

University of North Texas

Brint Ryan College of Business

SENM 3500: Sport in the Global Marketplace

General Course Information

Credit Hours.	Three (3)
Semester.	Spring 2026
Instructor.	Todd A. Uglow, JD
Contact.	Todd.Uglow@unt.edu
Office Hours.	In person: Before class at 9 AM or (by appointment)
Office Locations.	Chilton T/TH 830-10
Class Location.	Wooten 112
Lecture Time.	Monday 12:20-2:10

Weekly messages will be sent – students are responsible for receiving and reading my announcements.

II. Course Overview.

This course examines the global forces impacting sport and recreation in the USA and around the world. It provides 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.

About Your Instructor:

Welcome students to your intro to global sports management class! My name is Professor Todd Uglow, and I joined the UNT faculty in 2020 after being on the faculty at University of Nevada, Las Vegas for 14 years. I am excited to be at land UNT, and I am very much looking forward to getting to know you during our time together. I thought it would be appropriate to share with you all a little about me:

- I was born in Florida and have lived in Indiana, Louisiana, California and Nevada - happy to be in the Lone Star state!
- I earned a bachelor's degree in business administration (emphasis in Marketing) from California State University, San Bernardino and a Juris Doctor (law) degree from Western State University College of Law in Fullerton, California.
- In my career prior to being in academia, I worked in entertainment law, and I also worked in a law firm specializing in employment law and a management firm representing active NFL, NBA and MLB players.
- I currently represent 3 NFL Players and have represented many well-known athletes, sports leagues, and entertainers in major film projects, contract negotiations, sponsorship, book and merchandise/product deals.
- I am certified by the courts of law as an expert in the areas of intellectual property valuation and NIL.
- At UNLV, I taught Hospitality Law, Intellectual Property and Entertainment Law courses at both the undergraduate and graduate level.
- I have authored policies and consulted with many companies to develop handbooks and training programs in the area of sexual harassment and ethics.
- I taught Sports Communications at California State University, Fullerton where several of my students went on to play professional baseball.

III. Course Learning Objectives.

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

1. Comprehend introduction and globalization of sports
2. Analyze the development of International Sport Industry
3. Identify the size and scope of the International Sport Industry
4. Understand the issues and strategies essential to International Sport Management
5. Examine the sport industry from a global perspective
6. Recognize the structure of International Sport Governance
7. Identify the similarities and differences from the sport industry in the United States and the rest of the World
8. Identify various segments of the International Sport Industry (marketing, law, economics, finance and business)
9. **Required Textbook: SPORT MANAGEMENT: An Exploration of the Field and its Value, Matthew T. Bowers and Marlene A. Dixon, ISBN: 978-1-57167-726-6**

In addition to reading the chapters noted in the syllabus each week, students are expected to review the professor's notes prior to class and have access to them in class.

V. Course Format | Expectations | General Course Policies

- **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. A finding of academic dishonesty may result in a range of academic penalties or sanctions from admonition (a warning) to expulsion from the University.
- **Policy on use of AI:** I don't mind if students want to use AI tools to assist with ideas generation or for brainstorming. However, any assignments or projects which contain more than 10% AI content will not earn credit. Your assignments and projects must be your work. Absolutely no AI use will be permitted on exams, assignments or papers; doing so will result in a 0 on any submission.
- Everyone is expected to be highly engaged in our class discussions. When required, students are expected to read all materials before class. Much of the learning in this class will be accomplished through the study method, where engagement and preparation are crucial. Case Studies assignments are always due at the beginning of class of the date in which they are due.
- **Group Project:** Designed to facilitate learning in teams and to provide low-pressure public speaking opportunities for students. Details will be distributed and discussed during class in Week 3.
- Yes! Attendance is taken each class and is a substantial part of your grade. 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, arrive on-time and come to class prepared as demonstrated by class discussion of the assigned readings, assignments, and/or additional materials.

Attendance Policy: I will take attendance at the start of each class. Participation is required and a portion of your final grade will be based upon student in-class interaction. Many exam questions will come from topics we discuss in class, so class attendance is required in order to obtain the maximum points possible and do well in the class. A good participation score means you show up to class, take all quizzes, and you are prepared if called upon to offer relevant commentary to our discussions. **If you routinely miss class and/or quizzes, you will not earn the 50 participation points for this class. Please be in your seat and ready to go when attendance is called. You will have a 5 minute grade period if you arrive late to avoid being marked absent. Two late arrivals will equate to an absence.** I am always willing to help students navigate personal challenges, but I do need to hear from you if you want my help.

Excused absences:

- Serious illness (a doctor's note required)
- Death in 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).

Unexcused absences:

- Traffic or parking issues
 - Unexplained 'family emergencies'
 - Called into work/work schedules
 - I overslept or am hungover
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- All assignments should be submitted uploaded to Canvas prior to the start of class each week when one is due. No late assignments are accepted, unless you have prior arrangements with the instructor.
 - All written assignments are to be error-free (i.e., grammar, punctuation, spelling, flow, and general composition) and are expected to be of the level of quality one might expect in a professional setting.

