

INTRODUCTION TO SPORT MANAGEMENT

SPM2000 | 3 Credits | Spring 2026

Class #21487

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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

TEACHING ASSISTANT (TA)

Name: Ye Lei, M.S.
Email: yelei@ufl.edu

OFFICE HOURS

Time: Mondays 1:30 p.m. – 2:30 p.m., Wednesdays 10:45 a.m. – 11:45 a.m.
& by appointment
Location: FLG 312 (or phone or Zoom by request)

CLASS 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 sport are applicable to a variety of businesses and organizational needs. This course serves as an introduction to the industry 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 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. I am always happy to connect you with our on-campus resources or other resources at UF.

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.

Many students like to use the Canvas mobile/tablet app. While the internet browser version of the Canvas course page opens to the “Home Page” where all the modules are linked, the app version instead takes you to the “Course Navigation” menu. You will then need to click “Home Page” to view the Canvas home page. Therefore, students are encouraged to access Canvas on a browser at least initially 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 their personal email accounts.

The preferred way to contact the instructor or TA is through UFL email. Please email your TA, Ye Lei (yelei@ufl.edu), and copy me (eplunkett@ufl.edu). This ensures we can respond to your message as quickly as possible. We aim to respond to all emails in 48 business hours (Monday-Friday, 8 a.m. - 5 p.m.) and appreciate your patience in this high-enrollment class.

GETTING HELP IN THE CLASS

The instructor and TA 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. To achieve this aim and best serve hundreds of students a semester, we recommend you use the Get Help guide linked to the home page of Canvas to inform how and who you should reach out to for the most prompt, relevant assistance.

UNIVERSITY POLICIES & RESOURCES

ACADEMIC POLICIES AND RESOURCES

University-wide academic policies (e.g. requirements for attendance and makeup work, disability resources, grading policies, evaluations, honor code) and resources (e.g. computer support, career center, library, writing center, etc.) are available at the following link: <https://go.ufl.edu/syllabuspolicies>

COURSE POLICIES & RESOURCES

ATTENDANCE, MAKEUP, & LATE POLICY

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) 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. If the assignment does not include a references page, students are still expected to cite AI use, and can do so by making a comment on the Canvas submission. Failure to cite AI use may be considered academic misconduct and will be handled accordingly.

ASSIGNMENTS & GRADING

ASSIGNMENT SUBMISSIONS

- **Submission Format** – All assignments should be submitted on Canvas, or through Canvas-integrated programs (e.g. Yellowdig). Each Canvas assignment should include instructions on formatting and submission. Unless instructed otherwise, students should submit projects in PDF format and should use complete sentences for projects and discussion boards.
- **Academic Misconduct Warning** – Submitting a blank file or unreadable/unopenable file will result in a zero grade for that assignment and may be considered an Honor Code violation if intentionally submitted for a deadline extension. To avoid any unfortunate accidents, I encourage you to preview your submitted file on Canvas before and after submission. If you need help understanding how to do this, please contact the instructor or TA.

ASSIGNMENT OVERVIEW

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 the Yellowdig software integrated into Canvas. There is one discussion post and two replies for each of the first six modules. Yellowdig autogrades the discussion submissions, but the TAs and instructors review these scores and modify when needed.

- **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 based on the assigned readings, lectures and other multimedia resources like podcasts and videos. Each quiz will cover one module of course content. The lowest quiz score will be dropped.
- **Surveys** – 20 points (2 x 10 points) – Students will complete a pre-course and post-course survey to track their progress during 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%
Total	500	100%

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 the instructor and TA 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 TA and instructor.

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 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 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) are considered as asking for preferential treatment and are not prohibited.

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

DATES	MODULE	UNIT	ASSIGNMENTS
Week 1 1/12-18	<i>Module 1:</i> Introduction to Sport Management	Introduction to Sport Management & Sport Careers	Discussion #1 (post) due 1/16 Pre-Course Survey due 1/18
Week 2 1/19-25		HR, Management, & Leadership Principles of Sport	Discussion #1 (replies) due 1/23 Quiz #1 due 1/25
Week 3 1/26-2/1	<i>Module 2:</i> Foundations of Sport Management	Business, Finance, Sales, & Fundraising in Sport	Discussion #2 (post) due 1/30
Week 4 2/2-2/8		Legal & Ethical Principles of Sport	Discussion #2 (replies) 2/6 Quiz #2 due 2/8
Week 5 2/9-2/15	<i>Module 3:</i> Marketing & Producing Sport Media	Sport Media & Communications	Discussion #3 (post) due 2/13
Week 6 2/16-2/22		Sport Marketing & Sponsorship	Discussion #3 (replies) due 2/20 Quiz #3 due 2/22
Week 7 2/23-3/1	<i>Module 4:</i> Managing Sport Facilities & Events	Sport Facilities	Project #1 due 2/27 Discussion #4 (post) due 2/27
Week 8 3/2-3/8		Sport Event Operations	Discussion #4 (replies) due 3/6 Quiz #4 due 3/8
Week 9 3/9-3/15	<i>Module 5:</i> Sport Contexts: "Amateur" Sport	Youth & Recreational Sport	Discussion #5 (post) due 3/13
Week 10 3/16-3/22		Spring Break	
Week 11 3/23-3/29		College Sport	Discussion #5 (replies) due 3/27 Quiz #5 due 3/29
Week 12 3/30-4/5	<i>Module 6:</i> Sport Contexts: Elite Sport	Professional Sport	Discussion #6 (post) due 4/3
Week 13 4/6-4/12		Olympic & International Sport	Discussion #6 (replies) due 4/10 Quiz #6 due 4/12

Week 14 4/13-4/19	<i>Module 7:</i> Emerging Trends in Sports	Athlete Development	Project #2 due 4/17
Week 15 & Reading Days 4/20-26		Sports Analytics	Quiz #7 due 4/22 Post-Course Survey due 4/25
Exam Week 4/27-5/1		Exams – No Class	