

University of North Texas

G. Brint Ryan College of Business

SENM 4020-501: Ticket Operations

I. General Course Information.

Credit Hours.	Three (3)
Semester.	Spring 2026 [16-week]
Instructor.	Misun Won, PhD
Contact.	Misun.Won@unt.edu
Office.	Inspire Park 277 (UNT at Frisco Campus)
Office Hours.	Wednesday 11AM-12PM and 4PM-5:30PM, or by appointment
Course Location.	Frisco Landing 346 (UNT at Frisco)
Lecture Time.	Wednesdays 2:00-3:50PM
Additional Course Website.	www.canvas.unt.edu Students are encouraged to check the website daily for communications, postings, deadlines, and updates.

II. Course Overview.

This course is collaborated with the Frisco Roughriders' ticketing department. This course consists of lectures by Dr. Won and two training components by the Roughriders. The first part of the Roughriders' training is lectures by the Roughriders in Frisco Landing, and the second part is sales trainings at the Roughriders' ball park.

Ticket sales are one of the most valuable revenue sources for professional sport entertainment organizations, ranging from 22% (NFL) to 42% (NHL) of all revenue for professional sport teams. Tickets are not only sold to the large tribes of deeply attached fans, but also to their networks, detached people that enjoy the entertainment and atmosphere of the event, and individuals that have a corporate interest in attending the event, among others.

The course explores how organizations in the professional sport entertainment industry can develop ticket sales strategies. Emphasis is on understanding principles and trends in ticket sales and teaching students the practice of selling. Subjects discussed in the course are pricing strategies, sales techniques, CRM software programs in ticket sales, and technological advances in the sales industry (e.g. mobile phone apps, etc.). As part of the class, students will be engaged in numerous sales exercises and activities that will require them to sell tickets to hypothetical or real consumers. By the end of the course, students will be able to conduct sales calls, develop sales strategies, and understand the process of selling tickets in a fast-changing industry.

III. Course Learning Objectives.

Upon successful completion of this course, the student will be able to:

1. Understand the different market segments for ticket sales in the professional sport entertainment industry.
2. Comprehend the sales process.
3. Be able to operate a sales specific software program.

4. Be able to work off scripted sales calls.
5. Recognize technological changes in the ticket sales industry.
6. Be able to develop a ticket (or membership) price strategy.

IV. **Required/Recommended Readings.**

- The Roughriders training manual (will be provided by Roughriders)
- PowerPoints (will be posted in Canvas)
- All additional required readings will be posted in Canvas

V. **Course Format | Expectations | General Course Policies**

1. **Academic Integrity.** According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. These include (a) unauthorized assistance on examinations, homework, research papers or case analyses, (b) large scale “cutting and pasting” from other sources regardless of citing the source, and (c) no citation of all outside sources in the manner requested by your instructor. Group assignments should only be discussed with members assigned to your group, and all group members may be held accountable in some way for known academic integrity violations in a group assignment. A finding of academic dishonesty may result in a range of academic penalties or sanctions from admonition (a warning) to expulsion from the University.
2. **Format.** Everyone is expected to read assigned chapter and required readings prior to class times. Each lecture is discussion-based, and students will cooperate with the **Frisco Roughriders’** ticket sales.
3. **Assignments.** All assignments and quizzes are due on time. No late assignments accepted, unless you have prior arrangements with the instructor.
 - 3a. All written assignments are to be error-free (i.e., grammar, punctuation, spelling, flow, and general composition).
 - 3b. If students use any previously published journals or work in their papers, those work should be cited in-text and in a reference page, following the APA (7th) format.
 - 3c. When saving and uploading each assignment, they should be titled as course title, assignment title, and student’s last name (e.g. **SENM4020 – Pricing Strategy – Won**).
 - 3d. PDF submissions are not allowed (unless instructed). Microsoft Office Suite® and Adobe PDF Reader are the official software packages for this class. You are enrolled in a College of Business class therefore, you may obtain a free-of-charge copy at [Licensing Agreement](#). Do not upload assignments in Pages®, Word Perfect®, or linked to Google Docs®.
4. **Engagement.** Active participation for each lecture is expected. Students are expected to respect the instructor (Dr. Won), guest lecturer (the Roughriders), and guest speakers by paying attention to the lecture and not using cell phone.
5. **Attendance.** Attendance is a part of the academic requirement of a course and reflects your commitment to students’ academic careers. Students are expected to attend each lecture and come to class prepared as demonstrated by class discussion of the assigned readings, assignments, and/or additional materials. Attendance is required in order to participate in discussions and activities. The collaborative discussion and peer interactions during class meetings help students develop the critical thinking skills that are necessary in managerial positions within the sport industry. All students are expected to participate in class discussions. Students are allowed to miss four classes during the semester. Students are allowed to have up

