The University Of Toledo
New Course Proposal

Level (check one):  ☐ Undergraduate  ☒ Graduate

Will this course impact program requirements?  ☐ Yes  ☒ No
*If Yes, a Program Modification must be completed.

Type of course (check all that apply):
☐ Academic Skills Enhancement  ☐ Writing Intensive (WAC)  ☐

Honors
☐ Univ. Core:  ☐ English  ☐ Hum  ☐ Math  ☐ Nat. Sciences  ☐ Social Sciences
☐ Multicultural:  ☐ Diversity of US Culture  ☐ Non-US Culture

College: Health Sciences  Dept: Health & Recreation Professions
Contact Person: Eric L. Longsdorf  Phone: x2742
Email: eric.longsdorf@utoledo.edu

Alpha/Numeric Code (Subject area-number): RCRT 5200
If this is a renumbering, please request an electronic copy of the old course approval through the Register's Office at x4865, and attach it to form.

Proposed title: Planning & Promotion of Sport  Proposed effective term: Fall 2014

Planned enrollment per section: 20  Per term: 20

Is the course cross-listed with another academic unit?  ☐ Yes  ☒ No
Is the course offered at more than one level?  ☒ Yes  ☐ No

If yes to either question, please list additional Alpha/Numeric codes, and submit a separate New Course form or Course Modification form for the course(s) referenced below.

a. RCRT - 4010  b.  c. 

Approval of other academic unit (signature):

Name and title:

If course is to be offered at more than one level, attach an explanation of the different requirements that students must meet for each level. If the requirements are the same for each level, justification must be provided.

Date Added: 3-20-14
Council Approved: 4-7-14
To Provost: 4-8-14
<table>
<thead>
<tr>
<th>Credit hours:</th>
<th>Fixed: X or Variable:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delivery Mode:</td>
<td>Primary Secondary Tertiary</td>
</tr>
<tr>
<td>Activity Type:</td>
<td>Lecture Select One Select One</td>
</tr>
<tr>
<td>Minimum Credit Hours:</td>
<td>3</td>
</tr>
<tr>
<td>Maximum Credit Hours:</td>
<td>3</td>
</tr>
<tr>
<td>Weekly Contact Hours:</td>
<td>2.5</td>
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</tbody>
</table>

Terms offered:  Fall  Spring  Summer
Years offered:  Every Year  Alternate Years
Are students permitted to register for more than one section during a term?  No
May the courses be repeated for credit?  Yes
Maximum Hours:  1

<table>
<thead>
<tr>
<th>Grading System</th>
<th>Undergraduate</th>
<th>Graduate</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>Normal Grading (A-F, PS/NC. PR, 1)</td>
<td>Normal Grading (A-F, PS/NC. PR, 1)</td>
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<tr>
<td></td>
<td>Passing Grade/No Credit (A-C, NC)</td>
<td>Grades Only (A-F)</td>
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<tr>
<td></td>
<td>Credit/No Credit</td>
<td>Satisfactory/Unsatisfactory (G only)</td>
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<tr>
<td></td>
<td>Grade Only (A-F, PR, I)</td>
<td>Audit Only</td>
</tr>
<tr>
<td></td>
<td>Audit Only</td>
<td>No Grade</td>
</tr>
</tbody>
</table>

Prerequisites (must be taken before):

a.  -

b.  -

c.  -

PIN (Permission From Instructor)  PDP (Permission From Department)

Co-requisites (must be taken together):

a.  -

b.  -

c.  -

If course is to replace an existing, course(s) will be deleted, and when should that deletion occur?

Course to be removed from inventory:  a.  -  b.  -  c.  -  d.  -

Final Term to be offered  (YYYYT. i.e. use 20064 for Fall'06)
Catalog Description (30 words Maximum):

This course focuses on the basic principles of marketing to diverse sport industries with emphasis on intercollegiate athletics, professional sport, and multi-sport club operations.

Attach a copy of a complete outline of the major topics covered. (Syllabus preferred).

Where does this course fit in the University/College/Department curriculum? (Be specific by course level, if applicable). Indicate prospective demand.

Elective course in the Master of Arts in Recreation & Leisure Studies

If the proposed course is similar to another course in the College or University, please describe the difference and provide a rationale for the duplication. (If this course duplicates material covered in another course within your department or college or in another college, attach a letter of endorsement from that area’s dean and department chairperson indicating their support. Clarify the manner in which this course will differ).

If the course is intended to meet a University Undergraduate Core requirement, submit a course syllabus and complete the following:

Please explain how this course fulfills the general education guidelines.

