

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

SPM 2060 – Sport Career Preparation Fall 2025
(1 credit hour) Section 18983
Online: Asynchronous

Laine Hatcher
330E Florida Gym

Office Hours:

Wednesday 9:00 –
11:30 am; 1:30 – 3:30
pm; by appointment

Paul Higginson

Remote

Office Hours:

Tuesday 1:30 – 3:30
pm; Wednesday 9:00
– 11:30 am; 1:30 –
3:30 pm; by
appointment

Email: hatcher.la@ufl.edu
352-294-1646

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352-294-1658

Meet Time/Location: This course does not have scheduled meeting times. Access the course through Canvas on UF e-learning ([eLearning - University of Florida \(ufl.edu\)](https://eLearning.UniversityofFlorida.edu)) and the Canvas mobile app by Instructure

Chairperson

Dr. Kyriaki Kaplanidou, Ph.D.
Department of Sport
Management 300B Florida Gym

Course Description:

This course is designed to introduce students to sport career tracts, 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.

Prerequisite

Sport management major of sophomore standing or higher.

Selected Book References (no required textbook):

Required reading materials will be provided throughout the semester. **Instructional materials for this course consist of only those materials specifically reviewed, selected, and assigned by the instructors. The instructors are only responsible for these instructional materials.**

Course Format:

Instructional Methods: This course consists of asynchronous lectures, readings, and discussions to provide students with a variety of learning methods. You are responsible for observing all posted due dates and are encouraged to be self-directed and take responsibility for your learning.

Minimum Technology Requirements: The University of Florida expects students to acquire computer hardware and software appropriate to his or her degree program. Most computers are capable of meeting the following general requirements. A student's computer configuration should include: Broadband connection to the Internet and related equipment (Cable/DSL modem), Microsoft Office Suite installed (provided by the university)

Minimum Technical Skills: To complete your tasks in this course, you will need a basic understanding of how to operate a computer, and how to use word processing software.

Zoom: Zoom is an easy-to-use video conferencing service available to all UF students, faculty, and staff that allows for meetings of up to 100 participants. You can find resources and help using Zoom at <https://ufl.zoom.us>.

Lectures & Assignments: Students will watch pre-recorded lectures and complete weekly assignments and discussions based on assigned due dates.

Course Objectives:

1. Summarize the array of career tracts available in sport management.
2. Outline and develop professional career objectives.
3. Analyze experiences related to a career in sport management.
4. Construct personalized strategies to secure future fieldwork experiences.
5. Compose information highlighting professionalism and marketing their brand.
6. Identify industry resources for professional development.

Course Communication:

The student is responsible for getting a University of Florida email account (e.g., XXX.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., XXX.doe@hotmail.com). Email subject should start with “SPM2060 – First name, Last name - ...” 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 academic advising, scholarly activity, and other duties. 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.

Assessment Methods:

Student performance based on exams, assignments, quizzes, essays, presentations, and projects.

Grading Scale and Rubric:

Canvas will be used to post all grades, the syllabus, and the notes/projects for the class, with the final grade assigned according to the following grading scale:

A	=	100 -	93
A-	=	92.9 -	90
B+	=	89.9 -	87
B	=	86.9 -	83
B-	=	82.9 -	80
C+	=	79.9 -	77
C	=	76.9 -	73
C-	=	72.9 -	70
D+	=	69.9 -	67
D	=	66.9 -	60
E	=	59.9 and below	

*For more on grading please visit:

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

Course Grading:

There are 350 total points for the class. The class will be graded based upon the following items
Assignment details and due dates are posted in Canvas.

1. Sport Career Prep Contract.....5 pts
2. Introduce Yourself.....5 pts
3. Networking 101: Introduction15 pts
4. Networking 101: Review.....15 pts
5. Agency Sign Up Form (20 field hours)25 pts
6. Personality Test and Reflection20 pts
7. Personality Test Discussion.....15 pts
8. Career Aspirations.....5 pts
9. Personality and Career Comparison20 pts
10. Elevator Pitch15 pts
11. Create Your Resume20 pts
12. Create Your Cover Letter20 pts
13. Discussion posts (4 @ 10 pts each)40 pts
14. LinkedIn Build.....15 pts
15. Start Conversation10 pts
16. Interview Prep.....30 pts
17. Chart Your Pathway15 pts
18. Field Experience Acknowledgment form.....35 pts
19. Agency Sign Up form (20 field hours complete)25 pts

Grades:

Grades are dependent on the student's performance measured by, but not limited to, assignments, discussions, and/or projects. 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 within. The grading scale is strictly enforced and unchangeable. The professor **will NOT** change grades at the end of the semester because the student is unhappy with their academic performance. Grades are maintained on the CANVAS.

Course Policies

Professional Behavior: Professional behavior is expected from all students. This includes respect and consideration for students, instructors, TAs, guest speakers, and supervisors. For more details please go here: [UF Policy on Course Syllabuses - Online Course Syllabi - University of Florida](#)

Make-Up Policy:

Late or missed assignments are NOT accepted unless in accordance with the University's make-up policy: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

University Honesty 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 <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/> 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.

Please note the acceptable use of GenAI in this course.

- GenAI use is acceptable to use to assist with summarizing topics, experiences, and ideas on your cover letter, resume, and LinkedIn profile.
- In discussion posts, it is expected that ideas, thoughts, and comments should be your original thoughts. GenAI should not be used for these assignments.

If you have any questions, please ask!

