

Revenue Generation in Sport

SPM 4510 | Fall 2023 |

This course is designed to explore revenue generation in sport. Students will learn foundational sales concepts, including the sales process. Then, students will explore the role of corporate partnership in sport, and the application of the sales process as it relates to developing solutions to achieving partner organization objectives. Students will also explore fundraising, specifically in the context of collegiate athletics, with a focus on cultivation strategies.

Course Objectives

Upon completion of this course students are expected to successfully:

- ✓ Explain the role of sales in sport organizations, and across segments of the industry.
- ✓ Apply the sales process in a sport setting.
- ✓ Explain the role of corporate partnership in sport.
- ✓ Evaluate elements of a college athletic department's fundraising strategies.

Instructor

Jake Hirshman

Adjunct Professor

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Course Requirements

50% - Module Quizzes (10% each)

35% - SBCR Assignments

15% - Podcast episode weekly reflections

Grading Standards

A = 100% - 93.00% A- = 92.99% - 90.00%

B+ = 89.99% - 87.00% B = 86.99% - 83.00%

See current UF Grading Policies for further details:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Engagement Course Content



Sports Business Case Reviews

1. Brand Elevation with Co-branded licensing products – Erika Austin
2. Maximizing Revenue Through Merchandising Operations Switch – Erika Austin
3. Dynamic Pricing – Russ Stanley
4. Business sustainability & fan adaptations – Bernie Mullin
5. Naming a Club within a Venue – Sean O’Hara
6. Sponsorship Sales Process: Developing the Right Solution – Brett Baur
7. 5 Tool Communicator – Mindi Bach
8. Sponsorship Sales Process: Prospecting – Brett Baur
9. Non-Game Day Revenue – Pat Gallagher
10. Partnership value creation & delivery – Luke Mohamed
11. Sponsorship Sales Process: Negotiating a partnership – Brett Baur
12. Fundraising for the 2022 CFP - Susan Baughman
13. Cost Effective Donor Experiences – Ronnie Burton
14. Networking & Circles of 12 – Professional Development
15. Leveraging Relationships – Professional Development

Course Schedule Outline:

All assignments are due at Noon EST on the date below in the "Week" column

Week	Course Content
1	Course Syllabus & Introduction to Sports Sales Podcast Reflection Guest Interview: Pat Gallagher SBCR Assignment #1&2
2	Sales in the Sport Organization Products and Pricing Podcast Reflection Guest Interview: Steve Duffy SBCR Assignment #3
3	Sports Sales Foundations Podcast Reflection Guest Interview: Joe Bertolotti Module Quiz #1 SBCR Assignment #4
4	Business-to-Consumer Business-to-Business Podcast Reflection Guest Interview: Kyle Kashuck
	SBCR Assignment #5

5	Needs Analysis Presenting Solutions Podcast Reflection Guest Interview: Jon Squeri SBCR Assignment #6
6	Overcoming Objections Obtaining Commitment Podcast Reflection Guest Interview: Luke Sayers SBCR Assignment #7
7	Communication Prospecting Podcast Reflection Guest Interview: Terrance Thomas Module Quiz 2 SBCR Assignment #8
8	Rev Gen - Ticket Sales, Premium Sales, Event Sales, & Client Retention Podcast Reflection Guest Interview: Luke Sayers Module Quiz #3 SBCR Assignment #9
9	Sponsorship/Partnership Sales: An Overview Podcast Reflection Guest Interview: Brett Baur SBCR Assignment #10
10	Partnership Proposals and Storytelling Podcast Reflection Guest Interview: Ben Vertz SBCR Assignment #11
11	Partnership Activation Partnership Podcast Reflection Guest Interview: Stephanie Paladino SBCR Assignment #12 Module Quiz #4
12	Fundraising: An Introduction Podcast Reflection Guest Interview: Tom Moreland SBCR Assignment #13
13	Fundraising in Intercollegiate Athletics Podcast Reflection Guest Interview: Ronnie Burton SBCR Assignment #14
14	Fundraising Cultivation Strategies Podcast Reflection Guest Interview: Immanuel Kerr-Brown SBCR Assignment #15
15	Module Quiz #5

Course Requirements

The assignments will be used to assess the student's academic standing in this course. **Late assignments will not be accepted for credit unless arrangements have been made with the instructor prior to the due date for that particular assignment.** Failure to make prior arrangements may result in rejection of work submitted late as rescheduling/accepting assignments is at the discretion of the instructor. Requirements for class attendance and make-up exams, assignments, and other work are consistent with university policies: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

Sports Business Case Review Assignments: 30%

Students are expected to purchase the SBCR's via the link above in the syllabus and complete the assignments associated with each individual SBCR. Each course consists of two short answer question sections, along with applicable project assignment. Each course will be graded by completion of submitting your answers in the appropriate canvas assignment.

Module Quizzes (x5): 50% (10% each)

To confirm understanding of the material and evaluate comprehension of course content, students will complete 5 "module quizzes," consisting of a multiple choice, true/false, and short answer questions. Each quiz is timed with only one attempt

Podcast Episode Weekly Reflections: 15%

Students will reflect on the podcast(s) above in the schedule for each week in the Quizzes section. The reflections will be weekly free response quiz format through Canvas and will be graded for completion. Reflection responses must be a minimum of 250 words per episode, and a max of 750 total. Each reflection must have a quote from each episode that is bolded in the response to support their opinions and learnings

Course Policies

Absences - Students with prior knowledge of an excused absence must make arrangements to submit assignments prior to the designated due date. Documentation is required for an absence to be excused. Excused absences include, but are not limited to, personal illness, family illness or death, call to jury duty, religious holy days, and official University activity. Absences will be excused at instructor's discretion. Unexcused absences will affect participation grade.

Academic Integrity - Any individual who becomes aware of an honor code violation is committed to take corrective action. Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <https://www.dso.ufl.edu/students.php>.

Students with Disabilities - Any student who feels she or he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. This syllabus and other class materials are available in alternative formats upon request. Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation when requesting accommodation. *For more information, refer to <http://www.dso.ufl.edu/drc>, (352) 392-8565 (V), (800) 955-8771 (Relay), Reid Hall Room 001.*

UMatter, We Care - Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact umatter@ufl.edu so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1.

Course Evaluations - Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <http://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>.

Course Communication - The student is responsible for getting a University of Florida email account (e.g., john.doe@ufl.edu) and should use this email for all university related correspondence – The instructor may not read emails from or send emails to any non-UF email addresses (e.g., john.doe@hotmail.com). Email subjects should start with “SPM 46XX – First name, Lastname - ...” Email use does not relieve students from the responsibility of confirming the communication with the instructor. Always sign your email – don't make the instructor guess from whom the email was sent. The instructor will answer your email within two business days. However, a timely email response will be subject to the instructor's commitment to research, scholarly activity, and service. Course-related communications such as syllabus, announcements, and other documentations will be available for students on Canvas (<http://elearning.ufl.edu/>). It is the student's responsibility to check Canvas frequently for updates, notes, announcements, readings, etc.

Class Demeanor - Students are expected to arrive to class on time and behave in a manner that is respectful to the instructor and to fellow students. Please avoid the use of cell phones and restrict eating to outside of the classroom, or during designated break periods. Opinions held by other students should be respected in discussion, and conversations that do not contribute to the discussion should be held at minimum, if at all.