

SPM4510

Course Syllabus

Revenue Generation in Sport

Explore revenue generation in sport by learning foundational sales concepts, including the sales process. Also explore the role of corporate partnership in sport, and the application of the sales process as it relates to developing solutions to achieving partner organization objectives. Finally, explore fundraising, specifically in the context of collegiate athletics and community sport, with a focus on cultivation strategies. Over 60+ sports business professionals are featured throughout content in the course.

Credit Hours: 3

Contact Information

Instructor

Jake Hirshman

Email

Please use Canvas Box or send an email to jakehirshman@ufl.edu. Expect a response within 24 hours except on weekends and holidays.

Office Hours

By appointment (online through [Zoom](#))

Course Objectives

By the end of this course, you will be able to:

1. Explain the role of sales in sport organizations and across segments of the industry.
2. Apply the sales process in a sport setting.
3. Research and analyze professionals' career paths in sports business.
4. Explain the role of corporate partnership in sport.
5. Evaluate elements of a college athletic department's fundraising strategies.

Course Summary

Date	Module	Topics	Details
Fri Jan 16, 2026	Module 1: Revenue Generation		Assignment Introduction to Revenue Generation: Informational Interview Project, Part 1
			Discussion Topic Introduction to Revenue Generation: Podcast Reflection & Discussion
Intro to Revenue Generation		Assignment Introduction to Revenue Generation: Teamwork Online Webinar Reflection	
Fri Jan 23, 2026		Careers in Revenue Generation	Discussion Topic Careers in Revenue Generation: Podcast Reflection & Discussion
			Discussion Topic Careers in Revenue Generation: Reading Exploration & Discussion
			Assignment Careers in Revenue Generation: Sports Business Case Review
Fri Jan 30, 2026	Module 2: Sales Foundations		Discussion Topic Ticket Sales: Podcast Reflection & Discussion
			Assignment Ticket Sales: Sports Business Case Review
Ticket Sales		Assignment Ticket Sales: Teamwork Online Webinar Reflection	
Fri Feb 6, 2026		Premium Sales	Discussion Topic Premium Sales: Podcast Reflection & Discussion
		Fri Feb 13, 2026	Non-Gameday Revenue & Event Sales
			Discussion Topic Non-Game Day Revenue & Event Sales: Podcast Reflection & Discussion
			Discussion Topic Non-Game Day Revenue & Event Sales: Reading Exploration & Discussion
			Assignment Non-Game Day Revenue & Event Sales: Sports Business Case Review
Fri Feb 20, 2026	Module 3: Sponsorships		Discussion Topic Sponsorship Sales: Podcast Reflection & Discussion
			Assignment Sponsorship Sales: Sports Business Case Review
Sponsorship Sales		Assignment Sponsorship Sales: Teamwork Online Webinar Reflection	
Fri Feb 27, 2026		Sponsorship Proposals & Storytelling	Discussion Topic Sponsorship Proposals & Storytelling: Podcast Reflection & Discussion
		Sponsorship Activation	Assignment Sponsorship Proposals & Storytelling: Sports Business Case Review
Fri March 6, 2026			Assignment Sponsorship Activation: Informational Interview Project, Part 3
		Discussion Topic Sponsorship Activation: Podcast Reflection & Discussion	
		Discussion Topic Sponsorship Activation: Reading Exploration & Discussion	
		Assignment Sponsorship Activation: Sports Business Case Review	
Fri March 13, 2026		Discussion Topic Stadium & Arena Naming Rights: Podcast Reflection & Discussion	

