

SPORT CAREER PREPARATION

SPM2060 | 1 Credit | Spring 2025
Class #19320 | M Period 4 | FAB 103

Connect with SPM



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

OFFICE HOURS

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

CLASS MEETING TIME/LOCATION

Days: Mondays
Times: 10:40 a.m. – 11:30 a.m.
Classroom: Fine Arts B (FAB) Room 103

COURSE DESCRIPTION

SPM 2060 is designed to introduce students to sport career tracks, as well as provide students resources to explore option areas where they personally connect with leaders and pursue industry-related field experiences. Students will become familiar with building a professional brand, showcasing relevant skills and experiences, and potential career paths to be considered in the field of Sport Management.

COURSE LEARNING OBJECTIVES:

The objectives for students in the course include:

- Describe the array of career tracks available in sport management
- Outline and develop professional career objectives
- Analyze experiences in which students can evaluate their strengths and abilities related to a career in sport management
- Construct personalized strategies that enable the student to secure future fieldwork experiences
- Identify and describe information highlighting professionalism and marketing their brand
- Outline and identify industry resources correlated to each student's professional development

PREREQUISITE KNOWLEDGE AND SKILLS

Sport Management major of sophomore standing or higher.

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, 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 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.).

COURSE & UNIVERSITY 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.

Students will receive credit for participation in in-class activities and discussions due to the interactive nature of the course. Because of this, students are asked to alert the instructor in advance if they know they are going to be absent or late. If unanticipated and/or urgent scenarios are the cause for the lateness or absence, students are of course only asked to

communicate with the instructor once the situation has settled down and it is more convenient for the student to send such a message.

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) 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.

COURSE CONDUCT

Students are expected to bring the following items to class daily for various in-class activities: (1) paper, (2) pen or pencil, and (3) a laptop or tablet. Phones and laptops are permitted, as students may be invited to research information for in-class activities. Of course, students are asked to primarily only utilize these devices for course purposes during class time. Failure to be actively engaged in lectures, discussions, and activities may impact students' in-class activity grades.

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

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. Please note that attempting to submit in-class activities while not in the classroom is considered an Honor Code violation and will be reported accordingly.

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, 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.ua.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.ua.ufl.edu/public-results/>.

ASSIGNMENTS & GRADING

ASSIGNMENTS

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

Projects – 200 points

- **Life Design Plan #1** – 60 points – Students will map out life design (holistic career) plans to explore throughout the semester
- **Life Design Plan #2** – 60 points – Students will edit their life design (holistic career) plans to incorporate what they've learned throughout the semester
- **Informational Interview** – 80 points – Students will interview a professional working in a career path of one of their Life Design Plans.

Assignments – 150 points

- **Homework** – 150 (10 x 15 points) – Students are expected to complete brief homework assignments most weeks to prepare for class or apply concepts learned in the previous class.

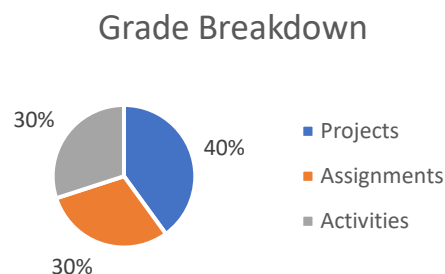
Activities – 150 points

- **Surveys** – 10 points (2 x 5 points) – Students will complete a pre-course survey at the start of the semester and a post-course survey at the end of the semester
- **In-Class Activities** – 130 points (13 x 10 points) – Students will complete in-class activities each week that allow them to practice and apply course concepts

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
Projects	200	40%
Assignments	150	30%
Activities	150	30%
Total	500	100%



GRADING SCALE

Scores and feedback will be uploaded into Canvas. In-class activities will be graded as one assignment, but I will try to remember to give you a mid-semester preview of your current point total. 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. I do my best to provide prompt feedback to hundreds of students in my classes by using rubrics and selected comments. However, I am always happy to discuss student work in more detail, so students who would like additional feedback are welcome to contact the instructor.

Grades should generally always be given in whole numbers of points. Your final grade for the course is based on the total points you receive. (Percentages inform those cutoffs.) Therefore, there should be no need to “round” a grade. Please refer to the table below for a breakdown of points needed to earn each letter grade.

More detailed information regarding current UF grading policies can be found 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

COURSE SCHEDULE

TENTATIVE WEEKLY SCHEDULE

WEEK	CLASS	TOPIC	ASSIGNMENTS
Module 1: Introduction to Career Development			
Week 1 1/13-19	Jan. 13	Course Introduction <i>In-Class Activity #1 due in class</i>	Homework #1 due 1/19 Pre-Course Survey due 1/19
Week 2 1/20-26	None	No Class – University Holiday	
Week 3 1/27-2/2	Jan. 27	Life Design for Career Planning <i>In-Class Activity #2 due in class</i>	Life Design Plan #1 due 2/2 Homework #2 due 2/2
Module 2: Professionalism in Sport Management			
Week 4 2/3-9	Feb. 3	Resumes <i>In-Class Activity #3 due in class</i>	Homework #3 due 2/9
Week 5 2/10-16	Feb. 10	Cover Letters <i>In-Class Activity #4 due in class</i>	Homework #4 due 2/16
Week 6 2/17-23	Feb. 17	Personal Branding: LinkedIn & Gator2Gator Profiles <i>In-Class Activity #5 due in class</i>	Homework #5 due 2/23
Week 7 2/24-3/2	Feb. 24	Elevator Pitches & Professional Communication <i>In-Class Activity #6 due in class</i>	Homework #6 due 3/2
Module 3: External Career Exploration			
Week 8 3/3-9	March 3	The Job & Internship Search in SPM <i>In-Class Activity #7 due in class</i>	Homework #7 due 3/9
Week 9 3/10-16	March 10	Career Information Research & Informational Interviews <i>In-Class Activity #8 due in class</i>	
Week 10 3/17-23	None	No Class – Spring Break	
Week 11 3/24-30	March 24	Professional Associations, Conferences, & Development <i>In-Class Activity #9 due in class</i>	Homework #8 due 3/30
Module 4: Internal Career Exploration			
Week 12 3/31-4/6	March 31	Network Mapping, Rethinking Mentoring, & Building a Support Team <i>In-Class Activity #10 due in class</i>	Homework #9 due 4/6
Week 13 4/7-13	April 7	Work Values, Person-Environment Fit, & Finding Your Flow <i>In-Class Activity #11 due in class</i>	Informational Interview due 4/13
Week 14 4/14-20	April 14	Career Self-Awareness & Self-Assessments <i>In-Class Activity #12 due in class</i>	Homework #10 due 4/20
Module 5: Integration of Holistic Career Planning			

Week 15 4/21-27	April 21	Transferable Skills, Job Crafting, & Future Applications <i>In-Class Activity #13 due in class</i>	Post-Course Survey due 4/23 Life Design Plan #2 due 4/25
Week 16 4/28-5/2	None	No Class – Exam Week	

Additional Campus Resources

HEALTH & WELLNESS

- U Matter, We Care: If you or a friend is in distress, please contact 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/>