Accommodation

Students with disabilities requesting accommodations should first register with the Disability Resource Center (<https://disability.ufl.edu/get-started/>) by providing appropriate documentation. Once registered, students will receive an accommodation letter that 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

Your well-being is important to the University of Florida. If you or someone you know is in distress, please contact <https://umatter.ufl.edu/> 352-392-1575, or visit <https://umatter.ufl.edu/> to refer or report a concern and a team member will reach out to the student in distress.

Best Practices:

Over the years, Sport Management students have been pursuing paid and unpaid experiences that may enhance their skillset and open opportunities for the future. Although there may be site specific decisions that most students make, we encourage all students to consider the following best practices as they consider experiential learning opportunities prior to their senior internship.

1. Consider experiences that will expand rather than duplicate your current skillset.
2. Consider experiences that will generate new professional contacts and potentially open avenues for full-time employment.
4. Consider organizations that provide leadership, fiscal responsibility and identifiable duties and new responsibilities.
5. Consider experiences where you can learn under the leadership of a seasoned mentor.
6. Consider experiences where you are rotated through several departments/units.

Fall 2025	TENTATIVE CLASS SCHEDULE
August 21 - 24	Orientation to Class – Introduction
August 25 – September 7	Networking 101
September 8 – 21	Self Evaluation and Reflection
September 22 – October 5	Career Assessment
October 6 – 19	Resume and Cover Letter Writing
October 20 – November 2	Building Your Brand
November 3 - 16	Building Your Network and Relationships
November 17 - December 3	Interview Prep
November 17 - December 3	Next Steps

Course Evaluations:

GatorEvals is an evaluation system designed to be more informative to instructors so that teaching effectiveness is enhanced and to be more seamlessly linked to UF's CANVAS learning management system. Students can complete their evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Thank you for serving as a partner in this important effort.

Getting Help:

The University of Florida recognizes that pursuit of an online degree requires just as much student support as pursuit of a traditional on-campus degree and, therefore, each online program is responsible for providing the same student support services to both students who are in residence on the main campus and those who are seeking an online degree through distance learning. The following links provide support services for students:

Online Computing Help Desk and e-Learning Support Services: The UF Computing Help Desk is available to assist students with technical issues. If you have any issues accessing the online course material, you must contact the UF Computing Help Desk immediately for assistance and obtain a case number. I will not accept late assignments, or change any course dates, due to technology difficulties if you do not have a case number prior to the due date/time for the assignment.

For issues with technical difficulties in E-learning, please contact the UF Help Desk: helpdesk@ufl.edu , their website <https://helpdesk.ufl.edu/> , or via phone at: (352) 392-4357

Other resources are available at: <https://distance.ufl.edu/getting-help/>
<https://elearning.ufl.edu/student-help-faqs/>

Library Support - Various ways to receive assistance with respect to using the libraries or finding resources: <https://uflib.ufl.edu/>

Services

Student Health Care Center - <https://shcc.ufl.edu/> For General Information call 392- 1161 x4309
Sexual Assault Recovery Services (SARS) - Student Health Care Center, 392-1161

Counseling and Wellness Center - <https://counseling.ufl.edu/> or call 352-392-1575

Writing Studio - 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers. <https://writing.ufl.edu/writing-studio/>

Career Connections Center – Career assistance and counseling services.
Reitz Union Suite 1300, 352-392-1601, <https://career.ufl.edu/>

Teaching Center - Broward Hall; 352-392-2010 or to make appointment 352-392-6420. General study skills and tutoring. <https://academicresources.clas.ufl.edu/>

University Police Department - 352-392-1111 (or 9-1-1 for emergencies).
<https://police.ufl.edu/>

Online Students Complaints -
<https://distance.ufl.edu/getting-help/student-complaint-process/>

UF Health Shands Emergency Room/Trauma Center – For immediate medical call 352-733-011 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608;

[UF Health Shands Emergency Room / Trauma Center - UF Health](#)

GatorWell Health Promotion Services – For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the <https://gatorwell.ufsa.ufl.edu/> website or call 352-273-4450.

Copyright Statement:

The materials used in this course are copyrighted. The content presented is the property of UF and may not be duplicated in any format without permission from the College of Health and Human Performance and UF and may not be used for any commercial purposes. Content includes but is not limited to syllabi, quizzes, exams, lab problems, in-class materials, review sheets, and additional problem sets. Because these materials are copyrighted, you do not have the right to copy the handouts, unless permission is expressly granted. Students violating this policy may be subject to disciplinary action under the UF Conduct Code.

It is important to the learning environment that you feel welcome and safe in this class; and that you are comfortable participating in class discussions and communicating with me on any issues related to the class. If your preferred name is not the name listed on the official UF roll, please let me know as soon as possible by e-mail or otherwise. I would like to acknowledge your preferred name, and pronouns that reflect your identity. Please let me know how you would like to be addressed in class, if your name and pronouns are not reflected by your UF-rostered name. I welcome you to the class and look forward to a rewarding learning adventure together.

You may also change your "Display Name" in Canvas. Canvas uses the "Display Name" as set in myUFL. The Display Name is what you want people to see in the UF Directory, such as "Ally" instead of "Allison." To update your display name, go to one.ufl.edu, click on the dropdown at the top right, and select "Directory Profile." Click "Edit" on the right of the name panel, uncheck "Use my legal name" under "Display Name," update how you wish your name to be displayed, and click "Submit" at the bottom. This change may take up to 24 hours to appear in Canvas. This does not change your legal name for official UF records.