

SPM 4510 Revenue Generation in Sport Business

Department of Sport Management
College of Health and Human Performance
University of Florida
Spring 2023

Course Information	Credits: 3 Dates: Monday, Jan 9 – Wednesday, April 26 Location: Fine Art Building C 0127 (FAC0127) Class Meets: Monday, Wednesday, & Friday 1:55pm ~ 2:45pm
Contact Information	Instructor: Philip Kang, M.S. Office: Yon Hall 8 Email: philipkang@ufl.edu Cell Phone: 352-222-4657 Office Hours: Tue 9:00am~12:00pm
Course Website	Canvas https://elearning.ufl.edu Course news, information, syllabus and class presentations can be found online at http://elearning.ufl.edu . Students will need to use their GATORLINK account to log into the class site. Please check your e-Learning account on a daily basis.
Course Communication	For any general course inquiries, please send an email using the address provided on the syllabus. Please try to avoid using the messaging function directly from Canvas, as it may delay the response. Include SPM4510 in the email.
Textbook Information	Shonk, D. J., & Weiner, J. F. (2021). <i>Sales and Revenue Generation in Sport Business</i> (1st ed.). Human Kinetics. (Recommended) *Additional readings will be posted on the Canvas
Course Description	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 and community sport, with a focus on cultivation strategies.
Course Objectives	After successfully completing this course, students should be able to: <ul style="list-style-type: none">➤ Explain the role of sales in sport organizations, and across segments of the industry.➤ Apply the sales process in a sport business setting.➤ Explain the nature and role of corporate partnership in sport.➤ Evaluate elements of fundraising strategies in non-profit sport organizations (e.g., foundations & college athletic department).

Course Policies***Attendance, Makeup and Late Policy***

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>. Students are expected to attend class, arrive on time, and remain for the entire class session. Students will be graded on both attendance and participation, and points will be deducted for lateness, unexcused absences, and failure to participate in in-class activities and discussions. Students are strongly encouraged to alert the instructor in advance if they will be absent or late.

If alternative arrangements are not made in advance, students are permitted to submit assignments up to three days late for point deductions. Assignments submitted one day after the due date will receive a 20% deduction for late submission, assignments submitted two days after the due date will receive a 25% deduction for late submission, and assignments submitted three days after the due date will receive a 30% deduction for late submission.

The instructor understands that unexpected situations may arise throughout the semester that may impede a student's ability to attend a class or submit an assignment on time. In the event this occurs, students are strongly encouraged to communicate with the instructor. The instructor would like to help you and is willing to assist should an incident arise but can't modify deadlines or excuse absences if unaware of the circumstances.

General Guideline for Written Assignments

1) APA Format: Your written work (current event and marketing plan) should be concise, clearly argued, typed in MS word document, and documented in Times New Roman font (12 point) in double spaces with appendices, tables, figures, and references. Instructor will provide you further guidelines for writing in an APA format. For more detailed information on proper APA formatting, please visit: https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html.

2) Written Works: They are due at the Mid-night of the due day. All documents must be submitted via Canvas. Submissions late by 7 days will lose 30% of the assignment's total points. Any work later than 7 days will lose 50% of the points.

3) An excessive number of typos and misspellings, or multiple grammatical errors will significantly lower your final grade.

4) Failure in following guidelines will significantly lower your final grade.

Course Conduct

Students are expected to bring paper and pens or pencils to class daily for various in-class activities. Phones and laptops are permitted, as students may be invited to research information for case studies and in-class activities. However, these devices are only allowed to be used for course purposes during times explicitly specified by the instructor. Failure to be actively engaged in lectures, discussions, and activities will impact students' participation grades.

Throughout the semester, students will be asked to review course material posted to the Canvas site prior to arriving the class. This may include articles, videos, and podcasts. Students are expected to fully complete the review of these items prior to arriving to class and should be prepared to engage in discussion about the material.

Due to the nature of this course, questions will be asked that prompt various opinions. Students are encouraged to debate and disagree with one another, but it is crucial they remain respectful of their classmates at all times and always communicate their ideas courteously.

**Honor Code
Policy**

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity” by abiding to the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honorcode/>) specifies a number of behaviors that are in violation of this code and the possible sanctions.