to 4 absences (25% of the total number of class meetings) without any penalty. Though, late arrivals will not be penalized, students are expected to arrive on time. Arriving a class on time is very important as punctuality becomes an essential asset to any professionals in the real world. If a student misses a class, he or she is highly recommended to ask other students for class notes or materials covered in class. More than 4 absences will result in a failure of this course. Absences due to documented illness or quarantine will be excused (only if the documentations are provided to Dr. Won prior to class).

Excused absences:

- Traveling for an interview (a proof required)
- Serious illness (a doctor's note required)
- Death in the immediate family (a copy of obituary required)
- Religious observance (an email should be sent to instructor in advance)
- Jury duty (documentation required)
- Involvement in University-sponsored activity (documentation from the sponsoring office required)

VI. Course Evaluation.

Assignments.	Learning Outcome.	Points.	Due.	
Exam (In class)	1 - 6	20	3/4/26	Individual
Guest Engagement (3 sessions)	1 - 4	16	See the schedule	Individual
Ticket Sales Role Play (In class with Texas Rangers)	1 - 4	10	2/18/26	
2 Reflections of On-site Sales at the Roughriders @ 14 points each (Online submission)	1 - 5	28	4/5/26; 4/26/26	Individual
LinkedIn Post on RoughRiders experience (Online submission)	1-5	6	5/3/26	Individual
Setting a Ticket Pricing Presentation (Online submission & in-class presentation) Presentation & PowerPoint	1, 2, 6	20	5/6/26	Group
Total Points Possible		100		

****Instructor remains the right to replace certain activities, depending on the needs of the industry partner.***

VII. Grading:

- A 90–100
- B 80–89
- C 70–79
- D 60–69
- F ≤59
- Note: Grades are not rounded to the closest digit.

VIII. Assignments.

1. Exam (20 points total | Learning Outcome 1-6).

Throughout the semester, there will be one exam covering in-class lectures provided by Dr. Won and the RoughRiders. The exam will cover weeks 1 through 7, and the questions will test student comprehension and recall.

The exam will consist of 15 questions (each question is equivalent to 1.33 points) or 20 questions (each question is equivalent to 1 point). The questions are multiple choice, True/False, fill-in-blank, and short essay questions.

On March 4th, students will take the exam in class but it is accessible online in Canvas (**Hence, everyone should bring their own laptop**). Students cannot use their class notes nor discuss the questions with peers while taking the exam. Students will have **1 hour** to complete the exam with **one attempt**.

2. Guest Speaker Engagement (3 sessions | 16 points total | Learning Outcome 1-4).

Throughout the semester, there will be three guests. The first guest is the guest lecturer from **Frisco RoughRiders**, the second one from **Dallas Cowboys** providing an hour-long Q&A, and the last one from **Texas Rangers** doing a brief Q&A and role plays. Guests will provide their own advice and ticket operations information based on their personal experience and career. The allocation of 16 points to three sessions is followed:

- 1st session: **Frisco RoughRiders'** guest lectures – **each lecture is worth 2 points (a total of 4 points)**
 - Grade will be based on how much a student focuses on the lecture and the guest lecturer.
 - Use of a cell-phone in class = a 1 point deduction
 - Inappropriate use of laptop in class (e.g. watching a sports game, doing an assignment for another class, anything not related to SENM4020 class or the guest session) = a 1 point deduction
- 2nd session: **Dallas Cowboys'** guest session-- **worth 10 points**
 - Grade will be based on (a) how much a student focuses on the guest and his session, (b) upload of questions in Canvas prior to class, and (c) an engagement with the guest in class.
 - Uploading questions in Canvas prior to class (by noon on the designated date) = worth 6 points
 - Questions should be related to ticket sales or ticket operations. If not, a deduction of 2 points per question will be applied.
 - Late submissions won't be accepted = a 6 points deduction
 - Engagement with the guest in class = worth 4 points
 - Use of a cell-phone in class = a 0.75 points deduction
 - Inappropriate use of laptop in class (e.g. watching a sports game, doing an assignment for another class, anything not related to SENM4020 class or the guest session) = a 0.75 points deduction
 - Not directly asking a question to guest (or responding to the guest's questions) = a 3 points deduction
- 3rd session: **Texas Rangers** -- worth 2 points
 - Grade will be based on how much a student focuses on the guest and his session.
 - Use of a cell-phone in class = a 1 point deduction