COURSE APPROVAL:

<table>
<thead>
<tr>
<th></th>
<th>Signature</th>
<th>Date</th>
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<tbody>
<tr>
<td>Department Curriculum Authority:</td>
<td>9. X - 1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2/26/14</td>
<td></td>
</tr>
<tr>
<td>Department Chairperson:</td>
<td>Goren A.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2/26/14</td>
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<tr>
<td>College Curriculum Authority:</td>
<td>Surer</td>
<td></td>
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<tr>
<td></td>
<td>3/19/14</td>
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<tr>
<td>College Dean:</td>
<td>Surer</td>
<td></td>
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<tr>
<td></td>
<td>3/19/14</td>
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</tbody>
</table>

After college approval, submit the original signed form to the Faculty Senate (UH3320) for undergraduate-level courses; for graduate-level courses submit the original signed form to the Graduate School (UH3240). For undergraduate/graduate dual-level courses, submit the proposals to each office.

<table>
<thead>
<tr>
<th></th>
<th>Signature</th>
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<tbody>
<tr>
<td>Faculty Senate Undergrad. Curriculum Comm. :</td>
<td></td>
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<tr>
<td>Faculty Senate Core Curriculum Comm. :</td>
<td></td>
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<tr>
<td>Graduate Council</td>
<td></td>
</tr>
</tbody>
</table>
|------------------|---
| Office of the Provost: | 
| Registrar’s Office: | 

4-1-2014
Course Instructor: Ruthie Kucharewski, Ph.D., CTRS
Professor
University of Toledo
Mail Stop 119
1004 HH
Toledo, OH 43606
r.kucharewski@utoledo.edu

Office Phone: 419-530-2762
Office Hours: Monday, 9:30am-1:15pm (HH1004) 3:00pm-3:30pm (HE) and by appointment arranged in advance

Course Title: Planning & Promotion of Sport Tourism
Course Website: https://blackboard.utoledo.edu
Credits: 3.0 credits awarded upon successful completion

Course Format: Lecture, Discussion Board, Readings, Learning Modules, Exams

Course Overview: This course will expose students to the sport industry as a product that is marketed to and/or influences the athlete, spectator, staff associated with sports event planning, community, corporations and the tourism industry.

Course Description: This course focuses on the basic principles of marketing to diverse sport industries with emphasis on intercollegiate athletics, professional sport, and multi-sport club operations.

Course Objectives: By the end of the course students will demonstrate, at minimum, an:

- Understanding of the sport business industry within the content of contemporary society.
- Appreciation of marketing and its function as a vital component of sport management.
- Understanding of marketing concepts and the skills to perform basic marketing responsibilities.
- Understanding and identification of the principles of the marketing mix and research.
- Understanding and identification of sport products and services.
Teaching Strategies
This course is 100% online which is designed to stimulate student learning through the web-based delivery of readings, video, and audio, as well as collaborative activities involving asynchronous discussion and group projects. No on-campus meetings will be required.

Pre-requisites
None

Technical Skills
In order to be succeed in this course, it will be important for students to possess the following technical skills:

1. Rename, delete, organize, and save files.
2. Create, edit, and format word processing and presentation documents.
3. Copy, paste, and use a URL or web address.
4. Download and install programs and plug-ins.
5. Send and receive email with attachments.
6. Locate and access information using a web search engine.
7. Use chat or IM software for real-time communication.
8. Use a learning management system.

Required Text

Recommended Reference Materials
USA Today newspaper print or electronic edition.

Technology Requirements

**Browser Check Page**
All students need to have access to a properly functioning computer throughout the semester. The Browser Check Page will enable you to perform a systems check on your browser, and to ensure that your browser settings are compatible with Blackboard, the course management system that hosts this course: http://www.utdl.edu/utlv/Bb9BrowserCheck/innovation/blackboard/browsercheck.html

**Software**
Student computers need to be capable of running the latest versions of plug-ins, recent software and have the necessary tools to be kept free of viruses and spyware. The computer needs to run the following software, available in the Online Learning Download Center at: http://www.utoledo.edu/dl/main/downloads.html:

- Word Processing Software
- Adobe Acrobat Reader
- Apple QuickTime Player
- Java Plugin Console
- Adobe Flash Player
- Adobe Shockwave Player
• Mozilla Firefox Browser- **Recommended**
• Google Chrome Browser- **Recommended**

**Internet Service**
High-speed, reliable Internet access is recommended. A dial-up may be slow and limited in downloading information and completing online tests. This course may contain streaming audio and video content.

**Use of Public Computers**
If you are using a public library or other public access computer, please check to ensure that you will have access for the length of time required to complete tasks and tests. Please be aware that many public Internet sites may have defined time limits at which point you will lose connectivity when the time limit is reached.
A list and schedule for on-campus computer labs is available at: http://www.utoledo.edu/it/CS/Lab_hours.html.

