

# INTRODUCTION TO SPORT MANAGEMENT

SPM2000 | 3 Credits | Spring 2025  
Class #15046, 15047, 22963

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## COURSE & INSTRUCTOR INFORMATION

### INSTRUCTOR

**Name:** Emily Plunkett, Ph.D.  
**Pronouns:** she/her/hers  
**Office:** Florida Gym (FLG) 312  
**Office Phone:** 352-294-1669  
**Email:** [eplunkett@ufl.edu](mailto:eplunkett@ufl.edu)

### TEACHING ASSISTANTS (TAs)

**Name:** Jason Francis  
**Email:** [jasonfrancis@ufl.edu](mailto:jasonfrancis@ufl.edu)  
**Name:** Julia Flores Coelho  
**Email:** [ju.florescoelho@ufl.edu](mailto:ju.florescoelho@ufl.edu)

### OFFICE HOURS

**Times:** Tuesdays 9:30 am-11:30 am, Wednesdays 10:45 am-12:15 pm,  
and by appointment  
**Locations:** In office, by phone, or on Zoom (contact me for link)

### MEETING TIME/ LOCATION

The course meets asynchronously and is 100% online. Please view the course website at <https://elearning.ufl.edu/>.

## COURSE DESCRIPTION

The sport industry is an ever-evolving field of study with a diverse landscape of career and management opportunities. The foundation of the management skills and practices learned in this field are applicable to a variety of businesses and organizational needs. This course serves as an introduction to the field of sport management, offering a diversity of information pertaining to the history and foundations of sport management, the differing levels of sport (e.g., youth, recreation, amateur and professional), the various sport industry segments, international sport, and current ethical and social issues in sport.

## COURSE LEARNING OBJECTIVES:

The objectives for students in the course include:

- Demonstrating a strong knowledge foundation of the sport industry through various assignments on which to build through upper level UF sport management courses
- Identifying and explaining all segments of the sport industry, both in the US and internationally
- Applying management, marketing, financial, sociological, and legal principles to the management of sport facilities, events, and organizations
- Discussing the current status and various challenges to sport at the recreational, youth, interscholastic, intercollegiate, and professional levels
- Explaining key components of the expanding field of sport event management

## **REQUIRED AND RECOMMENDED MATERIALS**

There are no required textbooks for this course, but students will be expected to read, watch, and/or listen to course materials posted to the Canvas course website.

## **NOTE TO STUDENTS**

It is important to know that while I care about your learning, I also prioritize your well-being. I may not understand all your personal experiences, nor do I need to know the details, but I recognize life can get hard, and my course is designed to enhance your knowledge, not exacerbate any hardships. With that in mind, please contact me any time throughout the semester to let me know how I can help you best succeed, or simply to start a conversation if you are unsure what you need. This extends beyond your needs for course success – if you need assistance in any other way, please reach out. If I cannot personally help, I will ensure you get connected to some of the other great resources and people on campus or in the Gainesville community.

## **COURSE WEBSITE**

All course material, lectures, readings/videos/podcasts, assignment instructions, and grades will be posted on the Canvas course website, <https://elearning.ufl.edu/>. Students will be expected to check the course website regularly and submit assignments through Canvas. While Canvas does have an app that students can use, the app may not always show the “home page” of the course website. Therefore, students are encouraged to access Canvas on a browser to ensure they see all content and alert the instructor if they are unable to find any course materials.

## **COURSE COMMUNICATION**

All course communication will either occur in class, through the course website (e.g. announcements), or through students' UFL email. Students should check their UFL email regularly and ensure they enable notifications from Canvas to receive all course communication. Students should not contact their professors on personal email accounts.

The preferred way to contact the instructor or TAs is through Canvas mail. This ensures we can respond to your message as quickly as possible. I aim to respond to all emails in 48 business hours (Monday-Friday, 8 a.m. - 5 p.m.).

## **GETTING HELP IN THE CLASS**

The instructors and TAs want you to succeed! We want you to feel comfortable in the class and to clearly understand course content, student expectations, grading, course processes, etc. We also want you to get the help you need as soon as possible. In order to achieve this aim and best serve hundreds of students a semester, we recommend you use the Help Me guide on Canvas to inform how and who you should reach out to for the most prompt, relevant assistance.