- Inappropriate use of laptop in class (e.g. watching a sports game, doing an assignment for another class, anything not related to SENM4020 class or the guest session) = a 1 point deduction
- During the **Texas Rangers'** session, there will be another grading – Role Play.

3. Ticket Sales Role Play (10 points | Learning Outcome 1-4).

Students are paired with a partner, one as a sales associate and another as a prospective. Students will perform a role play with the partner. The grading will be based on:

- Sales associates: smooth flow of conversation, professionalism, readiness, and follow-up
- Prospective: ability to give challenges to sales associates regarding sales objections, awkward flow of conversation, and a realistic customer conversation

The Texas Rangers will listen to each role play and evaluate each one. Grades will be based on their evaluations – full credits (100%, Superior), 90% (Great), 80% (Satisfactory), 70% (Rooms to Improve), and 30% (No participation)

4. Reflections of On-site Sales at the Roughriders (2 reflections @ 14 points each | 28 points total | Learning Outcome 1-5).

Students will visit the RoughRiders' ballpark and join their sales session every week from the week of 3/16/26 to the week of 4/27/26. Sales sessions include additional sales trainings and actual phone calls with current consumers.

If you cannot make it to your session, you should let me and RoughRiders know to figure out which time slots you should come for a make-up session. If you cannot attend two consecutive trainings (i.e. two weeks), you should email Dr. Won to receive an alternate assignment. Each student is only allowed to receive one alternate assignment throughout the seven-weeks.

Missing the training is considered an absence for this course.

Throughout seven week-long trainings, students will write two reflection papers. Hence, they are encouraged to jot down details and reflections of each session before writing the papers. Each reflection papers should describe (a) what they learn during the sessions, (b) what they do well and do not do well, (c) what areas of their sales skills could be improved next time, (d) how you communicate with your call recipients, and any other thoughts.

Your reflection papers will be graded based on

- aforementioned 4 items (2 points each),
- your critical reflections on your work (4 points),
- writing format (see below; 2 points), and
- free of typos, grammatical errors, etc. (2 points).

Each paper should be submitted by Sundays at 11:59PM, and is worth 16 points.

Your reflection paper should be

- 12 font-size,
- Times New Roman
- Single-spaced
- A full one page or two (without a title page/section)
- Saved as "SENM4020 – Reflection # – Your Last Name" (e.g., SENM4020 – Reflection 1 – Won)

Note: Reflection papers are not daily journals that you enumerate what you do per session by timeline.

Note: Late submissions (no extensions or exceptions will be allowed) will result in a 15% deduction (i.e. 2.4 points)

5. LinkedIn Post on RoughRiders Experience (6 points total | Learning Outcome 1-5)

Upon completion of the RoughRiders' trainings on the week of April 29th, students will make a LinkedIn post that briefly describes what they did for the past seven weeks with the Frisco RoughRiders along with photos (including themselves in the photo). The post should easily grab others' attention.

Late submission will receive a 15 % deduction (i.e. 0.9 points), while late submission past 3:50PM on May 6th will not be accepted.

6. Setting a Ticket Pricing Presentation (20 points | Learning Outcome 1, 2, & 6)

In a group of two (or three), students are required to develop a pricing plan for a new (imaginary) team in DFW. Envision a new Banana Ball (non-traditional baseball team) team is launched in DFW, and students are tasked with conducting market research and setting ticket price to maximize ticket sales. The plan begins with (a) defining pricing objectives for the team, (b) determining consumer demand for Banana Ball, (c) estimating costs (of games), (d) analyzing competitors' costs, prices and offers, (e) selecting a pricing method, and (f) setting the final price.

Time Limit: 11'00"00 – 15'00"00 minutes

See rubrics in Canvas.

X. Disabilities | Emergency Notifications.

Accommodating Students with Disabilities. UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one's specific course needs. Students 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 ODA website at disability.unt.edu.