**UT Virtual Labs**
Traditionally, on-campus labs have offered students the use of computer hardware and software they might not otherwise have access to. With UT’s Virtual Lab, students can now access virtual machines loaded with all of the software they need to be successful using nothing more than a broadband Internet connection and a web browser. The Virtual Lab is open 24/7 and 365 days a year at: http://www.utoledo.edu/it/VLab/Index.html.

**COURSE POLICIES**

Academic dishonesty will not be tolerated. Please read The University of Toledo’s Policy Statement on Academic Dishonesty available at http://www.utoledo.edu/dl/students/dishonesty.html

**Academic Integrity**

**Policy Statement on Academic Dishonesty: Department of Health and Recreation Professions:**
Academic dishonesty will not be tolerated. Students are responsible for knowing what constitutes academic dishonesty. If students are uncertain about what constitutes academic dishonesty, they should seek the instructor’s advice. Examples of academic dishonesty include, but are not limited to:
• Representing the words, ideas or information of another person as one’s own and not offering proper documentation; Plagiarizing includes: (a) copying materials from other students from previous years or using another student’s work, (b) unauthorized collaboration in the preparation of reports, term papers or theses, and (c) adopting, paraphrasing or reproducing ideas, opinions, theories, formulas, graphics, or pictures of another person without acknowledgment (Plagiarism);
• Giving or receiving, prior to an examination, any unauthorized information concerning the content of that examination (Cheating);
• Referring to or displaying any unauthorized materials inside or outside of the examination room during the course of an examination (Cheating);
• Communicating during an examination in any manner with any unauthorized person concerning the examination or any part of it (Cheating);
• Giving or receiving substantive aid during the course of an examination (Cheating);
• Commencing an examination before the stipulated time or continuing to work on an examination after the announced conclusion of the examination period (Cheating);
• Taking, converting, concealing, defacing, damaging or destroying any property related to the preparation or completion of assignments, research or examination (Cheating);
• Submitting the same written work to fulfill the requirements for more than one course, without the instructor’s permission (Self-Plagiarism); and
• Assisting another student in committing an act of academic dishonesty (Collusion).

Should cases of academic dishonesty be found among students, the Instructor may choose any of the following actions:

• The instructor may provide a verbal warning to the student.
• The student may be assigned an “F” for the work in question.
• The student may be assigned an “F” for the course. In this case the instructor should inform the Chair of the department, the Dean and the student of this action. The Chair and/or Dean will make certain that the student receives the “F” grade and is not permitted to withdraw from the course.
• The student may be placed on probation or suspended for some definite period of time, dismissed or expelled by the Dean if either the seriousness of the offense or a record of repeated offenses warrants it. A notation that such a sanction has been imposed will be made part of the student’s permanent record. It is expected that the Dean will consult with the instructor and the student in making such a judgment, and that the Dean will notify the student of the sanction imposed and of the appeals procedure.

Note: Records of the academic dishonesty will be filed with the Department of Health & Recreation Professions

GRADING POLICIES

Student work will be assessed as follows. Specific guidelines, grading criteria, and a timeframe for grades and feedback will be provided as each assignment is announced:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Total Points</th>
<th>% of Final Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Participation in 10 Weekly Discussion Boards</td>
<td>100</td>
<td>40%</td>
</tr>
<tr>
<td>5 Learning Modules Assignments</td>
<td>50</td>
<td>20%</td>
</tr>
<tr>
<td>Exam 1</td>
<td>25</td>
<td>10%</td>
</tr>
<tr>
<td>Exam 2</td>
<td>25</td>
<td>10%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>50</td>
<td>20%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>250</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Students are expected to complete and submit all assignments and tests by the due date and time listed in the Course Calendar and within the specific assignments. Late assignments will not be accepted and make-up tests will not be permitted unless arrangements are discussed and approved 48 hours before the required due date and time at the discretion of the Instructor. I recommend that you access our course on Monday and read all information and ask questions as soon as possible by email or by phone if you do not understand an assignment. Please do not wait until after 4:30pm on Friday afternoon because I may or may not be reading email over the weekend and you may not receive a response in a timely manner prior to the assignment due date and time on Sunday.
The grading scale for this course is as follows:

Grading
100-96%: A  
95-91%: A-  
90-86%: B+  
85-81%: B  
80-76%: B-  
75-71%: C+  
70-66%: C  
65-61%: C-  
*60-56%: D  
*55%-below: F

*A graduate student who earns a grade of “C-“ or below must repeat the course.

AMERICANS WITH DISABILITIES ACT
The Americans with Disabilities Act (ADA) requires that reasonable accommodations be provided for students with physical, sensory, cognitive, systemic, learning, and psychiatric disabilities. In accordance with the ADA and university policy, if you have a documented disability and require accommodations to obtain equal access in this course; please contact the instructor at the beginning of the semester to discuss any necessary accommodations. It is also the students responsibility to contact the Office of Academic Access for verification of eligibility at 419-530-4981 (voice) or 419-530-2612 (TDD).

