COURSE DESCRIPTION
The purpose of this seminar is to acquaint the doctoral student with academic research and theories in various areas of sport consumer behavior.

COURSE REQUIREMENTS
Article readings: To achieve the sport consumer behavior knowledge building and synthesis goal, students will be required to read and be prepared to discuss in detail several articles each week. A reading list of assigned articles is provided at the end of this syllabus. A series of questions will accompany each article as a basis for discussion but discussion may not be limited or start with those.

The reading list may be updated throughout the term in order to include recent publications and accommodate class interests. Each student is responsible for reading all articles assigned each week. These articles are designed to provide the students with background knowledge in sport consumer behavior as well as expose the students in fundamental knowledge in consumer behavior.

Main paper: From this exposure, it is hoped that students will be motivated to pursue one of the theoretical areas in greater depth. To enhance this process, each student will be required to write an article-length paper in which she/he develops either: (1) a conceptual framework for research in an area, (2) an original theoretical model of a sport consumer behavior phenomenon, or (3) an experiment to be carried out (in the future) by the student. The students will have to present their papers to the class.

Critiques: In addition, each student will be required to write 3 journal article critiques from the sport articles listed in the syllabus. These critiques should be three-to five-pages each, double-spaced. Makes sure at the beginning of the paper you provide your name and the article reference. The paper should summarize the major points and critique the strengths, weaknesses, and the contribution of the paper. This critique is not supposed to be a summary
or an outline of the paper. The purpose of these papers is to train students to think critically about a piece of research rather than just blindly accept it. Details about potential structure of these papers is offered in this syllabus.

Exam: Students will take an exam for all the material covered in this class. The exam is closed book and essay type. More details will be given to class.

Required readings
Reading list (pdfs of the journal articles in our list will be provided through the e-learning website). If a pdf is not present you can alert me or you can search for it on the library catalog as all of the articles used in the class are available for download.

Useful reading resources:


GRADING

Grades will be assigned based on the following weights:

<table>
<thead>
<tr>
<th>Weight</th>
<th>Component</th>
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<tbody>
<tr>
<td>40%</td>
<td>Major Paper (35%) and paper presentation (5%)</td>
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<tr>
<td>30%</td>
<td>Final Exam (ESSAY TYPE)</td>
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<tr>
<td>20%</td>
<td>Short Papers</td>
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<tr>
<td>10%</td>
<td>Class Participation</td>
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<td>100%</td>
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**POINT BREAKDOWN AND GRADING:**

Grading Scale: *Grades will not be rounded.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>90-100%</td>
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<tr>
<td>A-</td>
<td>87-89.9%</td>
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<tr>
<td>B</td>
<td>80-86.9%</td>
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<tr>
<td>B+</td>
<td>77-79.9%</td>
</tr>
<tr>
<td>B-</td>
<td>70-76.9%</td>
</tr>
<tr>
<td>C</td>
<td>67-69.9%</td>
</tr>
<tr>
<td>C+</td>
<td>60-66.9%</td>
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<tr>
<td>C-</td>
<td>59.9 or lower</td>
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MAKE UP EXAM POLICY

Requirements for class attendance and make-up exams, assignments, and other work are consistent with university policies that can be found at: [https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx](https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx)

ACADEMIC INTEGRITY

As a student at the University of Florida, you have committed yourself to uphold the Honor Code, which includes the following pledge:

The Honor Pledge

“We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.”
On all work submitted for credit by students at the university, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." Source: https://sccr.dso.ufl.edu/students/student-conduct-code/

It is assumed that you will complete all work independently in the course unless the instructor provides explicit permission for you to collaborate on course tasks (e.g. assignments, papers, quizzes, exams). Furthermore, as part of your obligation to uphold the Honor Code, you should report any condition that facilitates academic misconduct to appropriate personnel. It is your individual responsibility to know and comply with all university policies and procedures regarding academic integrity and the Student Honor Code. Violations of the Honor Code at the University of Florida will not be tolerated. Violations will be reported to the Dean of Students Office for consideration of disciplinary action.

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-honorcode/) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.”

**CAMPUS RESOURCES:**
**HEALTH AND WELLNESS**

**U Matter, We Care:**
If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575 so that a team member can reach out to the student.