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## **COURSE & ATTENDANCE POLICIES**

### **ATTENDANCE, MAKEUP, & LATE POLICY**

Requirements for class participation and make-up work in this course are mostly consistent with university policies that can be found at:

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

Assignments are due at 11:59 p.m. on dates indicated on the syllabus and on Canvas. Students have a 48-hour flex period afterward to submit with no late penalty. There will be zero tolerance or extensions beyond those days as all students are automatically granted two extra days to navigate any submission or technical issues.

The instructor understands that unexpected situations may arise throughout the semester that may impede a student's ability to participate or submit an assignment on time (even with the extra days.) In the event this occurs, students are encouraged to communicate with the instructor and/or the Dean of

Students Office (who will then communicate with the instructor). The instructor is happy to assist but can't help you if unaware of the circumstances.

A student experiencing an illness should visit the UF Student Health Care Center or their preferred healthcare provider to seek medical advice and obtain documentation. The Dean of Students Office (DSO; [www.dso.ufl.edu](http://www.dso.ufl.edu)) is available to you as a resource, especially assisting with student illnesses and family emergencies. If you would like to provide any documentation regarding illness or family emergency, UF DSO requests that you do not provide this documentation to the instructor but rather, to the DSO. This is your personal and protected information, and the DSO is qualified to receive and verify the documents, as well as recommend actions for professors to follow to best help you.

## GENERATIVE AI POLICY

New AI tools may be helpful for your future professional lives, and so AI may be used in this course to **aid**, not **evade**, learning. Some assignments in this course may require the explicit and intentional use of generative AI. AI may be able to generate ideas/topics for your assignments, formulate structure for your written work, and can even help you find existing research on the topic. These uses are permitted in this course. Any AI generator used to support your work must be included as a source/citation. In other words, students must give credit to AI tools whenever used, even if only to generate ideas rather than usable text or illustrations.

## 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 honor and integrity by abiding by 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-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obliged to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult the instructor or TA in this class.

## ACCOMMODATING STUDENTS WITH DISABILITIES

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center by visiting their Get Started page at <https://disability.ufl.edu/students/get-started/>. Once registered, students will receive an accommodation letter to present to the instructor outlining accommodation(s). If you need help navigating this process, or are unsure if your accommodations have been implemented, please ask the instructor for assistance.

## COURSE EVALUATIONS

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

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## ASSIGNMENTS & GRADING

### ASSIGNMENTS

Detailed instructions for each assignment are available on the Canvas website.

**Assignments** – 300 points

- **Discussions** – 180 points (6 x 30 points) – Students will engage in discussions using Yellowdig software integrated into Canvas. There is one discussion post and two replies for each of the seven modules, so students can miss up to one discussion and still be eligible for full credit.
- **Projects** – 120 points (2 x 60 points) – Students will be required to complete two projects throughout this course. Each project will expose students to sectors of the sport industry and sport careers. All assignments are submitted through Turnitin via Canvas, unless otherwise instructed.

**Quizzes & Surveys** – 200 points

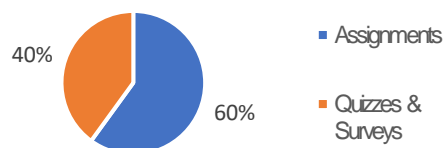
- **Quizzes** – 180 points (6 x 30 points) – In lieu of a midterm and final exam, seven timed quizzes will be given (one for each module) based on the assigned readings and lectures. Each quiz consists of 10 questions. Students’ lowest quiz grade is dropped from the final grade.
- **Surveys** – 20 points (2 x 10 points) Students will complete a pre-course survey prior to the start of the course and a post-course survey at the end of the course.

### GRADING SUMMARY

Final grades are based on the accumulation of points the student earns throughout the semester. Total points are converted to letter grades using the grading scale provided. Grades can be found on the Canvas site.

Category	Total Points	Percent of Grade
Assignments	300	60%
Quizzes & Surveys	200	40%
<b>Total</b>	<b>500</b>	<b>100%</b>

### Grade Breakdown



### GRADING SCALE

Scores and feedback will be in Canvas. If you are unsure why you received a deduction/score or feel there is an error in grading, please contact me via email within one week of the grade being posted. Requests to review grades will not be accepted more than one week after a grade has been posted. We do our best to provide prompt feedback to hundreds of students in the class by using rubrics and selected comments. However, we are always happy to discuss student work in more detail, so students who would like additional feedback are welcome to contact the TAs or instructor.

More details about UF grading policies are here: <https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>. Requests for additional extra credit or special exceptions to these grading policies (i.e. awarding a higher letter grade than earned) can be interpreted as an honor code violation (i.e., asking for preferential treatment) and will be handled accordingly.