COMMUNICATION GUIDELINES

Email:
Students are expected to check their UT email account frequently for important course information. This class is being taught for you, so if you are having trouble understanding any aspect of it, please let me know. I am here to help, and will do my best to respond to email within 24 to 48 hours. Please email me prior to 4:30pm on Friday, I typically do not read email on the weekend and you may not receive a response on the weekend about an assignment that may be due on Sunday evening. It is the responsibility of the student to contact the Instructor prior to 4:30pm on Friday.

Discussion Board (DB):
In this fully online course, participation is vital to your success and your active engagement during weekly discussion is crucial to learning. On the Monday morning of an assigned Discussion Board (DB), a series of discussion questions will be posted in the Discussion Board (DB) folder for that week. To earn full credit, you must reply to the initial weekly question(s), this is referred to as “your initial post” by Wednesday at 11:59pm and respond to the postings of at minimum one of your peers before 7:00pm on Sunday. Failing to initially post before 11:59pm on Wednesday will result in a loss of 5 points and failing to respond to at a minimum one post to a peer will result in a loss of points. Posting on the same day within a short period of time will result in a loss of points and posting on the last day within hours of the DB closing will result in a loss of points. Please see the Grading Rubric for the On-line Discussion Board for complete grading criteria. Being an engaged participant in the DB is considered being active in class, not being an engaged participant in the DB is considered being absent. Statements such as: “I agree,” or “Good post,” are unacceptable when responding to a peer. Your thoughts and insight are important and can add to the richness of the course content.

Real-Time Communication:
A link to a real-time communication or chat tool has been added to the Course Menu. We will not be using this tool as part of our course assignments; however, the tool is available for you to use if and when you need it. To that end, I would be happy to arrange a time to meet with you in a chat room if you feel that you have questions that would best be answered in real-time. Conversely, you could also use the tool to meet with fellow students online in order to enhance your understanding of course concepts. In case of an emergency you may contact me via phone: 419-277-1220

Netiquette:
It is important to be courteous and civil when communicating with others. Students taking online courses are subject to the communication regulations outlined in the Student Handbook. When addressing me, I prefer “Dr. K.” as opposed to “Hey!” To ensure your success when communicating online, take time to familiarize yourself with the “dos” and "don'ts" of Internet etiquette: http://www.albion.com/netiquette

TECHNICAL SUPPORT

If you encounter technical difficulties with Blackboard, please contact the UT Online Help Desk at (419) 530-8835 or utdl@utoledo.edu. It is your responsibility to report problems or request help. Contact the UT Online Help Desk immediately if you have any problems, please do not contact me first, I will confirm that you reported issues to UT Online. Technical problems with your computer are not a legitimate reason for failing to complete assignments or exams by posted deadlines. Alternative methods of communication via phone, mail or personal delivery need to be arranged by the student. I recommend that you use the Google “Chrome” or Mozilla “Firefox” browser; I believe that you can download them free of charge.

The Help Desk offers extended hours in the evenings and on weekends to assist students with technical problems. When calling after hours, leave a detailed message, including your Rocket Number and phone number, and an Online Learning staff member will respond on the next business day. The UT Online Help Desk website is available at: http://www.utoledo.edu/dl/helpdesk/index.html

Technical questions related to on-campus Internet access, virtual labs, hardware, software, personal website hosting, and UTAD account management can be directed to UT's IT Help Desk at (419) 530-2400 or ithelpdesk@utoledo.edu. The IT Help Desk website is available at http://www.utoledo.edu/it/CS/HelpDesk.html

LEARNER SUPPORT

The University of Toledo offers a wide range of academic and student support services that can help you succeed:

cTutoring Services
The Ohio cTutoring Collaborative, in partnership with The University of Toledo, now provides online tutoring support for all UT students. cTutoring Services are offered in a wide array of subjects, including Writing, Math, Calculus, Statistics, Accounting, Biology, Chemistry, and Anatomy and Physiology. Learn more at: https://www.etutoring.org/login.cfm?institutionid=232&returnPage
eLibrary Services Portal
The eLibrary is a customized gateway to UT Libraries for online students. It was designed to help you locate the best online library resources without leaving Blackboard. Learn more at: http://www.utoledo.edu/dl/students/elibrary.html

Office of Academic Access
The Office of Academic Access provides accommodations and support services to students with disabilities. Learn more at: http://www.utoledo.edu/utlc/academicaccess/index.html

Counseling Center
The Counseling Center is the university's primary facility for personal counseling, psychotherapy, and psychological outreach and consultation services. The Counseling Center staff provide counseling (individual and group), mental health and wellness programming, and crisis intervention services to help students cope with the demands of college and to facilitate the development of life adjustment strategies. Learn more at: http://www.utoledo.edu/studentaffairs/counseling/