			Assignment Stadium & Arena Naming Rights: Sports Business Case Review
		Stadium & Arena Naming Rights	Assignment Stadium & Arena Naming Rights: Teamwork Online Webinar Reflection
Fri March 27, 2026	Module 4: Ancillary Revenue	Media, Broadcast & Streaming	Discussion Topic Media, Broadcast, & Streaming: Podcast Reflection & Discussion
		Social Media & Digital Media	Assignment Media, Broadcast, & Streaming: Teamwork Online Webinar Reflection
			Assignment Social Media & Digital Media: Informational Interview Project, Part 4
			Discussion Topic Social Media & Digital Media: Podcast Reflection & Discussion
Fri April 3, 2026			Discussion Topic Social Media & Digital Media: Reading Exploration & Discussion
			Assignment Social Media & Digital Media: Sports Business Case Review
Fri April 10, 2026	Module 5: Fundraising		Discussion Topic Introduction to Fundraising: Podcast Reflection & Discussion
			Assignment Introduction to Fundraising: Sports Business Case Review
		Introduction to Fundraising Overview	Assignment Introduction to Fundraising: Teamwork Online Webinar Reflection
Fri April 17, 2026		Fundraising in Intercollegiate Athletics	Discussion Topic Fundraising in Intercollegiate Athletics: Podcast Reflection & Discussion
		Fundraising Cultivation Strategies	Assignment Fundraising in Intercollegiate Athletics: Sports Business Case Review
			Discussion Topic Fundraising Cultivation Strategies: Podcast Reflection & Discussion
Fri April 24, 2026			Discussion Topic Fundraising Cultivation Strategies: Reading Exploration & Discussion
			Assignment Fundraising Cultivation Strategies: Teamwork Online Webinar Reflection

Course Requirements

Required Materials and Supply Fees

All materials are provided free via the Internet.

Prerequisites

You must have completed SPM2000 and have junior standing or higher.

Minimum Technology Requirements

The University of Florida expects students entering an online program to acquire computer hardware and software appropriate to their degree program. Most computers are capable of meeting the following general requirements. A student's computer configuration should include:

- Webcam
- Microphone
- Broadband connection to the internet and related equipment (cable/DSL modem)
- Microsoft Office Suite installed (provided by the university)

Individual colleges may have additional requirements or recommendations, which students should review before starting their program.

Minimum Technical Skills

To complete your tasks in this course, you will need a basic understanding of operating a computer and using word processing software.

Course Policies

Requirements for make-up exams, assignments, and other work in this course are consistent with university policies that can be found on [UF's attendance policy](#) website.

As this is an online class, you are responsible for observing all posted due dates and are encouraged to be self-directed and take responsibility for your learning.

Grading Policy

I will make every effort to have each assignment graded and posted within one week of the due date.

Course Grading Policy

Assignment	Points
Podcast Reflection & Discussion Assignments (14)	70 (5 points each)
Reading Exploration & Discussion Assignments (5)	25 (5 points each)
Sports Business Case Review Assignments (10)	60 (5 points each, except the first is worth 15 points)
Teamwork Online Webinar Reflection Assignments (7)	35 (5 points each)
Informational Interview Project (4 parts)	50 (10 points each, except the last is worth 20 points)
TOTAL	240

Grading Scale

Percent	Grade	Grade Points
100% to 94%	A	4.00
< 94% to 90%	A-	3.67
< 90% to 87%	B+	3.33
< 87% to 84%	B	3.00
< 84% to 80%	B-	2.67
<80% to 77%	C+	2.33
< 77% to 74%	C	2.00
< 74% to 70%	C-	1.67
< 70% to 67%	D+	1.33
< 67% to 64%	D	1.00
< 64% to 61%	D-	0.67
< 61% to 0%	E	0.00

See the current UF grading policies for more information.

UF Policies

University Policy on Accommodating Students with Disabilities

Students with disabilities requesting accommodations should first register with the [Disability Center Resources](#) (352-392-8565) 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.

University Policy on Academic Conduct

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 honesty 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 [Student Honor Code and Student Conduct](#) 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.

Plagiarism

The [Student Honor Code and Student Conduct Code](#), states that:

"A Student must not represent as the Student's own work all or any portion of the work of another. Plagiarism includes but is not limited to:

- Stealing, misquoting, insufficiently paraphrasing, or patch-writing.
- Self-plagiarism, which is the reuse of the Student's own submitted work, or the simultaneous submission of the Student's own work, without the full and clear acknowledgment and permission of the Faculty to whom it is submitted.
- Submitting materials from any source without proper attribution.
- Submitting a document, assignment, or material that, in whole or in part, is identical or substantially identical to a document or assignment the Student did not author."

Netiquette and Communication Courtesy

It is important to recognize that the online classroom is in fact a classroom, and certain behaviors are expected when you communicate with both your peers and your instructors. These guidelines for online behavior and interaction are known as netiquette.

Security
<ul style="list-style-type: none">• General Guidelines• Email• Discussion Boards• Zoom

Remember that your password is the only thing protecting you from pranks or more serious harm.

