

Cover Sheet: Request 14849

SPM4XXX Revenue Generation in Sport

Info

Process	Course New Ugrad/Pro
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	Paul Higgerson phiggerson@ufl.edu
Created	4/5/2020 8:51:15 AM
Updated	4/23/2020 9:41:27 AM
Description of request	Creation of new undergraduate course for the Department of Sport Management.

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	HHP - Sport Management 012604000	Michael Sagas		4/8/2020
No document changes					
College	Approved	HHP - College of Health and Human Performance	Christopher Janelle		4/23/2020
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			4/23/2020
No document changes					
Statewide Course Numbering System					
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
College Notified					
No document changes					

Course|New for request 14849

Info

Request: SPM4XXX Revenue Generation in Sport

Description of request: Creation of new undergraduate course for the Department of Sport Management.

Submitter: Paul Higgerson phiggerson@ufl.edu

Created: 4/20/2020 5:01:32 PM

Form version: 6

Responses

Recommended Prefix SPM

Course Level 4

Course Number XXX

Category of Instruction Advanced

Lab Code None

Course Title Revenue Generation in Sport

Transcript Title Revenue Generation in Sport

Degree Type Baccalaureate

Delivery Method(s) On-Campus

Co-Listing No

Effective Term Earliest Available

Effective Year Earliest Available

Rotating Topic? No

Repeatable Credit? No

Amount of Credit 3

S/U Only? No

Contact Type Regularly Scheduled

Weekly Contact Hours 3

Course Description This course is designed to explore revenue generation in sport. Students will learn foundational sales concepts, including the sales process. Then, students will 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. Students will also explore fundraising, specifically in the context of collegiate athletics and community sport, with a focus on cultivation strategies.

Prerequisites SPM 2000 & Sport Management major of junior standing or higher

Co-requisites N/A

Rationale and Placement in Curriculum The Department of Sport Management believes that SPM4XXX Revenue Generation in Sport will be used as an approved elective in our BS in Sport Management program.

Course Objectives Course Objectives

Upon completion of this course students are expected to successfully:

Explain the role of sales in sport organizations, and across segments of the industry.

Apply the sales process in a sport setting.

Explain the role of corporate partnership in sport.

Create a proposal addressing partnership objectives.

Evaluate fundraising strategies in a college athletic department and community sport.

Course Textbook(s) and/or Other Assigned Reading Pierce, D., Popp, N. & McEvoy, C. (2017).

Selling in the Sport Industry. Kendall Hunt

www.Sponsorship.com (sign up for free membership under "Log-in" tab. Will be utilized to access various article assignments.)

Additional Readings posted to Canvas.

Weekly Schedule of Topics Week1 Course Syllabus & Introduction| Introduction to Sport Sales

Read this: Chapter 1 & 2 (Pierce et al., 2017)

Week 2 Sales in the Sport Organization | Products and Pricing

Read this: Chapter 3 & 4 (Pierce et al., 2017)

Week 3 Sports Sales Foundations

Read this: Chapter 4 (Pierce et al., 2017)

Checkpoint #1

Week 4 Business-to-Consumer | Business-to-Business

Read this: Chapter 5 & 6 (Pierce et al., 2017)

Week 5 Needs Analysis | Presenting Solutions

Read this: Chapter 7 & 8 (Pierce et al., 2017)

Checkpoint #2

Week 6 Overcoming Objections | Obtaining Commitment

Read this: Chapter 9 & 10 (Pierce et al., 2017)

Role Playing Exercise

Week 7 Communication | Prospecting

Read this: Chapter 11 & 12 (Pierce et al., 2017)

Checkpoint #3

Week 8 Sponsorship/Partnership Sales: An Overview

Read this: Chapter 15 (Pierce et al., 2017)

Week 9 Partnership Selection: Audience, Game/Event, Brand Association

Read this: Selected Readings from www.sponsorship.com

Week 10 Partnership Activation

Read this: Selected Readings from www.sponsorship.com

Checkpoint #4

Week 11 Partnership Proposal Pitches

Partnership Proposal Pitches DUE

Week 12 Fundraising: An Introduction

Read this: Selected Industry Readings

Week 13 Fundraising in Intercollegiate Athletics & Community Sport

Read this: <https://www.insidephilanthropy.com/campus-cash/athletics>

Week 14 Fundraising Cultivation Strategies

Read this: Selected Industry Readings

Checkpoint #5

Week 15 Fundraising Case Study Presentations

Fundraising Case Study DUE

Grading Scheme A = 100% - 93.00%

A- = 92.99% - 90.00%

B+ = 89.99% - 87.00% B = 86.99% - 83.00%

B- = 82.99% - 80.00%

C+ = 79.99% - 77.00% C = 76.99% - 73.00%

C- = 72.99% - 70.00%

D+ = 69.99% - 67.00% D = 66.99% - 63.00%

D- = 62.99% - 60.00%

E = Below 60.00%

10% - Student Engagement

50% - Checkpoints (x5; 10% each)

10% - Role Playing Exercise

15% - Partnership Proposal

15% - Fundraising Case Study

Student Engagement: 10%

Students are expected to exhibit a high degree of professionalism during all class meetings and when submitting work assigned throughout the course. At minimum, students are expected to show up to

class on time and be prepared to participate thoughtfully in the discussion and activities that are part of each class period.

Checkpoints (x5): 50% (10% each)

To confirm understanding of the material and evaluate comprehension of course content, students will complete 5 “checkpoints,” consisting of a variety of questions and question formats.

Role Playing Exercise: 10%

Students will demonstrate the concepts of the sales process through a role playing exercise. Students will be expected to demonstrate the following: a needs analysis, presentation of solutions, overcoming objections, and obtaining a commitment. Students will be evaluated on their demonstrated understanding as well as the application of the concepts.

Partnership Proposal: 15%

The class will identify a sport organization to represent. Then, students, working in groups, will be provided a category, and develop a partnership proposal for a company/organization in that category. Students will be evaluated on their written proposal as well as their pitch to the potential partner.

Fundraising Case Study: 15%

In groups, students will select an intercollegiate athletic department or community sport organization, and conduct an in-depth analysis of their fundraising strategy. Students will provide an overview of the history of their efforts and current strategies. Students will be expected to rely on a number of sources, including industry professional staff working for the fundraising department at the university or community sport organization selected. Students will submit a written document, as well as present their findings to the class.

Instructor(s) to be determined

Attendance & Make-up Yes

Accommodations Yes

UF Grading Policies for assigning Grade Points Yes

Course Evaluation Policy Yes