Services for Online Students
Knowing what to do, when to do it, and who to contact can often be overwhelming for students on campus - even more so for distance learners. Visit the link below to learn more about the wide range of services for online students. Learn more at: http://www.utoledo.edu/dl/students/student_serv.html

Requirements & Evaluation Procedures

Course Learning Modules
Completion of Learning Module assignments within the identified required timeframe is indicated within each Learning Module. Various assignments will be given to expand on the content for this course. The assignments are to be turned in by the due date and time to the instructor in accordance with the assignment expectations indicated within each Learning Module. Late assignments will not be accepted, all Learning Module assignments must be submitted through the course Assignment Drop Box on Black Board, please do not email your assignment via email. If you have any problems with submitting an assignment you are to contact the UT Online Help Desk immediately via phone, 419-530-8835 or “Live Chat” or email, please do not contact me. Many times you may have issues with your own server or computer and there isn’t anything that I can do to resolve the issues so my advice is to contact the UT Online Help Desk immediately. Also, please do not wait until the day and time that the assignment is due to submit your assignment so that if any issues do arise you have time to resolve them and you do not risk losing points. All due “times” are Eastern Standard Time (EST). There will be five (5) Learning Modules for this course.

Exams
There will three Exams in the semester. The Exams may be multiple choice, essay, short answer, true or false, etc. and will cover all assigned readings, Discussion Boards (DB’s), activities, etc. up until the day of the Exam. The Final Exam will be a comprehensive exam. Please consult the Course Calendar for Exam availability and enter the dates and times in your personal calendar. If a student does not take an Exam during the available time, there will be no make-up Exams. If you are taking an Exam and your Internet connection is disabled or disconnected none of your responses will be saved nor can they be retrieved. Before deciding when you will take your Exam you should find a reliable Internet connection, an area that is distraction free and plan enough time to complete the Exam. I caution you not to wait until
the very last day in case you have an emergency or an unforeseen issue arise because there will be no make-up Exams.

Course Engagement
This is NOT a self-paced course. Students are expected to be involved in the course beginning the first day of the semester. Students are expected to be involved in course Blogs, Course Discussion Board and Email communication. Failure to be actively engaged throughout the semester will result in a reduction of points in addition to any points deducted that are directly associated with the assignment. For example: If you decided to stop posting on the Discussion Board (DB) during the semester you will lose points for not adhering to the specific DB requirements and you will lose points for not being actively engaged in the course, your lack of participation will be viewed as being “absent” during the course.

Students can consult the Course Syllabus; Course Calendar or specific Learning Modules for course deadlines.

Course Management

Assignment Expectations
All written assignments submitted for this course must be sent electronically as an attachment, and free of spelling and grammatical errors. Written assignments must adhere to course Learning Module expectations. It is the expectation that students will proof read their work prior to submission. All assignments that require citation of sources and references must be submitted in the proper APA format (see: http://owl.english.purdue.edu/). For unique assignments where the above expectations are not applicable (i.e. journaling, posters, worksheets, etc.), assignment expectations will be set forth by the course instructor. Assignments or other materials with established dates of submission, including exams, must be completed and submitted no later than the due date assigned. Late materials will not be accepted. There will no make-up of Exams, if by chance there is a serious situation this must be communicated with the instructor 48 or more hours in advance and approval to make up an assignment or Exam will be at the discretion of the instructor. All assignments should be submitted in Microsoft Office “WORD,” Times New Roman 12 point font, 1½” margins on the top and bottom of the paper and 1” margins on the right and left hand side of the paper. If you are using an Apple Mac, please purchase WORD software for Mac’s, if I cannot access/open a file no points will be earned for the assignment. Failure to adhere to specific directions regarding the format of the assignment will result in a loss of points.

Course Demeanor On-line
It is the expectation of the instructor that students exhibit respectful and attentive behavior when engaged in classes whether the class meets in a traditional classroom or it is On-line. It is expected that all students will be prepared for and be prepared to actively participate in all On-line class discussions. Content within any communication to a classmate or the Instructor should be appropriate and scholarly as indicated within the assignment.

Statement of Diversity and Inclusion
In concert with the University of Toledo’s values and expectations, the faculty within the College of Health Sciences upholds the tenets pledged by the University to respect and value personal uniqueness and differences. Specifically, we will actively participate in the initiatives of the University to attract and retain diverse faculty, staff, and students; to challenge stereotypes; and to promote sensitivity toward diversity and foster of an environment of inclusion in all curricular and extra-curricular activities.

