

# Introduction to Sport Management

Connect with HHP

SPM2000 | Class #18111 | 3 Credits | Spring 2026



## Course Info

<b>INSTRUCTOR</b>	<b>David C. Lucier, Ph.D.</b> Office: 302 FLG Office Phone: 352-846-3455 Email: <a href="mailto:dlucier@ufl.edu">dlucier@ufl.edu</a> Preferred Method of Contact: Email through Canvas
<b>OFFICE HOURS</b>	T/R 10:30am to 11:30am, W 9:30am to 10:30am or by appointment
<b>MEETING TIME/LOCATION</b>	FLG 245 MWF period 6

## COURSE DESCRIPTION

This course serves as an overview of the field of sport management, introducing concepts of management, marketing, financial, and legal principles regarding sport facilities, events, and organizations within interscholastic, intercollegiate, professional, and international sport industries. Discussions will include 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.

## REQUIRED AND RECOMMENDED MATERIALS

Required Textbook:

Masteralexis, L.O. & Hums, M. (2023). *Principles and Practice of Sport Management* (7<sup>th</sup> ed.). Jones & Bartlett Learning: Sudbury, MA. ISBN: 9781284254303

***Instructional materials for this course consist of only those materials specifically reviewed, selected, and assigned by the instructor(s). The instructor(s) is only responsible for these instructional materials.***

## **COURSE FORMAT**

Attendance is expected at all classes. Professional behavior is also expected, and please be considerate of others by not talking during lectures. Please silence all ringers or alarms prior to class. All electronic devices are to be used for class purposes only (e.g. taking notes). If you must answer a call or attend to non-class matters, please quietly step outside so as not to distract anyone else.

Each week will have a different focus. Most weeks, we'll meet twice for lectures to provide an overview and key points of the topics covered that week. The primary purpose of the lectures is to introduce the topic and set the stage for your readings, assignments, and class discussions where you'll further explore and learn about the topics. In addition, guest speakers will be scheduled throughout the semester to provide insight into their experiences in various aspects of the industry. We will utilize Friday class time as dedicated time for you to work on your group project and case studies, or to meet with the instructor.

Course readings will be assigned for each week, and you will be responsible for material in the readings, even if it is not covered in the lecture. You are expected to read all reading assignments for the week prior to attending class. In addition, you are expected to attend all classes, listen to lectures, actively participate in discussions, view materials presented, and take notes. Material from assignments, lectures, PPT slides, guest and student presentations, videos, and readings may be included on the quizzes. We will move through the materials quickly and cover a broad range of topics to provide an overview of the discipline of sport management and a foundation for your future coursework and career development.

## **COURSE LEARNING OBJECTIVES**

At the completion of this course, you will be expected to:

- Demonstrate a strong foundation of knowledge of the sport industry through various assignments on which to build through upper level UF sport management courses
- Identify and explain segments of the sport industry, both in the U.S. and internationally
- Apply management, marketing, financial, sociological, and legal principles to the management of sport facilities, events, and organizations
- Discuss the challenges to sport at the recreational, youth, interscholastic, intercollegiate, and professional levels
- Explain key components of the expanding field of sport event management

## **Course & University Policies**

<https://go.ufl.edu/syllabuspolicies>

## **ATTENDANCE**

Requirements for class attendance and make-up exams, assignments, and other work in the course are consistent with university policies. See [UF Academic Regulations and Policies](#) for more information regarding the University Attendance Policies.

## **PERSONAL CONDUCT & ACADEMIC INTEGRITY**

University of Florida students are bound by the Honor Pledge. On all work submitted for credit by a student, the following pledge is required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The [Student Honor Code and Conduct Code \(Regulation 4.040\)](#) specifies a number of behaviors that are in violation of this code, as well as the process for reported allegations and sanctions that may be implemented. All potential violations of the code will be reported to Student Conduct and Conflict Resolution. If a student is found responsible for an Honor Code violation in this course, the instructor will enter a Grade Adjustment sanction which may be up to or including failure of the course.

## **APPROPRIATE USE OF AI TECHNOLOGY**

The UF Honor Code strictly prohibits *cheating*. The use of any materials or resources prepared by another person or Entity (inclusive of generative AI tools, unless otherwise specified by the assignment) without the other person or Entity's express consent or without proper attribution to the other person or Entity is considered *cheating*. Additionally, the use of any materials or resources, through any medium, which the Faculty / Instructor has not given express permission to use and that may confer an academic benefit to a student, constitutes *cheating*.

In some instances within this course, the use of AI tools will facilitate student development of skills and knowledge acquisition within the stated learning objectives. However, in other components, the use of any AI enabled tool in this course substantially compromises the student's ability to achieve the stated learning objectives. Each assignment and assessment will include a statement clarifying acceptable AI use for that respective learning assessment. When students opt to leverage AI tools to augment their submitted products, they will be expected to appropriately cite the tool(s) utilized. Further, students will be held accountable under the scope of the UF Student Honor Code & Conduct Code for the content of all work they submit (including the portions that may have been produced in part or whole by an external Entity—inclusive of AI). Thus, students should engage in active editorial and underwriting efforts to ensure the totality of the work submitted reflects their intentions and ethical values.