WEEKLY CLASS SCHEDULE*

DATE	TOPIC	READINGS & ASSIGNMENTS
Class 1 8/17	Class Introduction of one another, course overview and Why Sport Matters Sport Matters Lecture. Hand out Case Study #1	

Class 2	Discussion: Case Study #1: Sports Figures as Health Ambassadors, Discussion of final project.	Read CH 1; Case Study #1 Due at beginning of class
8/24		
Class 3	Sports for Community Development Lecture , Discuss Case Study #2. Case Study #3 assigned	
8/31		
Class 4	Community Collaboration; Sport and Health Lecture	READ CH 4; Case Study #3 Due at beginning of class
9/7		
Class 5	Discussion: Case Study #3; The Role of Sports in Economic Development Lecture , Case Study #4 Assigned, Stadiums and Economic Development	READ CH 5;
9/14		
Class 6	Discuss Case Study #4, Sports Role in Positive Socialization Lecture , Case Study #5 Assigned: Sport and its Role in the "Third Place"	Case Study #4 Due at beginning of class. READ CH 2
9/21		
Class 7	Discuss Case Study #5 , Future Horizons for Sports Managers, Midterm Review	Midterm Next Week
9/28		
Class 8	MIDTERM administered in class on Canvas	
10/5		

Week 9 10/12	GUEST LECTURER: Dr. Bob Heere; Sport and National Identity Lecture, Case Study #6 Assigned	READ CH 7
Class 10 10/19	NIL and Sports Licensing Lecture, Case Study #7	
Class 11 10/26	Discuss Case Study #6, AI in Sport and the Double-Digital	Professor Notes; Case Study Case Study #6 Due at beginning of class.
Class 12 11/2	Day to Work in Groups on Your Projects	Professor Notes; Case Study #7 Due at beginning of next class class. (last case study of the semester)
Class 13 11/9	Case Study #7 Due, Discuss Case Study #7	
Class 14 11/16	All Final Projects Due, Final Presentations Begin	All students expected to attend all presentation sessions - points deducted for non-attendance.
Week of 11/23	THANKSGIVING BREAK	NO CLASS
Class 15 11/30	Final Group Presentations, continued	All students expected to attend all presentation sessions - points deducted for non-attendance.

Class 16		All students expected to attend all presentation sessions - points deducted for non-attendance. Final Exam Next Week
12/7	Final Group Presentations, concluded, Course Review Session	
12/9	FINAL EXAM	

* Course schedule is subject to change depending on the needs of the class.

VI. Course Evaluation Points Distribution*

Assignments.	Learning Outcome(s)	Points	Due	Work Dynamic
Class Discussions / Attendance and Participation	1-8	120	On going	Individual
10 points x 12 meetings				
Group Project (5-6 members)	2-8	100		Group
Midterm and Final Exam	1-8	200	Noted on Syllabus	Individual
In-class Case Study Discussions (8)	1-8	200	On going.	Individual
25 points each				
Total Points Possible		620		

**Instructor retains the right to replace certain activities, pending the needs of the class.*

VII. Grading:

- A 90% or above
- B 80% -89.9%
- C 70% - 79.9%
- D 60% - 69.9%

- F Below 60%
- Note: Extra Credit will not be offered or approved for the purpose of helping students raise their grades; round ups may be available for students who have excellent attendance and have shown an upward trajectory in performance in the class.

VIII. Assignments.

1. Class Discussions and Attendance | 120 points total | Learning Outcomes 1-8).

From Class 2, attendance will be taken each class session. If students routinely miss class (more than two absences) you will not earn the course participation points or the benefit of a round-up if you are close to the next highest grade on your final course grade.

Please make every effort to arrive at class on time. If you arrive more than 5 minutes late, you will be marked absent. I am always willing to listen and help students navigate personal challenges, but I do need to hear from you if there is one.

- Full credit: A student attends class, actively participates in discussions or activities. A student provides critically thought statements.
- 90% credit: A student actively participates in discussions or activities; however, a student needs to offer more thoughtful statements or provide more specific argument.
- 80% credit: A student participates in discussions or activities. In general, a student provides his or her opinions that are not critically thought.
- 10% credit: A student does not participate in discussions or activities.
- 0% credit: A student is absent and has not notified me.

2. Group Project (100 points total | Learning Outcomes 2-8).

The group project is an important part of the learning process in this class.

- Students will be assigned a randomly selected sports management themed project. A rubric will be handed out during week 3 of class.
- Each student will earn the same grade on the project unless it is apparent that a student has not made substantial contributions, failed to complete their portion of the project or was not present on their group's presentation day.

3. **Midterm and Final Exams based on lecture notes and discussions (200 points total | Learning Outcomes 1-8).**

- Two exams administered on Canvas (in-class) testing on the content covered in our lecture notes and from class discussions.
- Exam questions will be a mix of multiple choice, True/False, and short answer questions based on the material presented in class and in the weekly professor notes.
- Exams are closed book and closed notes.

4. **Case Studies (200 points total | Learning Outcomes 2-8).**

- Perhaps the most important component of this class. Case Studies and related questions will be distributed the week prior to their due date with hard copies of individual student answers turned in at the beginning of class. There is no better way in my view to reinforce the learning process than to apply the principles we learn in class to real-world scenarios.

IX. 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.