**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, 392-1111 (or 9-1-1 for emergencies).
http://www.police.ufl.edu/

**Academic Resources**
E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learningsupport@ufl.edu.
https://lss.at.ufl.edu/help.shtml.
Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling.
http://www.crc.ufl.edu/
Library Support, http://cms.uflib.ufl.edu/ask. Various ways to receive assistance with respect to using the libraries or finding resources
<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
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<tbody>
<tr>
<td>1- Aug 22</td>
<td>Introduction—Syllabus review, Thoughts on doctoral study</td>
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<tr>
<td>2, Aug 29</td>
<td>Thinking and Writing Critically at the doctoral level</td>
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<tr>
<td>3, Sept 5</td>
<td><strong>KIKI AWAY - CONFERENCE-</strong></td>
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<tr>
<td>4, Sept 12</td>
<td>Methodological Issues in Consumer Behavior Research</td>
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<tr>
<td>5, Sept 19</td>
<td>General Overview of Sport Consumer Behavior</td>
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<tr>
<td>6, Sept 26</td>
<td>Attitudes toward Sport- Background</td>
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<tr>
<td>7, Oct 3</td>
<td>Attitude - Behavior Relations in Sport</td>
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<tr>
<td>8, Oct 10</td>
<td>Current Sport Consumer Behavior Research in Attitudes</td>
</tr>
<tr>
<td>9, Oct 17</td>
<td>Information Processing – General and specific approaches in sport</td>
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<tr>
<td>10, Oct 24</td>
<td>Involvement—<strong>One page draft of the paper idea due</strong></td>
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<tr>
<td>11, Oct 31</td>
<td>Decision Making</td>
</tr>
<tr>
<td>12, Nov 7</td>
<td>Attribution Research, Match-up, congruency theory</td>
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<tr>
<td>13, Nov 14</td>
<td>Emotion</td>
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<tr>
<td>14, Nov 21</td>
<td><strong>NO-CLASS- THANKSGIVING</strong> EXAM AND PAPER PREPARATION WEEK</td>
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<tr>
<td>15, Nov 28</td>
<td><strong>EXAM</strong></td>
</tr>
<tr>
<td>16, Dec 5</td>
<td><strong>Paper due and presentations</strong></td>
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*The schedule may slip a little depending on class discussion, etc. For this reason, some slack (i.e. number of papers to read) is deliberately scheduled. If this time is not needed to catch up, then it will be used for other topics.*
You will have to write 3 short critique papers during the semester.

Instructions about article critique
You have will to critique three articles from our reading list during the semester, which have to be completed by week 13. You can start your critiques in Week 4 of the class, given that weeks 1-3 are introductory and designed to prepare you to critique the articles. Which SPORT article you choose is strictly up to you as long it is one from the course reading list from weeks 4-13. You can critique only one article for each topic. So: plan your critiques accordingly. 😊

Purpose

The purpose of these papers is to train students to think critically about a piece of research rather than just blindly accept the research as sound. The paper should be prepared for a person who has read the original article. Therefore, the evaluation should not be a review or summary, but should be a well thought out and thoroughly justified critique of the article.

Criteria to be Used by the professor in the evaluation of the article critiques

The criteria to be used in evaluating an article are similar to those that are used for evaluating manuscripts sent in for review to the Journal of Sport Management, Journal of Travel Research, or Sport Marketing Quarterly. These include, but are not limited to, three major areas:

1. Conceptual Soundness (40 points)
   a) Theoretical soundness
      (i) Is the theory behind the research logical and thoroughly justified?
      (ii) Does the paper correctly interpret previous research findings?
      (iii) Are the hypotheses based on the theory, are they clearly stated, and are they actually tested?
   b) Empirical soundness
      (i) Are the correct analytical techniques applied?
      (ii) Are the results correctly interpreted?
      (iii) Are the conclusions and/or implications based on the results?

2. Communication (20 points)
   a) Ease of understanding
      (i) Is the article clearly written?
      (ii) Are its major points easily grasped?
      (iii) Is the paper laid out in a logical format?

3. Contribution (40 points)
   a) Advancement of knowledge
      (i) Does the paper contribute to the advancement of knowledge in an area of sport marketing?
         · Are the findings noteworthy?
         · Are the implications noteworthy?
         · Is the paper of interest to many people in the field?

Format

The papers should be typed, double spaced, and be between three and five pages in length. They should not be in outline form. Each paper should have a brief statement of the major points of the article being evaluated, followed by a discussion of the points described above. It is not
sufficient to merely say something is good or bad or you like or dislike something. You must justify your evaluations with points from the article. Each article is to be judged on its own merit; i.e., there is no need to do outside research on an article. Some articles will be stronger than others, some will have flaws, and some will not. Do not attempt to "invent" criticisms if you cannot support them. If the paper is good, say so, but justify your conclusion that it is good.

IV. Grading

The criteria used to grade the papers are basically the same as those used to evaluate the articles. In other words, in the three areas listed above you will be evaluated based on the completeness of the evaluation, strength of the arguments presented, the soundness of the logic used to support those arguments, and the ability of the writer to communicate his/her major points to the reader will form the basis for the grade.

The article critiques are worth 100 points each.
Reading list for consumer behavior for Fall 2013

**Week 1 – Introduction—thoughts on doctoral study**

1. Sturdivant, Fred, "Some Thoughts on Doctoral Study," unpublished manuscript.

**Week 2 - Thinking and Writing Critically**


**Week 3—KIKI away- class coverage accommodations TBD**

**Week 4 – Methodological Issues in Consumer Research**


**Week 5 – General Overview of Sport Consumer Behavior**

3. Sport Marketing Quarterly, 12, 1, 8-17
Optional

Week 6 - Attitudes-Background

Optional

Week 7 - Attitude-Behavior Relationships

Optional


Week 8 – SUPER READING WEEK: Current Sport AND GENERAL Consumer Behavior Research


Optional


Week 9 – Information Processing general and specific


**Week 10 – Involvement**


**Optional**


**Week 11 – Decision Making theory**


**Week 12 – Attribution Research, Match-up, congruence theory**


**Optional**


**Week 13 – Emotion**


**Optional**


**Week 14- EXAM AND PAPER PREPARATION WEEK**

Week 15 – EXAM

**Week 16 – PAPER AND PRESENTATIONS DUE**