

**UNIVERSITY OF NORTH TEXAS**  
**DEPARTMENT OF KINESIOLOGY, HEALTH PROMOTION AND RECREATION &**  
**DEPARTMENT OF MANAGEMENT**  
**RESM 4800 & 5600 – 501 SPORT IN THE GLOBAL MARKETPLACE**

**FALL 2017**

**Instructor:** Dr. Bob Heere  
**Office:** Hall park Office 143  
**E-Mail:** [bob.heere@unt.edu](mailto:bob.heere@unt.edu)

**Time:** Th 6:30 PM – 7:50 PM  
**Class Room:** Frisco Campus Room 128

**Office Hours:**

Tuesdays & Thursday 1:00 PM – 3:00 PM or by appointment

It is your right as a student to have full access to the instructor. Please contact me if you have any questions or concerns about anything related to the class.

**Canvas:**

[unt.instructure.com](http://unt.instructure.com)

**Course Format:**

The composition of this course will consist of lectures, class discussions, assigned readings, short reflections, an individual project, and a group project (2 members). *See “Course Evaluation/Assignments” for a complete description of all course requirements.*

**Course Description:**

Sport in the Global Marketplace examines the global forces impacting sport and recreation in the United States and around the world. It provides undergraduate and graduate students with a comprehensive view of global sport management and an understanding of cross-cultural influences on sport and recreation. Emphasis will be placed on the application of research and critical thinking as related to key issues in global sport.

**Course Objectives:**

1. Provide students with a comprehensive view of global sport and recreation issues, with emphasis on understanding the impact of events, business, media and culture.
2. Emphasis will be placed on the application of research and critical thinking as related to global issues in sport and recreation.
3. Students will gain experience in reading, synthesizing, and critiquing relevant research; develop a better understanding of the procedures and methods used to understand the impact of global sport and of globalization on sport and recreation, and advance their critical thinking skills.
4. Students will gain a better understanding of how sport is a vital and integral part of our world.

**Required Textbook:**

Sage, G. H. (2016). *Globalizing Sport; How organizations, corporations, media, and politics are changing sports* (2<sup>nd</sup> ed.). Routledge.

**Supplemental Readings:**

1. *Publication Manual of the American Psychological Association* (6<sup>th</sup> ed.). (2009). Washington, DC: American Psychological Association.  
<http://owl.english.purdue.edu/> - free electronic version of APA.
2. Chadwick, S., Arthur, D., & Beech, J. (2017). *International cases in the business of sport* (2<sup>nd</sup> ed.). Routledge.
3. Additional readings (e.g., articles, cases or reports) will be made available on the course website (Canvas).

**Expectations of Professionalism:**

It is expected that a majority of students who are enrolled in this course possess a desire to work within the Sport & Entertainment industry. The course has been designed to support practical application of the material as it is being learned. Below are some expectations related to student professionalism for those enrolled in this course.

**Attendance:**

Students are expected to attend all classes, arriving prior to the start of class. If a student is going to be absent, the student will inform the instructor prior to class (regardless of whether the absence will be excused). For an absence to be considered an excused absence, students must obtain written permission (via e-mail) from the instructor. Unexcused absences and class tardiness will have a negative effect on students' grades.

**Attire:**

Students will be dressed in a manner reflective of a class meeting's planned activities. When presenting group projects, students are required to dress business professional. If a guest speaker is scheduled (instructor will provide notice well in advance), students are expected to dress business casual or business professional. During other courses (lecture, group activity time), students can dress casual for acceptable public appearance. Brief definitions for the business professional and business casual dress categories are provided below:

- ***Business professional***
  - Women: Work suit/dress (not cocktail); work appropriate shoes
  - Men: Suit jacket; slacks; belt; long-sleeve, button-down, collared shirt; tie, formal shoes (not sneakers or gym shoes)
- ***Business casual***
  - Women: Khakis (or black pants) and polo/ dress shirt; professional dress; work shoes (not sneakers or gym shoes)
  - Men: Khakis (or black slacks) and polo/dress shirt; work shoes (not sneakers or gym shoes)

Not adhering to appropriate class attire as stated above will have a negative effect on students' grades.

## COURSE EVALUATION & ASSIGNMENTS

### **Evaluation (Point breakdown):**

1. Attendance/Participation: 50 points
2. Short reflections: 150 points (30 points x 5 essays)
3. International Market Analysis: 150 points (Paper 100; Presentation 50)
4. Case Study: 150 points (Paper 100; Presentation 50)

**Total = 500 points**

Grading Scale (%)	Points	Point System	
90-100 = A	450~500	<i>Points Available</i>	<i>From Total Grade</i>
		Attendance/Participation	50
80-89.9 = B	400~449	Short Reflection Essays	150 (5 × 30)
		International Market Analysis	150 (100+50)
70-79.9 = C	350~399	Case Study	150 (100+50)
60-69.9 = D	300~349	<i>Points Total</i>	<b>500</b>
		<i>Point Deductions</i>	
≤ 59.9 = F	Below 300	Unexcused Absence	-10

### **Attendance & Participation (50 points):**

Students are expected to attend class, arriving prior to the start of class. Students who miss assignments or learning activities due to absence or tardiness **WILL NOT BE ALLOWED TO MAKE UP MISSED ASSIGNMENTS OR ACTIVITIES** without documentation from a university sponsored trip, religious holy day observance, or documented illness. If students are going to have university excused absences, they should make every effort to notify the instructor **PRIOR** to the absence to obtain the make-up work for the missed class. Any university-approved absence accompanied with appropriate documentation will be excused. Unexcused absences will result in 10 points deduction for each absence. More than 3 absences will result in 0 on the attendance points.