Each student has a responsibility to understand, accept, and comply with the University and College’s standards of academic conduct. Examples of academic misconduct:

- Cheating: Use or attempted use of unauthorized materials, student aids or information in any academic exercise.
- Collusion: Aid or attempt to aid another student in committing academic misconduct.
- Interference: Preventing another student’s work from being completed.
- Plagiarism: Use of ideas, words or statement of another person without giving credit to that person.

Violations will not be tolerated and may result in penalties that may include (but are not limited to): A zero on the exam/project, a failing class grade, community service, university expulsion.

Students should report any condition that facilitates dishonesty to the instructor, department chair, college dean, Student Honor Council or Student Conduct and Conflict Resolution in the Dean of Students Office. If you have any questions or concerns, please consult with the instructor.

**Disability
Resource
Center**

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

**U Matter, We
Care**

At UF Every Gator Counts. U Matter, We Care serves as UF’s umbrella program for UF’s caring culture and provides students in distress with support and coordination of the wide variety of appropriate resources. Families, faculty, and students can contact umatter@ufl.edu, 352-392-1575 seven days a week for assistance for students in distress. Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc/Default.aspx>, 392-1575; and the University Police Department, 392-1111 or 9-1-1 for emergencies. Sexual Assault Recovery Services (SARS) Student Health Care Center, 392-1161. University Police Department, 391-1111 (or 9-1-1 for emergencies). <http://www.police.ufl.edu/>

Religious Holiday Statement	At the University of Florida, students and faculty work together to allow students the opportunity to observe the holy days of his or her faith. A student should inform the faculty member of the religious observances of his or her faith that will conflict with class attendance, with tests or examinations, or with other class activities prior to the class or occurrence of that test or activity. The faculty member is then obligated to accommodate that particular student's religious observances. Because students represent a myriad of cultures and many faiths, the University of Florida is not able to assure that scheduled academic activities do not conflict with the holy days of all religious groups. Accordingly, individual students should make their need for an excused absence known in advance of the scheduled activities. The Florida Board of Education and state law govern university policy regarding observance of religious holidays.
Course Evaluations	Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at https://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/ .
In-Class Recording	Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor. Please check UF Regulation 4.040 Student Honor Code and Student Conduct Code for more information.
Respect for Diversity and Inclusion	It is my intent to create a learning environment for my students that supports a diversity of thoughts, perspectives, and experiences, and honors your identities (including race, ethnicity and national origins, gender/gender identity, class, sexuality, religion, ability, etc.). Diversity that students bring to this class be viewed as a resource, strength, and benefits. Please visit this link for more resources; https://ufl.instructure.com/courses/414526/pages/teaching-and-classroom-resources
Class Schedule Change	The instructor reserves the right to make changes to the syllabus and outline as the class progresses and circumstances arise. Students will be given notice of any changes in advance.

Grading summary

Assignment	Total Points	Percent of Grade
Attendance & Participation	70	10%
In Class Quiz	110 (11 x 10)	16%
Sales Promotion Evaluation Group Project (Written & Oral)	120 (2 x 60)	17%
Group Discussions	180 (12 x 15)	26%
Exam 1 & 2	160 (2 x 75)	23%
Peer Evaluation	30	4%
Student Information		
- Self-introduction (10)		
- Self-goal setting (10)	30	4%
- Self-goal evaluations (10)		
Total	700	100%

Grading Scale

Assignment	Percentage	Points
A	93-100%	651-700
A-	90-92.9%	630-650
B+	87-89.9%	609-629
B	83-86.9%	581-608
B-	80-82.9%	560-580
C+	77-79.9%	539-559
C	73-76.9%	511-538
C-	70-72.9%	490-510
D+	67-69.9%	469-489
D	60-66.9%	420-468
F	59.9% or lower	419 or less