Letter Grade	Points Needed to Earn Each Letter Grade	Percent of Total Points Associated with Each Letter Grade	GPA Impact of Each Letter Grade
A	465-500	93-100%	4.0
A-	450-464	90-92.99%	3.67
B+	435-449	87-89.99%	3.33
B	415-434	83-86.99%	3.0
B-	400-414	80-82.99%	2.67
C+	385-399	77-79.99%	2.33
C	365-384	73-76.99%	2.0
C-	350-364	70-72.99%	1.67
D+	335-349	67-69.99%	1.33

D	315-334	63-66.99%	1.0
D-	300-314	60-62.99%	0.67
E	0-299	0-59.99%	0

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## COURSE SCHEDULE

### TENTATIVE WEEKLY SCHEDULE

MODULE	WEEKS & DATES	ASSIGNMENTS
Module 1: Introduction to Sport Management & Sport Careers	Week 1/13-19	Pre-Course Survey due 1/17 Discussion #1 (post) due 1/17
	Week 2 1/20-26	Quiz #1 due 1/24 Discussion #1 (replies) due 1/24
Module 2: Business, Financial, & Management Principles in Sport	Week 3 1/27-2/2	Discussion #2 (post) due 1/31 Project #1 (Last names A-P only) due 2/2
	Week 4 2/3-9	Quiz #2 due 2/7 Discussion #2 (replies) due 2/7
Module 3: Legal & Ethical Principles of Sport Management	Week 5 2/10-16	Discussion #3 (post) due 2/14 Project #1 (Last names R-Z only) due 2/16
	Week 6 2/17-23	Quiz #3 due 2/21 Discussion #3 (replies) due 2/21
Module 4: Amateur Sport	Week 7 2/24-3/2	Discussion #4 (post) due 2/28
	Week 8 3/3-9	Quiz #4 due 3/7 Discussion #4 (replies) due 3/7
Module 5: Professional, Olympic, and International Sport	Week 9 3/10-16	Discussion #5 (post) due 3/14
	Week 10 3/17-23	<i>Spring Break – None due</i>
	Week 11 3/24-30	Quiz #5 due 3/28 Discussion #5 (replies) due 3/28
Module 6: Sport Media, Communications, and Marketing	Week 12 3/31-4/6	Discussion #6 (post) due 4/4
	Week 13 4/7-13	Quiz #6 due 4/11 Discussion #6 (replies) due 4/11
Module 7: Sport Facility & Event Operations	Week 14 4/14-20	Discussion #7 (post) due 4/18 Project #2 due 4/20
	Week 15 4/21-27	Quiz #7 due 4/25 Discussion #7 (replies) due 4/25
	Exam Week 4/28-5/2	Post-Course Survey due 4/28

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## ADDITIONAL CAMPUS RESOURCES

### HEALTH & WELLNESS

- U Matter, We Care: If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) or 352 392-1575
- Counseling and Wellness Center: <https://counseling.ufl.edu/> or 352-392-1575



- Field and Fork Food Pantry: Reitz Union North Lawn. <https://pantry.fieldandfork.ufl.edu/>
- Sexual Assault Recovery Services (SARS) - Student Health Care Center: 352-392-1161
- University Police Department: 352-392-1111 (911 for emergencies) or <http://www.police.ufl.edu/>

## **ACADEMIC & CAREER RESOURCES**

- UF Computing Help Desk: 352-392-4357 or <https://it.ufl.edu/helpdesk/>
- Career Connections Center: Provides career assistance and counseling in the Reitz Union. 352-392-1601 or <https://career.ufl.edu/>
- Gator Career Closet: Provides free professional attire for career fairs, interviews, and workplaces at C3 Front Desk in the Reitz Union, 1st Floor. <https://careerhub.ufl.edu/resources/career-closet/>
- Library Support: Provides various ways to receive assistance with respect to using the libraries or finding resources. <http://cms.uflib.ufl.edu/ask>
- Teaching Center: Provides general study skills and tutoring in Broward Hall. 352-392-2010 or 352-392-6420, <http://teachingcenter.ufl.edu/>
- Writing Studio: Helps brainstorming, formatting, and writing papers in 302 Tigert Hall. 352-846-1138 or <http://writing.ufl.edu/writing-studio/>
- Student Complaints On-Campus: <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>
- On-Line Students Complaints: <http://distance.ufl.edu/student-complaint-process/>