## **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. You may find more information here: <https://aa.ufl.edu/policies/in-class-recording/>

## **ASSIGNMENT MAKE-UP POLICY**

Requirements for class attendance and make-up exams, assignments, and other work in the course are consistent with university policies. Any student who is absent from class or misses any required class-related activity, including assignments or exams, due to illness should contact the instructor as early as possible prior to the missed class or activity and provide documentation to verify illness. See [UF Academic Regulations and Policies](#) for more information regarding the University Attendance Policies.

## 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/>. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

## COURSE EVALUATIONS

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online. Students can complete evaluations in three ways: (1) The email they receive from GatorEvals, (2) Their Canvas course menu under GatorEvals, or (3) The central portal located [here](#). Guidance on how to provide constructive feedback is available at [the gator evals site](#). Students will be notified when the evaluation period opens. Summaries of course evaluation results are also available at [the gator evals site](#).

## Getting Help

### HEALTH & WELLNESS

- **U Matter, We Care:** If you or someone you know is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu), 352-392-1575, or visit [U Matter, We Care website](#) to refer or report a concern and a team member will reach out to the student in distress.
- **Counseling and Wellness Center:** Visit the [Counseling and Wellness Center website](#) or call 352-392-1575 for information on crisis services as well as non-crisis services.
- **Student Health Care Center:** Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the [Student Health Care Center website](#).
- **University Police Department:** Visit [UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).
- **UF Health Shands Emergency Room / Trauma Center:** For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; or visit the [UF Health Emergency Room and Trauma Center website](#).
- **GatorWell Health Promotion Services:** For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the [GatorWell website](#) or call 352-273-4450.

### ACADEMIC RESOURCES

- **E-learning technical support:** Contact the [UF Computing Help Desk](#) at 352-392-4357 or via e-mail at [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu).
- **Career Connections Center:** Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.
- **Library Support:** Various ways to receive assistance with respect to using the libraries or finding resources.
- **Teaching Center:** Broward Hall, 352-392-2010 or to make an appointment 352-392-6420. General study skills and tutoring.

- **Writing Studio**: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.
- ***Student Complaints & Grievances***: Students are encouraged to communicate first with the involved person(s), but [here](#) is more information on the appropriate reporting process.

## Grading

Evaluation Components	Percent of Total Grade
Case Studies (12)	33%
Group Project (3)	30%
Reflection Papers (2)	17%
Quizzes (13)	14%
Class attendance	6%

**Case Studies** – You will have the opportunity to delve deeper into each chapter through case studies. You will have the option to work independently or with a partner on each case study. Each case study will expose you to the different areas of the sport industry and sport management and require you to conduct research. They are also designed to encourage critical thinking through a sport manager’s lens.

**Quizzes** – Timed quizzes will be given each week based on the assigned readings, lectures, and case studies. The quizzes consist of multiple-choice questions, true/false questions, and short answer responses. You will have only one opportunity to complete each quiz, so make sure that your internet connection is stable and dependable. Quizzes will be due at 8:00am on Mondays. Quizzes are open note/open book but peer collaboration and/or outside assistance of any kind is strictly prohibited.

**Group Project** – This course serves as an introduction to the field of sport management, offering a variety of information pertaining to the history and foundations of sport management, the differing level of sport (e.g. youth, recreation, amateur, and professional), the various sport industry segments, international sport, and current ethical and social issues in sport. To culminate your learning journey, instead of a final exam, you will present on a trailblazer who left an indelible mark on the world of sports. Your task will involve conducting in-depth research on your chosen figure and delivering a presentation to share your findings with the class. No groups can choose the same person and this person should be a pioneer in sport management, not sports. Do not choose an athlete because of their athletic prowess; choose someone who has impacted the industry. The presentations will be given during the final week(s) of the semester, and your grade includes the expectation of attending all other group project presentations.

**Reflection Papers** – You will be required to submit two reflection papers throughout the semester. Each paper should be a minimum of 2 pages in length (around 500 words) and should provide thoughtful reflection on the course content. These papers are an opportunity for you to explore your learning, explore topics of interest to you, express any confusion, or highlight areas where you want to learn more. You are encouraged to take a critical and introspective approach, making connections between the course material and your personal interests, potential career paths, or influential figures discussed

in class. This is a free response assignment meaning you have the option to choose the direction of the paper, as long as it is relevant to the course content.

**Class Participation** – Regular attendance is essential for academic success and active participation. To encourage consistent attendance, 5 points will be deducted for each unexcused absence. Students are responsible for notifying the instructor in advance of any excused absences and providing appropriate documentation when necessary. Attendance may be taken at any time during the scheduled class time, and if you are not present when attendance is taken you will be considered absent.