Finally, active participation in class discussions is expected to demonstrate full preparedness for each set of readings assigned by the instructor. There is an expectation that each student will read the assigned articles and book chapters and be prepared to discuss them in class. Articulate and thoughtful questions and position statements are expected by the student to facilitate this aspect of the course. Students who are excessively tardy to class will not be allowed to attend the class for which they are tardy after the second tardy.

### **Short Reflection Essays (150 points):**

During the course of semester after the conclusion of a particular theme (see week to week schedule), I will ask everyone to write short reflections which relate to the readings and materials of the previous weeks. These reflections should contain at least one full page of reflection on each source (article, book

chapter, lecture, etc.), and should be written in basic APA format (Title page, page numbers, 12 font Times New Roman, double spaced, fully referenced in text).

### **International Market Analysis (150 points):**

#### **International Market Analysis Written Project (100 points):**

This is an individual assignment which will be worked on during the semester. Each student will select one country outside the United States and analyze its sport and entertainment industry on behalf of an American sport organization. The objectives of the project are (1) to better understand cross-cultural influences on sport and entertainment, (2) to analyze different global markets and their unique characteristics, and (3) to reveal some possible marketing opportunities in the world. See **International Market Analysis Guideline for more detail. DUE by November 15<sup>th</sup> (Thursday).**

#### **International Market Analysis Presentation (50 points):**

Each student will give a 15-minute presentation concerning the main points of their market analysis. You are requested to prepare appropriate PowerPoint slides to facilitate a concise and cogent presentation. You must submit your PowerPoint slides to your instructor a day before your presentation. Business casual dress-up will be required.

### **Case Study Group Project (150 points):**

#### **Case Study Written Project (100 points):**

This is a group assignment which will be worked during the semester. The objectives of the case study project are to investigate issues and problems confronted with global sport and recreation organizations today and to identify possible solutions in a basis of the situations. You will be assigned to a group of 2. Each group will be assigned the case during the class. See **Case Study Guideline for more detail. DUE by December 10<sup>th</sup> (Monday).**

#### **Case Study Presentation (50 points):**

Each group will give a 15-minute presentation concerning the main points of their case study. You are requested to prepare appropriate PowerPoint slides to facilitate a concise and cogent presentation. All group members MUST participate in the group presentation if they want to receive any credit for their own presentation. You must submit your PowerPoint slides to your instructor the day before your presentation. Professional dress-up will be required. Failure to do so will result in point penalty in your grade. Remember, this is a team-work. See handout on Case Study Presentation Rubric for more detail.

### **Bonus Points (will be given during the class):**

There might be some bonus point opportunities throughout the semester such as guest lectures, bonus point assignments, etc. Such opportunities will be announced during the class.

## **COURSE POLICIES**

1. All assignments are to be submitted at the time assigned. **No make-up assignments will be given.** Any assignment missed will be recorded as a zero. Should a student have a valid excuse due to a medical issue, a note must be obtained from your doctor. Failure to follow this policy will result in an absence. Absence due to an athletic contest must be accompanied by **advance notice** from the athletic dept. It is mandatory that prior notice of a conflict be given to the instructor. If an emergency arises on the assignment due date, you must inform the instructor by an e-mail as soon as possible. It is **your** responsibility to ensure the instructor is notified of any complications involving class assignments. Any documentation regarding an absence must be received **within 5 days of the absence or it will not be accepted.**
2. Laptops shall only be permitted to take notes. If I catch you checking e-mail, goofing off, etc., you will lose the ability to use your laptop further in the course. The same goes if you are reading a newspaper, magazine, etc. in class. Please be respectful of both your fellow students and me as your instructor.
3. Please **turn off** all cell phones before coming to class. It is disrespectful to your fellow classmates as well as the instructor for your cell phone to disrupt the class.
4. If at any time you feel the need for help, information concerning the course, and/or your standing (grade, attendance, etc.) in the course, **SEE YOUR INSTRUCTOR** as soon as possible!
5. E-mail correspondence will occur frequently throughout the semester. It is the **student's responsibility** to check their account regularly for announcements, assignments, and other important class information. When sending class-related e-mails to the instructor, **include "Sport in the Global Marketplace" in the subject line.**

## **ACADEMIC INTEGRITY**

Students caught cheating or plagiarizing will receive a "0" for that particular assignment or exam [or specify alternative sanction, such as course failure]. Additionally, the incident will be reported to the Dean of Students, who may impose further penalty. According to the UNT catalog, the term "cheating" includes, but is not limited to: a. use of any unauthorized assistance in taking quizzes, tests, or examinations; b. dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; c. the acquisition, without permission, of tests or other academic material belonging to a faculty or staff member of the university; d. dual submission of a paper or project, or resubmission of a paper or project to a different class without express permission from the instructor(s); or e. any other act designed to give a student an unfair advantage. The term "plagiarism" includes, but is not limited to: a. the knowing or negligent use by paraphrase or direct quotation of the published or unpublished work of another person without full and clear acknowledgment; and b. the knowing or negligent unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

## **ACCEPTABLE STUDENT BEHAVIOR**

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at <http://deanofstudents.unt.edu>.

