# Reinhardt University Sport Studies Program

**SSP 298 Revenue Generation in Sports (3 Credits)**

# Course Syllabus – Fall 2023 Session II

**General Course Information**

**Class Time/Days:** ***Online Course via Canvas (Session II) (October 9 – December 1)***

**Instructor:** Krista Mullins **Office:** Brown Gym 104

**Office Hours:** MW 8:30 – 9:00am & 11:00am – 12:00pm **Email:** krm@reinhardt.edu

## TR 8:30am – 9:30am **Cell:** 770-881-6697

Friday: 8:30am – 10:00am

# Course Communication

# The instructor will communicate with students using course announcements and email. Students with personal concerns or questions may contact the instructor via the course email option in Canvas. All email correspondence with instructor must be via the Reinhardt account (no personal email accounts). The instructor will respond to all emails within 24 hours and return all voicemails within 24-48 hours. Please provide your name, phone number, and a good time to return your call when leaving a voicemail.

# Catalog Course Description

This course, which explores a topic of contemporary interest in sport studies, is offered as needed to students with sophomore standing. This Special Topics course introduces students to the various revenue generating strategies used at all level of sport. No prerequisite although interest in sport business or a solid grounding in sport or athletics is beneficial.

# Sport Studies Online Course Expectations and Guidelines

* Asynchronous Delivery
  + Students complete the course fully online in asynchronous fashion
    - meaning students do not have to be online at the same time
* Weekly Forums
  + Instructor provides a weekly forum topic (click on “Discussion”)
  + Each discussion should replicate a discussion that would take place inside a classroom
  + Students respond to topic with a forum post (by Thursday each week at 11:55 PM EST)
    - The forum post should be a max of 200 words unless otherwise indicated
  + Students reply to posts of at least two classmates (by Sunday each week at 11:55 PM EST) if response posts are required for that week (see calendar)
    - The replies should each be a maximum of 200 words unless otherwise indicated
* Course Assignments
  + Students complete course assignments on dates specified by instructor
    - Click on “Assignments” portal (left side menu)
  + All submissions are made via the Canvas site

# Text/Course Website

Text: There is no required text for the course. Much of the course will follow the organization of the book *Fundraising For Sport and Athletics by Richard Leonard*

Course Eagle Web site: Canvas (<https://reinhardtuniversity.instructure.com/login/canvas>)

# Purpose of the Course

The purpose of the course is to introduce students to the revenue generating strategies utilized at all level of sport. Students will examine and explore common methods of revenue generation including fundraising, capital campaigns, booster club development, and sponsorships. Revenue generation is a key aspect success at all levels of sport.

**Course Learning Outcomes**

Students completing this course should be able to:

1. Identify and organize all aspects of a fundraising program. (SLO 5)
2. Develop an in-depth marketing plan for a fundraising program. (SLO 1)
3. Identify successful aspects of fundraising events, activities, and camps. (SLO 3)
4. Understand the purpose and function of booster clubs in the revenue generation process. (SLO 1, 5)
5. Understand the role of sport sponsorships in the revenue generation process. (SLO 4)

# Sport Studies Program Goal

The Sport Studies Program is designed to develop graduates with a broad cultural perspective of sport, with practical skills suitable for employment in sport-related settings, and with ethical and moral characteristics suitable for assuming leadership roles in contemporary society.

# Sport Studies Program Outcomes

Students graduating with a degree in Sport Studies should be able to:

1. Communicate effectively in academic courses and internship/practicum placements as evidenced by written, spoken, and visual examples.
2. Exhibit personal integrity and leadership skills as evidenced by documented experiences in academic courses and internship/practicum placements.
3. Recognize moral and ethical issues associated with sport (from contemporary and historical perspectives).
4. Analyze social, cultural, and historical factors influencing the development of sport organizations, and the decision-making processes for sport leaders in those organizations.
5. Work collaboratively and in leadership roles in a sport-related professional career setting.

# Reinhardt University General Education Learning Outcomes addressed in this course:

Communication

* Students will demonstrate effective expression of ideas through writing, speech, and visual media.

Society and Culture

* Knowledge of the traditions of Western civilization.
* Knowledge of the diversity of societies and cultures; the ability to view themselves and the world from cultural and historical perspectives other than their own.