Hence, all students enrolled in this course will be expected to:
• Be considerate of the thoughts and ideas of others
• Demonstrate accountability, integrity and honor in all course-related activities
• Promote a collaborative and supportive educational environment
• Treat every individual with kindness, dignity, and respect regardless of:
  ➢ Gender,
  ➢ Race/ethnicity,
  ➢ Religion,
  ➢ Sexual orientation,
  ➢ Impairment(s)/Disability(ies),
  ➢ Political views, and
  ➢ Other element(s) of uniqueness

Assignment & Evaluation Procedure Descriptions

Attendance

University of Toledo Missed Class Policy:
This policy provides for basic protections and reasonable accommodations for students who miss class with excused absences, this includes on-line classes when participation and engagement is expected by a specific date and time. Students are expected to participate in every course in which they are registered. University excused absences from class/discussion/Exams include: (1) Personal emergencies, including, but not limited to, illness of the student, of a dependent of the student, or death in the family; (2) Religious observances that prevent the student from attending class/exams/ or discussions; (3) Participation in University-sponsored activities, approved by the appropriate University authority or governmental authority; and (4) Any other absence that the instructor approves that might prohibit the student from being actively engaged in an on-line course.

It is the responsibility of each instructor to decide what weight (if any) shall be placed on missed classes/participation in the computation of final course grades. The instructor must inform students in writing during the first week of the course (e.g., in the course syllabus) of his/her policies on missed classes and related issues, including unexcused absences, make-up examinations, and makeup of work missed during students’ excused absences. It is the responsibility of each instructor to identify in his/her syllabus the methods (written, e-mail, and or voice mail) by which any unexpected student absences should be communicated. Each instructor should provide students with at least two of the aforementioned methods as options to communicate any absences. Instructors’ missed class policies must be consistent with the University Policy as stated in the paragraph above.

Course Attendance Policy:
Students are expected to participate/engage in all course components unless excused by the instructor. If for some reason you cannot be engaged/participate in class, it is your responsibility to inform the instructor prior to any deadlines set forth within the course syllabus, exams or Learning Modules. An MD note indicating illness and treatment or death certificate of a family member is acceptable as an excused absence which might constitute making up an assignment.

Course Withdrawal Information:
Students registered for this course that do not attend at least one course session prior to the instructor receiving the University “Never Attended” report will have nonattendance reported to the University’s Office of the Registrar per University guidelines.
Students failing to attend course sessions following submission of the “Never Attended” report and prior to the instructor receiving the University “Stop Attending” report will have nonattendance reported to the University’s Office of the Registrar per University guidelines.

Note: Course withdrawal may affect a student's academic progress, have an adverse effect on financial aid benefits, scholarship benefits, loan deferments, athletic eligibility, health insurance, veteran's benefits, degree requirements, or other areas related to university enrollment status.

Learning Outcomes and Activities Used to Achieve Outcomes
Upon completion of the course students will acquire the following appreciation, knowledge, skill sets and competencies in the areas described below:
1. Tourism systems and organizational structure of the industry as they relate to sport and hallmark events featuring sport.
2. The economic impact of hallmark events focusing on sport on a city’s economic health.
3. The organization of a sports commission using grass root resources.
4. Assessment of the community sponsoring sport events: SWOT analyses.
5. Bidding for events.
6. Marketing a city as a sports center or for a hallmark event.
8. Using sport events for charity fundraising.
9. The marketing mix and market segmentation in relation to the promotion of sport.
10. Unique sport marketing and promotional concepts as well as public relations and publicity for sponsors
11. Ethical implications of sport and event marketing.
12. Negotiations and contracts.
14. Legal aspects and risk management.
15. Crowd control, traffic, and other safety issues.
16. Hospitality and other vendors.
17. Partnership and networking to make sport events successful.

Course Grading

Classroom Participation:
Any weekly assignments not associated with the DB or the assigned Learning Modules that may require a learning experience such as reading an article, reviewing a website, etc. will be considered “expected participation” within the course and may not have a point value attached, but would be viewed as the equivalent of “sitting in class” with discussion and “input” opportunities. Students are encouraged to check their grades frequently within the course and read Instructor Feedback.

Discussion Board:
Students are expected to participate in discussions on the course Discussion Board (DB). That means that you are to respond to the Discussion Board question by posting a response and you may also be instructed to respond to course mate’s responses with mature, appropriate and relevant content. When the DB opens at 11:00am on Monday morning, you are to initially post your response to the DB before 11:59pm Wednesday evening and then post a response to a posting from a course mate before 7:00pm, Sunday
evening. If you post a response to a posting from a peer prior to 11:59pm on Wednesday evening and do not return to post again or several times, your post on Wednesday evening will not receive credit. **Discussion Board posts will not be accepted as “active” participation if you post after the deadline has passed.** So if you post your initial post after 11:59pm you will not receive credit for your post and it will result in a loss of five (5) points. You are to post responses to course mate postings after you have complied with posting your own initial post before 11:59pm Wednesday evening. Personal and professional sharing, questioning and applications are important aspects of this course. Discussion Boards cannot be “made-up” if you miss one. **Discussion Board:** There is a total of 10 Discussion Board’s during the semester; each has a 10 Point value. 