## **ACCESS TO INFORMATION – EAGLE CONNECT**

Your access point for business and academic services at UNT occurs at <http://www.my.unt.edu>. All official communication from the university will be delivered to your Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward your e-mail: <http://eagleconnect.unt.edu>.

## **ADA STATEMENT**

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information, see the Office of Disability Accommodation website at <http://disability.unt.edu>. You may also contact them by phone at (940) 565-4323.

## **EMERGENCY NOTIFICATION & PROCEDURES**

UNT uses a system called Eagle Alert to quickly notify you with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at <http://www.my.unt.edu>. Some helpful emergency preparedness actions include: 1) know the evacuation routes and severe weather shelter areas in the buildings where your classes are held, 2) determine how you will contact family and friends if phones are temporarily unavailable, and 3) identify where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, please refer to Blackboard for contingency plans for covering course materials.

## **RETENTION OF STUDENT RECORDS**

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Blackboard online system, including grading information and comments, is also stored in a safe electronic environment for one year. You have a right to view your individual record; however, information about your records will not be divulged to other individuals without the proper written consent. You are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the university's policy in accordance with those mandates at the following link: <http://essc.unt.edu/registrar/ferpa.html>.

## **STUDENT EVALUATION OF TEACHING (SETE)**

Student feedback is important and an essential part of participation in this course. The Student Evaluation of Teaching (SETE) is a requirement for all organized classes at UNT. This short survey will be made available at the end of the semester to provide you with an opportunity to evaluate how this course is taught.

## **SUCCEED AT UNT**

UNT endeavors to offer you a high-quality education and to provide a supportive environment to help you learn and grown. And, as a faculty member, I am committed to helping you be successful as a student. Here's how to succeed at UNT: Show up. Find Support. Get advised. Be prepared. Get involved. Stay focused. To learn more about campus resources and information on how you can achieve success: <http://success.unt.edu/>.

## CLASS CALENDAR

<b>Dates</b>	<b>Topic &amp; Agenda</b>	<b>Readings</b>	<b>Assignments</b>
Week 1 <i>Aug. 30</i>	Introduction (Syllabus & Course Outline)	<b>Syllabus &amp; Guidelines</b>	
Week 2 <i>Sep. 6</i>	The history of global sport	van Bottenburg Ch.1 &2 Sage Ch. 1	
Week 3 <i>Sep. 13</i>	The value & meaning of sport around the world	Heere 2017 article Aruba Sport participation report	
Week 4 <i>Sep. 20</i>	Sport industry models around the world (participation & elite)		<i>Reflection #1 due Sep 19</i>
Week 5 <i>Sep. 27</i>	International expansion strategies of sport organizations (1)	Chadwick C.1 & 26	
Week 6 <i>Oct. 4</i>	International expansion strategies of sport organizations (2)	Chadwick C. 29	<i>Reflection #2 due Oct 3</i>
Week 7 <i>Oct. 11</i>	Global Sport Brand (Video: Swoosh! Inside Nike by CNBC)	Sage Ch. 4 HBR case study	
Week 8 <i>Oct. 18</i>	The governance of global sport	Chadwick C.14 Forster 2006 article Sage Ch. 2	<i>Presentation students</i>
Week 9 <i>Oct. 25</i>	Bidding for global sport events	Sage Ch. 6 Case of Dutch/Belgian FIFA 2018 bid	<i>Reflection #3 due Oct 24</i> <i>Presentation students</i>
Week 10 <i>Nov. 1</i>	Hosting global sport events: Challenges and opportunities	Zimbalist 2010 article HBR case study	<i>Reflection #4 due Oct 31</i> <i>Presentation students</i>
Week 11 <i>Nov. 8</i>	International revenue streams; Television rights, merchandising	Sage Ch. 5 HBR case study	<i>Presentation students</i>
Week 12 <i>Nov. 15</i>			<i>Reflection #5 due Nov 14</i> <i>Presentation students</i>
Week 13 <i>Nov. 22</i>	<i>Thanksgiving Break</i>	---	<b><i>NO CLASS!!</i></b>
Week 14 <i>Nov. 29</i>	Global migration of labor	Sage Ch. 3	<b><i><u>International Market Analysis Paper Due Nov. 16.</u></i></b>



Week 15 Dec. 6	<i>Case Study Presentations</i>		<i>Presentations</i> <u><i>Case Study Paper Due</i></u> <u><i>Dec. 11</i></u>
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