# Course Requirements/Assignments/Evaluation

|  |  |
| --- | --- |
| **Evaluation Procedures** | |
| **Graded Assignments** | **Percent**  **of Final Grade** |
| **Assignments** | **45%** |
| * Assignment 1 | 15% |
| * Assignment 2 | 15% |
| * Assignment 3 | 15% |
|  |  |
| **Forums** | **40%** |
| * Forum 1 | 5% |
| * Forum 2 | 5% |
| * Forum 3 | 5% |
| * Forum 4 | 5% |
| * Forum 5 | 5% |
| * Forum 6 | 5% |
| * Forum 7 | 5% |
| * Forum 8 | 5% |
|  |  |
| **EXAM** | **15%** |
| **Total** | **--------------** |
|  | **100** |

**Grade Scale**

|  |  |
| --- | --- |
| **Grade** | **Percentage** |
| A | 90% and above |
| B | 80% to 89% |
| C | 70% to 79% |
| **NOTE: Sport Studies Majors must earn grade of C or higher in all majors required courses**  **Grade of D will earn 3 credits, but must be repeated for degree purposes** | |
| D | 60% to 69% |
| F | Below 60% |

**Academic Integrity**

Students are expected to adhere to the *Reinhardt University Honor Code* with regard to academic integrity. Instances of academic dishonesty (cheating, plagiarism, etc) will result in a course grade of “F” and any other penalties imposed by Reinhardt University. You will write three papers in this course – all must be original work. If you are unsure what constitutes plagiarism, please consult the instructor.

# Accommodation Statement and Academic Support

Students with disabilities who believe that they may need accommodation in this course are encouraged to contact the Academic Support Office as soon as possible to ensure that such accommodations are implemented in a timely fashion.

The Center for Student Success located on bottom floor of Lawson (room 035) is a free tutoring service available to all students. For appointments--go to Reinhardt webpage; click on “Academics” … when the next page appears, click Center for Student Success. On that screen, click Student Appointment Form. Fill out required fields and then submit. If you would prefer to call, the number is 770-720-9232.

<https://www.reinhardt.edu/academic-resources/academic-support-office/aso-student-guide/>

**Reinhardt Credit Hour Statement: 3 Credit Hour Class (Short Session)**

Classes meeting during a shortened session will have the same number of instructional minutes (2250 for a 3- hour class) as those taught in the 15-week semester. For instance, courses taught during the 8-week sessions will be scheduled for at least 280 minutes each week.

# Participation Requirements

# Students are required to login regularly to Canvas. The instructor will monitor student activity within Canvas. Students are required to participate in all course activities including discussion forums, zoom meetings, and group projects when applicable. It is recommended that students login to Canvas 4 to 5 times a week to monitor and participate in course activities.

# Technical Issues and Support

# Students needing technical support for Canvas, Microsoft 365, Reinhardt email, or any other technology related issue should contact Reinhardt IT at 770-720-5555 or [IT@reinhardt.edu](mailto:IT@reinhardt.edu).

# Schedule of Class Sessions

* Dates/Topics are tentative and subject to change due to pace of course and instructor discretion
* Please see course calendar below

|  |  |  |
| --- | --- | --- |
| WEEK | TOPIC(S) | DUE |
| **1** (October 9 - 15) | Introduction to Fundraising | **Forum 1**   * **Forum Post by Thursday**  Responses by Sunday |
| **2** (October 16 - 22) | Fundraising Program Plan | **Forum 2**   * **Forum Post by Sunday; NO Responses are due for this forum**  Assignment #1 Due Sunday by 11:55pm |
| **3** (October 23 – 29) | Fundraising Program Organization and Staffing | **Forum 3**   * **Forum Post by Thursday**  Responses by Sunday |
| **4** (October 30 - November 5) | Marketing for Fundraising Programs | **Forum 4**   * **Forum Post by Sunday; NO Responses are due for this forum**  Assignment #2 Due Sunday by 11:55pm |
| **5** (November 6 - 12) | Fundraising Events, Activities, and Camps | **Forum 5**   * **Forum Post by Thursday**  Responses by Sunday |
| **6** (November 13 - 19) | Fundraising Programs/Booster Clubs | **Forum 6**   * **Forum Post by Sunday; NO Responses are due for this forum**  Assignment #3 Due Sunday by 11:55pm |
| **7** (November 20 - 26) | Sponsorships | **Forum 7**   * **Forum Post by Thursday**  Responses by Sunday |
| **8** (November 27 - December 1) | Various Revenue Generation Methods | **Forum 8**   * **Forum Post by Friday; NO Responses are due for this forum**  Exam Due Friday by 11:55pm |