- Don't share your password with anyone.
- Change your password if you think someone else might know it.
- Always log out when you are finished using the system.

Getting Help

Technical Difficulties

For help with technical issues or difficulties with Canvas, please contact the UF Computing Help Desk at:

- <http://helpdesk.ufl.edu>
- 352-392-HELP (4357)
- Walk-in: HUB 132

Any requests for make-ups (assignments, exams, etc.) due to technical issues should be accompanied by the ticket number received from the UF Computing Help Desk when the problem was reported to them. The ticket number will document the time and date of the problem. You should email your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

Health and Wellness

- **U Matter, We Care:** If you or someone you know is in distress, please email umatter@ufl.edu, call 352-392-1575, or visit [U Matter We CareLinks to an external site.](#) to refer or report a concern, and a team member will reach out to the student in distress.
- **Counseling and Wellness Center:** Visit the [UF Counseling & Wellness CenterLinks to an external site.](#) website or call 352-392-1575 for information on crisis services and 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 [UF Student Health Care CenterLinks to an external site.](#) website.
- **University Police Department:** Visit the [UF Police DepartmentLinks to an external site.](#) website or call 352-392-1111 (or 9-1-1 for emergencies).
- **UF Health Shands Emergency Room/Trauma Center:** For immediate medical care in Gainesville, call 352-733-0111, or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the [UF Health Shands Emergency Room/Trauma CenterLinks to an external site.](#) website.

Academic and Student Support

- **Career Connections Center:** For career assistance and counseling services, visit the [UF Career Connections CenterLinks to an external site.](#) website or call 352-392-1601.
- **Library Support:** For various ways to receive assistance concerning using the libraries or finding resources, visit the [UF George A. Smathers Libraries Ask-A-LibrarianLinks to an external site.](#) website.
- **Teaching Center:** For general study skills and tutoring, visit the [UF Teaching CenterLinks to an external site.](#) website or call 352-392-2010.

- **Writing Studio:** For help with brainstorming, formatting, and writing papers, visit the [University Writing Program Writing StudioLinks to an external site.](#) website or call 352-846-1138.

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 on the GatorEvals [Providing Constructive FeedbackLinks to an external site.](#) FAQ page. 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 the [GatorEvalsLinks to an external site.](#) website. Summaries of course evaluation results are available to students at the [GatorEvals Public ResultsLinks to an external site.](#) page. More information about UF's course evaluation system can be found at the [GatorEvals Faculty EvaluationsLinks to an external site.](#) website.

Tips for Success

Taking a course online can be a lot of fun! Here are some tips that will help you get the most of this course while taking full advantage of the online format:

- Schedule "class times" for yourself. It is important to do the coursework on time each week. You will receive a reduction in points for work that is turned in late!
- Read ALL of the material contained on this site. There is a lot of helpful information that can save you time and help you meet the objectives of the course.
- Print out the Course Summary located in the Course Syllabus and check things off as you go.
- Take full advantage of the online discussion boards. Ask for help or clarification of the material if you need it.
- Do not wait to ask questions! Waiting to ask a question might cause you to miss a due date.
- Do your work well before the due dates. Sometimes things happen. If your computer goes down when you are trying to submit an assignment, you'll need time to troubleshoot the problem.
- To be extra safe, back up your work to an external hard drive, thumb drive, or through a cloud service.

Privacy and Accessibility Policies

For information about the privacy policies of the tools used in this course, see the links below:

- Instructure (Canvas)

- [Instructure Privacy Policy](#)
 - [Instructure Accessibility](#)
- Microsoft
 - [Microsoft Privacy Policy](#)[Links to an external site.](#)
 - [Microsoft Accessibility](#)[Links to an external site.](#)
- Sonic Foundry (Mediasite Streaming Video Player)
 - [Sonic Foundry Privacy Policy](#)[Links to an external site.](#)
 - [Sonic Foundry Accessibility](#)[Links to an external site.](#) (PDF)
- YouTube (Google)
 - [YouTube \(Google\) Privacy Policy](#)[Links to an external site.](#)
 - [YouTube \(Google\) Accessibility](#)[Links to an external site.](#)
- Zoom
 - [Zoom Privacy Policy](#)[Links to an external site.](#)
 - [Zoom Accessibility](#)[Links to an external site.](#)