Total Point Value: 100 Points

**Exams:**

Exams can be accessed on the course Home Page on the left hand side of the page under the “Exams” section. There will be no opportunity to “make-up” Exams unless approval is sought 48 hours or more prior to the Exam start day and time and permission is granted by the Instructor.

There will be three (3) Exams administered:

**Exam 1:** Will be released at 11:00am, Monday, September 23rd and will close on Sunday, September 29th at 7:00pm. Point Value: 25 Points

**Exam 2:** Will be released at 11:00am, Monday, October 28th and will close on Sunday, November 3rd at 7:00pm. Point Value: 25 Points

**Final Exam:** Will be released at 11:00am on Sunday, December 8th and will close on Tuesday, December 10th at 7:00pm. The Final Exam is comprehensive. Point Value: 50 Points

Total Point Value: 100 Points

**Learning Modules:**

There will be five (5) Learning Modules each have a point value of 10 points and they will assist you in applying concepts, theories, etc. learned throughout the course and achieving course outcomes. Learning Modules are essentially assignments that provide you an opportunity to synthesize and apply knowledge that you have gained from the text or other course related activities. Learning Modules are located within the “Learning Module” section of the course that is located on the Course Home Page on the left hand side of the page, each Learning Module will be released in accordance with the dates and times identified within the Course Calendar and each Learning Module contains specific objectives and directions for completion.

Total Point Value: 50 Points
<table>
<thead>
<tr>
<th>Week Schedule</th>
<th>Lecture Content</th>
<th>Required Reading</th>
<th>Discussion Board Posting</th>
<th>Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug. 19</td>
<td>Introduction &amp; Course Expectations; The Sport Industry</td>
<td>Text Forward &amp; Preface of Text</td>
<td>DB1: Initial Post before Wed., 11:59pm and post before 7:00pm, Sunday, Aug. 25th</td>
<td>Module 1 opens at 11:00am, Monday, August 26th and is due Sunday, Sept. 8th before 7:00pm</td>
</tr>
<tr>
<td>Week 1</td>
<td>Sport Event Planning &amp; Logistics</td>
<td>Chapter 1: Understanding the Sport Industry, the Players and the Opportunities.</td>
<td>DB2: Initial Post before Wed., 11:59pm and post by Sunday, Sept. 1st before 7:00pm</td>
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<tr>
<td>Aug. 26</td>
<td>Sport Event Planning &amp; Logistics</td>
<td>Chapter 2: Critical Planning to Master the Game</td>
<td>DB3: Initial Post before Wed., 11:59pm and post before 7:00pm, Sunday, Sept. 8th</td>
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<tr>
<td>Week 2</td>
<td>Sport Event Planning &amp; Logistics (cont.)</td>
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<td>Sept. 2</td>
<td>Hospitality</td>
<td>Chapter 3: Designing, Planning, and Controlling Event Logistics</td>
<td>DB4: Initial Post before Wed., 11:59pm and post before 7:00pm, Sunday, Sept. 15th</td>
<td>Module 2 opens at 11:00am, Monday, Sept. 9th and is due Sunday, Sept. 22nd before 7:00pm</td>
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<td>Week 3</td>
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<td>Sept. 9</td>
<td>Negotiations &amp; Contracts</td>
<td>Chapter 4: Providing Hospitality at Sport Events Chapter 5: Negotiations and Contracts</td>
<td>DB5: Initial Post before Wed., 11:59pm and post before 7:00pm, Sunday, Sept. 22nd</td>
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<tr>
<td>Week 4</td>
<td>Risk Management</td>
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<td>Exam 1 Chapters 1-4 Exam available at 11:00am on Monday, Sept. 23rd until 7:00pm on Sunday, Sept. 29th</td>
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<tr>
<td>Sept. 16</td>
<td>Sport Promotion &amp; Marketing</td>
<td>Chapter 6: Risk Management: Protecting your Investment</td>
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<td>Week 5</td>
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<td>Sept. 30</td>
<td>Sport Promotion &amp; Marketing (cont.)</td>
<td>Chapter 7: Effectively Recruiting and Leveraging a Sports Celebrity</td>
<td>DB6: Initial Post before Wed., 11:59pm and post before 7:00pm, Sunday, Oct. 13th</td>
<td>Module 3 opens at 11:00am, Monday, Oct. 7th due Sunday, Oct. 20th before 7:00pm</td>
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<tr>
<td>Week 7</td>
<td>Sport Event Financing</td>
<td>Chapter 8: Event Marketing</td>
<td>No DB</td>
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<tr>
<td>Oct. 14</td>
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<td>Week 9</td>
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<tr>
<td>Date</td>
<td>Week</td>
<td>Topic</td>
<td>Chapter</td>
<td>Submission Due Date</td>
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<td>Oct. 21</td>
<td>Week 10</td>
<td>Licensing &amp; Merchandising</td>
<td>Chapter 9: Financing Sports Events</td>
<td>DBP 7: Initial Post before Wed., 11:59pm and post before 7:00pm, Sunday, Oct. 27th</td>
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<tr>
<td>Oct. 28</td>
<td>Week 11</td>
<td>Sport Event Models</td>
<td>Chapter 10: Licensing agreements and Merchandising</td>
<td>No DB</td>
</tr>
<tr>
<td>Nov. 4</td>
<td>Week 12</td>
<td>Sports Tourism</td>
<td>Chapter 11: The Ins and Outs of Sports Events</td>
<td>DB8: Initial Post before Wed., 11:59pm and post before 7:00pm, Sunday, Nov. 10th</td>
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<tr>
<td>Nov. 11</td>
<td>Week 13</td>
<td>Charitable Events</td>
<td>Chapter 12: Sports Tourism: An Economic Catalyst for Cities</td>
<td>DB9: Initial Post before Wed., 11:59pm and post before 7:00pm, Sunday, Nov. 17th</td>
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<tr>
<td>Nov. 18</td>
<td>Week 14</td>
<td>Closing Ceremonies</td>
<td>Chapter 13: Charitable Events</td>
<td>No DB</td>
</tr>
<tr>
<td>Nov. 25</td>
<td>Week 15</td>
<td>Completion of Text and Assigned Readings</td>
<td>Chapter 14: Closing Ceremonies: Advice to New Sport Event Management and Marketing Professionals</td>
<td>No DB</td>
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<tr>
<td>Dec. 2</td>
<td>Week 16</td>
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<td>DB10: Initial Post before Wed., 11:59pm and post before 7:00pm, Sunday, Dec. 8th</td>
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<td>Dec. 8</td>
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<td>Comprehensive Final EXAM</td>
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<td>(Finals Week)</td>
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Course Expectations