Emergency Notification & Procedures. UNT uses a system called Eagle Alert to quickly notify students 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). In the event of a university closure, please refer to Blackboard for contingency plans for covering course materials.

Connectivity Requirements. The University is committed to providing a reliable online course system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty which prevents students from completing a time sensitive assessment activity, the instructor will extend the time windows and provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and contact the UNT Student Help Desk: helpdesk@unt.edu or 940.565.2324 and obtain a ticket number. The instructor and the UNT Student Help Desk will work with the student to resolve any issues at the earliest possible time.

Sport Ticket Operations | Tentative Course Timeline

Date.	Topic.	Class Location	Assignments Due.
Week 1 Jan. 14	Course Introduction Difference between Ticket Sales and Operations	UNT Frisco Landing	
Week 2 Jan. 21	Process of Setting a Ticket Pricing <ul style="list-style-type: none"> ▪ Pricing objectives ▪ Determination of consumer demand ▪ Price determination factors <ul style="list-style-type: none"> ○ Estimation of costs ○ Analysis of competitors' costs, prices and offer 	UNT Frisco Landing	
Week 3 Jan. 28	Lecture 1 by RoughRiders (Ross) Project debrief & Mini lecture <ul style="list-style-type: none"> ▪ Intro to Ticket Operations Reintroduction of Setting a Ticket Pricing Presentation	UNT Frisco Landing	
Week 4 Feb. 4	Process of Setting a Ticket Pricing (continued) <ul style="list-style-type: none"> ▪ Selection of pricing method ▪ Pricing strategies ▪ Consumer Perceptions <i>Guest – Brett Dougherty (Dallas Cowboys)</i>	UNT Frisco Landing	Guest Qs by 2/4 12PM (Late submission not accepted)
Week 5 Feb. 11	Lecture 2 by RoughRiders (Ross) <ul style="list-style-type: none"> ▪ Ticket Sales Philosophy ▪ Ticket Sales Pitch ▪ Ticket Sales Objections 	UNT Frisco Landing	
Week 6 Feb. 18	Ticket Sales Role Play with Texas Rangers <i>Guest – Isaiah Yates (Rangers)</i>	UNT Frisco Landing	
Week 7 Feb. 25	Similarity of Ticketing System outside Pro/Intercollegiate Sports <ul style="list-style-type: none"> ▪ Membership plans 	UNT Frisco Landing	
Week 8 Mar. 4	Exam 1 (in class) In-class Group Work: Setting a Ticket Pricing Project	UNT Frisco Landing	Exam in class (Bring your laptop)
Mar. 11	Spring Break (March 9 – March 15)		
Week 9 Mar. 18	Hands-on-field Ticket Sales Training by RoughRiders @RoughRiders office –T-Th @9-11:30AM or M-Th @1:30-4PM	RoughRiders	

Week 10 Mar. 25	Hands-on-field Ticket Sales Training by RoughRiders @RoughRiders office – T-Th @9-11:30AM or M-Th @1:30-4PM	RoughRiders	
Week 11 Apr. 1	Hands-on-field Ticket Sales Training by RoughRiders @RoughRiders office – T-Th @9-11:30AM or M-Th 1:30-4PM	RoughRiders	Reflection 1 (by 4/5, 11:59PM)
Week 12 Apr. 8	Hands-on-field Ticket Sales Training by RoughRiders @RoughRiders office – T-Th @9-11:30AM or M-Th 1:30-4PM	RoughRiders	
Week 13 Apr. 15	Hands-on-field Ticket Sales Training by RoughRiders @RoughRiders office – T-Th @9-11:30AM or M-Th 1:30-4PM	RoughRiders	
Week 14 Apr. 22	Hands-on-field Ticket Sales Training by RoughRiders @RoughRiders office – T-Th @9-11:30AM or M-Th 1:30-4PM	RoughRiders	Reflection 2 (by 4/26, 11:59PM)
Week 15 Apr. 29	Hands-on-field Ticket Sales Training by RoughRiders @RoughRiders office – T-Th @9-11:30AM or M-Th 1:30-4PM	RoughRiders	LinkedIn Post (by 5/3, 11:59PM)
Week 16 May 6	Setting a Ticket Pricing Presentation	UNT Frisco Landing	PowerPoint by 5/6, 2:00PM

Note: This course timeline is subject to change.