and economic roles of sports in modern society
2. Professional Sports in the Local Community
 - Explain the relationship between sports teams and local communities
 - Describe ways sports teams contribute to communities
 - Describe how members of sports teams become effective leaders in communities
3. Sports Law
 - Explain the relationship sports law has with sports management
 - Identify areas of sports management where legality most comes into play
 - Recognize the role the federal government has played in sports law
4. Philosophy of Sports
 - Describe why sports philosophy is important to sports management
 - Explain the relationship between values and sport
 - Recognize how competition affects sports philosophy
5. Ethical Principles For Sports Managers
 - Describe business ethics in sports
 - Evaluate different mission statements throughout sports
 - Develop a sample mission statement for a sports team
6. Case Studies in Sports Management Ethics
 - Identify ethical issues that sports managers confront
 - Recognize the appropriate methods for managing ethical issues

5. Careers in the Sports Industry

1. Career Paths in Sports Management
 - Identify ways to break into the sports industry
 - Discuss careers in sports management
2. Breaking into the Industry
 - Identify ways to prepare yourself for a job in sports
3. The Job Search in the Sports Industry
 - Create a resume
 - Explain your qualifications during a mock interview
4. Sports Management Final Portfolio

- Create a portfolio about a minor baseball team that includes a revenue plan as well as brand management and public relations strategies