### GRADING SCALE

You may find the University grades and grading policies here: <https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>

Letter Grade	Percent of Total Points Associated with Each Letter Grade	GPA Impact of Each Letter Grade
A	94.00-100%	4.0
A-	90.00-93.99%	3.67
B+	87.00-89.99%	3.33
B	84.00-86.99%	3.0
B-	80.00-83.99%	2.67
C+	77.00-79.99%	2.33
C	74.00-76.99%	2.0
C-	70.00-73.99%	1.67
D+	67.00-69.99%	1.33
D	64.00-66.99%	1.0
D-	61.00-63.99%	0.67
E	0-60.99%	0

## Weekly Course Schedule

### CRITICAL DATES & UF OBSERVED HOLIDAYS

- January 19: Martin Luther King, Jr. Day (Monday)
- March 16 – 20: UF Spring Break
- April 23 – 24: UF Spring Semester Reading Days (Thursday – Friday)

### WEEKLY SCHEDULE

Week	Dates	Topic and Assignments	Due Dates
1	1/12-1/16	Course Introduction & History of Sport Management • Read the syllabus & Chapter 1	• <i>Syllabus Quiz: Jan 18<sup>th</sup></i>
2	1/19-1/23	Management Principles Applied to Sport Management • Read Chapters 1 & 2	• <i>Quiz #1: Jan 25<sup>th</sup></i> • <i>Case Study #1: Jan 25<sup>th</sup></i>
3	1/26-1/30	Financial & Economic Principles & Legal Principles Applied to Sport Management • Read Chapters 4 & 5	• <i>Quiz #2: Feb 1<sup>st</sup></i> • <i>Case Study #2: Feb 1<sup>st</sup></i>
4	2/2-2/6	Ethical Principles Applied to Sport Management • Read Chapter 6	• <i>Quiz #3: Feb 8<sup>th</sup></i> • <i>Case Study #3: Feb 8<sup>th</sup></i> • <i>Pioneer Selection: Feb 8<sup>th</sup></i>
5	2/9-2/13	Marketing Principles Applied to Sport Management & Sport Sales • Read Chapters 3 & 15	• <i>Quiz #4: Feb 15<sup>th</sup></i> • <i>Case Study #4: Feb 15<sup>th</sup></i>
6	2/16-2/21	Collegiate Sport & Professional Sport • Read Chapters 8 & 10	• <i>Quiz #5: Feb 22<sup>nd</sup></i> • <i>Case Study #5: Feb 22<sup>nd</sup></i>
7	2/23-2/27	Sport Agency • Read Chapter 11	• <i>Quiz #6: Mar 1<sup>st</sup></i> • <i>Case Study #6: Mar 1<sup>st</sup></i>
8	3/2-3/6	International Sport & Recreation and Golf Club Management • Read Chapters 9 & 20	• <i>Quiz #7: Mar 8<sup>th</sup></i> • <i>Case Study #7: Mar 8<sup>th</sup></i> • <i>Reflection Paper #1: Mar 8<sup>th</sup></i>
9	3/9-3/13	Facility Management & Event Management • Read Chapters 13 & 14	• <i>Pioneer Progress: Mar 11<sup>th</sup></i> • <i>Quiz #8: Mar 15<sup>th</sup></i> • <i>Case Study #8: Mar 15<sup>th</sup></i>
10	3/16-3/20	<i>UF Spring Break</i>	
11	3/23-3/27	Sport Sponsorship & The Sporting Goods and Licensed Product Industries • Read Chapters 16 & 19	• <i>Quiz #9: Mar 29<sup>th</sup></i> • <i>Case Study #9: Mar 29<sup>th</sup></i>
12	3/30-4/3	Sport Analytics & Sport Broadcasting • Read Chapters 17 & 18	• <i>Quiz #10: Apr 5<sup>th</sup></i> • <i>Case Study #10: Apr 5<sup>th</sup></i>
13	4/6-4/10	High School & Youth Sport & eSports • Read Chapters 7 & 12	• <i>Quiz #11: Apr 12<sup>th</sup></i> • <i>Case Study #11: Apr 12<sup>th</sup></i>
14	4/13-4/17	Strategies for Career Success	• <i>Presentations Due: Apr 17<sup>th</sup></i>

		<ul style="list-style-type: none"> <li>• Read Chapters 21</li> </ul>	<ul style="list-style-type: none"> <li>• Quiz #12: Apr 19<sup>th</sup></li> <li>• Case Study #12: Apr 19<sup>th</sup></li> </ul>
15	4/20-4/25	Presentations	<ul style="list-style-type: none"> <li>• Reflection Paper #2: Apr 22<sup>nd</sup></li> </ul>

### **SUCCESS AND STUDY TIPS**

*Most importantly, please attend class. If you must miss a class, please ask a reliable classmate to share notes with you. Please also read all assigned readings prior to attending the course lecture discussing those readings. The lectures will provide clarity and add dimension to the information you have already read. Lectures will be easier to follow if you have already been introduced to the concepts and terminology through the readings. Download the PPT slides from Canvas prior to the lecture and take notes.*