Tentative Course Schedule

Week	Dates	Topic	Book	Assignments
1	Jan. 9	Course Introduction & Syllabus review Assigning Group & Deciding discussion leader	Ch.1	
	Jan. 11	Introduction to revenue generation in sport business (1)		Introduction Card Due Presentation Date Assign Due
	Jan. 13	Introduction to revenue generation in sport business (2)	Ch.2	Self-Goal Setting Due
2	Jan. 16	The Revenue Generation Process: Selling with the PRO method (1)		Quiz #1 (in-class) Introduction to revenue generation in sport business
	Jan. 18	The Revenue Generation Process: Selling with the PRO method (2)	Ch.3	
	Jan. 20	Group Project Day		Group Discussion Due
3	Jan. 23	Ticket Sales for Revenue Generation (1)		Quiz #2 (in-class) The Revenue Generation Process: Selling with the PRO method
	Jan. 25	Ticket Sales for Revenue Generation (2)	Ch.4	
	Jan. 27	Group Project Activity		Group Discussion Due
4	Jan. 30	Broadcasting and Multimedia Revenues (1)		Quiz #3 (in-class) Ticket Sales for Revenue Generation
	Feb. 1	Broadcasting and Multimedia Revenues (2)	Ch.5	
	Feb. 3	Group Project Activity		Group Discussion Due
5	Feb. 6	Sponsorship Sales and Revenues (1)		Quiz #4 (in-class) Broadcasting and Multimedia Revenues
	Feb. 8	Sponsorship Sales and Revenues (2)	Ch.6	
	Feb. 10	Group Project Activity		Group Discussion Due
6	Feb. 13	Corporate and Foundation Revenues (1)		Quiz #5 (in-class) Sponsorship Sales and Revenues

	Feb. 15	Corporate and Foundation Revenues (2)	Ch.7	
	Feb. 17	Group Project Activity		Group Discussion Due
7	Feb. 20	Fundraising and Development in Sport (1)		Corporate and Foundation Revenues
	Feb. 22	Fundraising and Development in Sport (2)	Ch.8	
	Feb. 24	Exam 1 Review		Group Discussion Due
8	Feb. 27	Exam 1		Mid-term Exam
	Mar. 1	Exam 1 look over		
	Mar. 3	Group Project Activity		Group Discussion Due
9	Mar. 6	Grant Writing in Sport (1)		Quiz #7 (in-class) Fundraising and Development in Sport
	Mar. 8	Grant Writing in Sport (2)	Ch.9	
	Mar. 10	Group Project Activity		Group Discussion Due
10	Mar. 13	Food, Beverage, Hospitality, Tourism, and Merchandising (FBHT&M) Revenues (1)		Quiz #8 (in-class) Grant Writing in Sport
	Mar. 15	FBHT&M Revenues (2)	Ch.10	
	Mar. 17	Group Project Activity		Group Discussion Due
11	Mar. 20	Social Media for Revenue Generation (1)		Quiz #9 (in-class) FBHT&M Revenues / Grant Writing in Sport
	Mar. 22	Social Media for Revenue Generation (2)	Ch.11	
	Mar. 24	Group Project Activity		Group Discussion Due
12	Mar. 27	Sales Force Management (1)		Quiz #10 (in-class) Social Media for Revenue Generation
	Mar. 29	Sales Force Management (2)	Ch.12	
	Mar. 31	Group Project Activity		Group Discussion Due
13	Apr. 3	Future Trends in Revenue Generation (1)		Quiz #11 (in-class) Sales Force Management
	Apr. 5	Future Trends in Revenue Generation (2)		
	Apr. 7	Group Project Activity		Group Discussion Due
14	Apr. 10	Group Presentation (1)		
	Apr. 12	Group Presentation (2)		
	Apr. 14	Group Presentation (3)		
15	Apr. 17	Group Presentation (4)		
	Apr. 19	Group Presentation (5)		Self-Evaluation Due
	Apr. 21	Exam 2 Review		Peer Evaluation Due
16	Apr. 24	Exam 2		Final Exam
	Apr. 26	Exam 2 look over		
	Apr. 28	Reading day		
17	May. 1 - 5	Exam Week - Sales Promotion Evaluation Group Project Report		Sales Promotion Evaluation Group Project Report Due (May. 5th)

Copyright Statement

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handouts, unless permission is expressly granted. Students violating this policy may be subject to disciplinary action under the UF Conduct Code.

Guidelines for each category

Please be aware that this course is in-person. Students need to take exams at the assigned on-campus classroom. Students can view each module's lectures slides at any time before the dates on which the module is open.

1) Attendance/Participation: Students are required to attend each class meeting and actively participate in class activities and article discussions that reinforce the learning of marketing principles. It is essential that students participate discussions, activities and group project in class. Students will have 2 free absences without point deduction (EXCEPT other teams' presentations). Based on the total attendance score and your class participation in class, the instructor will evaluate your score.