- Read and print the entire Course Syllabus.
- Contact the Instructor immediately if you have a question or concern regarding the Course Syllabus content.
- Communicate with the Instructor via email if you have a personal problem which will affect your completing an assignment or completing the course successfully.
- **Purchase or borrow the required text and begin reading the assigned chapters immediately.**
- Read all email, DB’s, Learning Modules, Lecture Notes, and Assignments thoroughly.
- Be an engaged, active member of the course. Everyone is busy, some of us are busier than others, but this is **NOT** a self-paced course.
- Follow any written directions or guidelines within the course as indicated.
- Err on the side of being thorough and complete and not brief unless indicated otherwise.
- If an assignment requires you to attach a document, attach the document first and then write the text. Put your name on all attachments sent to the Instructor. Do not embed the document; send it as an attachment through the Assignment Drop Box. Please follow directions.
- If you are having technological problems contact the UT On-line Help Desk immediately.
- The expectation is that you do your own work unless indicated otherwise.
- If you want to meet with me in person I can arrange to meet you in my office or off campus if it’s more convenient, I am also happy to talk with you on the phone if that is more convenient for you.
- I am here to assist you and provide an exciting and engaging learning environment for you to feel comfortable sharing in.
- I am very excited about teaching this course because the content changes from year to year, I’m excited that you are enrolled in this course.
- **Discussion Board:** Follow directions as indicated. The DB will require you to initially post before 11:59pm on Wednesday and then later in the week you may have to respond to a course mate’s post before 7:00pm on Sunday. All DB posts will have a deadline for posting. Failure to adhere to the deadlines will result in a loss of points and failure to be actively engaged in the Course Discussion Board will result in an additional loss of points.
- **Learning Modules:** Read the Learning Module the day it opens so that you can plan and have time to complete the Learning Module. Some of the Learning Modules may require you to make a contact via phone, in person or internet, don’t hesitate and begin the assignment as soon as possible.
- **Exams:** Read your textbook weekly and be familiar with the content in each chapter, please do **not** try to pass Exams without studying.
- **Grade discrepancies:** Should be brought to the Instructor’s attention immediately, failure to do so may result in an inability to change a grade. If the Instructor detects a grade error the instructor will change the grade and inform the student.
- I know that some of you have never taken an On-line course before, if you are struggling I expect you to contact me and to use the resources indicated within the Course Syllabus. I recommend that you visit the UT On-line Home page
and review some of the tutorials that are available. If you are nervous, try to relax, I can’t bite over the internet…that’s a joke!

- Lastly, you will get out of this class what you are willing to put into it…let’s all put in 110%! My hope is that everyone enrolled will earn an “A” and will have learned a lot and met the course outcomes.

**In the event that there is an error contained within the Course Syllabus/Calendar, the error will be resolved and all students will be notified within the course.**

Updated: 08/15/13