Note. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:
<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

2) In-Class Quiz: There will be nine in-class quizzes and will comprise 15% of your final grade. The questions will be based on the class materials of the former chapter (if we are learning Chapter 3, the quiz will be asking question about Chapter 2 only, not Chapter 1). A makeup quiz must be requested in writing and will require written medical proof. No requests to retake the quiz will be granted.

3) Sales Promotion Evaluation Group Project (Written & Oral):

The purpose of this project is to analyze organization's past sales promotion or revenue generation works in addition to provide an implication for improvements. Each group will complete an evaluation of Sport organization's sales plan where your group have interest in. Each group will give a 20-minute presentation. The final report of the group project needs to be submitted by group leader until the mid-night of May 5th. The length of the written page should be minimum five pages.

Evaluation point of the group presentation & final report

1. Summary of organization 10/120
 2. Evaluation of the organization's current revenue/sales generation products 25/120 (e.g., Tickets, Events, Apparel, Media rights, sponsorship, etc...)
 3. Evaluation of the opponent's current revenue/sales generation strategies 25/120
 4. Critical group analysis 40/120
(Whether your organization should adopt the opponent's revenue generating strategies or not. Why? Suggest how to either replicate the opponents' strategies or provide new idea).
 5. Other student's participation encouragement (2 questions) 10/120
(either ask questions to the students or bring out questions from the student)
 6. Presentation Time Management 10/120
- => Total 120

4) Current Event Group Discussion: There are total 8 group discussion assignment. The group will pick discussion leader for each assignment and select one date on which he/she will draw a discussion question on a current event in sport revenue generation context in the group.

- Each discussion leader should find a current event in the sport marketing industry that relates to current course topics. Some useful resources might be Street & Smith's Sports Business Journal, databases available through the UF Libraries, newspaper such as The New York Times, The Wall Street Journal, magazines such as Sports Illustrated, Forbes, or websites such as ESPN.com, CBSSports.com, etc.

(VERY IMPORTANT)

- Each **discussion leader** should **upload the discussion question, title, original link of the article and brief summary of the article for group members on the discussion board by Wednesday mid-night** (11:59pm) on the same week of group discussion assignment due date (Friday mid-night).

- **Leaders have to reply to other members' responses.**

- Leader will be contacted if they need to find another article.

* Failure to comply with this rule will cause a 5-point reduction.

- **Group members (except discussion leader)** should react to the discussion question by supporting/disputing the views of others (50~100 words limit each). In sum, each activity content will include two key tasks:

1) Post written responses to the discussion questions (by mid-night on due date)

2) Post your reaction to other student's discussion answer and interact with other students (by mid-night on due date)

*Discussion quality will be evaluated

5) Exams I & Exam II: Everything discussed in class and in the assigned readings may appear on the exam. A makeup exam must be requested in writing and will require written medical proof. No requests to retake the exam will be granted.

6) Peer evaluation: All team members should submit peer evaluation regarding group final group project. The form will be uploaded on the course Canvas and should be submitted after the final group presentation (due date Apr. 21st mid-night). A lack of contribution to your team project will significantly affect your grade. All team members will receive the same mark for both oral and written group work unless a specific request is lodged with the instructor outlining an unequal distribution of points.

7) Self-Introduction, Goal Setting & Evaluation: Students are responsible for submitting an introduction card that includes an up-to-date picture, names, e-mail, career goal and favorite sport & professional sport team. Please find the attached form through CANVAS. Students must submit the information card by Jan 11th, Monday.

There will be one self-goal setting at the beginning of semester and self-evaluation during the semester. The purpose of this goal setting and self-evaluation is to maximize students' success in the class. By setting students' own goals at the beginning of semester, the students will be able to set their doable and feasible goals to achieve based on their own circumstances. In addition, by assessing their own progresses on a regular basis, the students are expected to analyze their current stage during the semester and will be able to plan and revise their strategies in accomplishing their academic goals from the class. Although whether the accomplishment of goal will not be considered from the final grading, this self-analytical approach is expected to provide students with a better chance of academic achievement.

8) Extra Credits: There will be several chances for the extra credits throughout the semester. For instance, students will be able to obtain extra credits from research participation, extra current event presentation (if needed), and outstanding class participation, and drawing significant research questions, etc.