

## Washtenaw Community College Comprehensive Report

### BMG 165 Introduction to Sports and Entertainment Management Effective Term: Fall 2020

#### Course Cover

**Division:** Business and Computer Technologies

**Department:** Business

**Discipline:** Business Management

**Course Number:** 165

**Org Number:** 13200

**Full Course Title:** Introduction to Sports and Entertainment Management

**Transcript Title:** Intro to Sports & Ent MGT

**Is Consultation with other department(s) required:** No

**Publish in the Following:** College Catalog , Time Schedule , Web Page

**Reason for Submission:** New Course

**Change Information:**

**Rationale:** The purpose of this proposed class is to be part of a proposed Sports and Entertainment associates degree.

**Proposed Start Semester:** Fall 2020

**Course Description:** In this course, students are introduced to the field of sports and entertainment management. Students will learn conceptual and practical approaches to successfully plan, organize, staff, and control a sports or entertainment operation. Structured and creative approaches to problem-solving will be explored. Students will discuss management concepts related to promotion, pricing strategies, and the sales process. Students will also explore career possibilities available in the sports and entertainment industries.

#### Course Credit Hours

**Variable hours:** No

**Credits:** 3

**Lecture Hours: Instructor:** 45 **Student:** 45

**Lab: Instructor:** 0 **Student:** 0

**Clinical: Instructor:** 0 **Student:** 0

**Total Contact Hours: Instructor:** 45 **Student:** 45

**Repeatable for Credit:** NO

**Grading Methods:** Letter Grades

Audit

**Are lectures, labs, or clinicals offered as separate sections?:** NO (same sections)

#### College-Level Reading and Writing

College-level Reading & Writing

#### College-Level Math

#### Requisites

#### General Education

#### Request Course Transfer

**Proposed For:**

Eastern Michigan University  
Wayne State University  
Other :

**Student Learning Outcomes**

1. Recognize the basic elements of the sports and entertainment industries.

**Assessment 1**

Assessment Tool: Outcome-related exam questions

Assessment Date: Fall 2023

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Answer key

Standard of success to be used for this assessment: 70% of students will score 70% or higher

Who will score and analyze the data: Departmental faculty

2. Explain the economic impact of the sports and entertainment industries.

**Assessment 1**

Assessment Tool: Written project

Assessment Date: Fall 2023

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: A random sample of a minimum of 40% of all students with a minimum of one full section

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 70% of students will score 70% or higher

Who will score and analyze the data: Departmental faculty

3. Develop and analyze a case study to practice strategies in managing a sports and entertainment venue.

**Assessment 1**

Assessment Tool: Case study

Assessment Date: Fall 2023

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: A random sample of a minimum of 40% of all students with a minimum of one full section

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 70% of students will score 70% or higher

Who will score and analyze the data: Departmental faculty

**Course Objectives**

1. Identify fundamentals of the sports and entertainment management business.
2. Discuss customer service issues specific to the sports and entertainment industries.
3. Explain the product elements of sports and entertainment.
4. Construct a target market based on the needs of the business and industry.
5. Explain how to manage the channels of distribution with the sports and entertainment market.
6. Develop ideas for promotions in sports and entertainment.
7. Compare various pricing strategies and the sales processes for a sports and entertainment entity.
8. Recognize the four Ps of marketing (Price, Product, Promotion and Place).
9. Describe the various aspects of the subdivision of marketing which focuses both on the promotion of sports or entertainment events and teams as well as the promotion of other products and services through events.

**New Resources for Course****Course Textbooks/Resources**

## Textbooks

Masteralexis L. P., Barr C. A., and Humes M. A.. *Principles and Practice of Sport Management*, 6th ed. Burlington: Jones & Bartlett Learning, 2018, ISBN: 9781284142136.

## Manuals

## Periodicals

## Software

**Equipment/Facilities**

Level I classroom

<b><u>Reviewer</u></b>	<b><u>Action</u></b>	<b><u>Date</u></b>
<b>Faculty Preparer:</b> <i>Anthony Terry</i>	<i>Faculty Preparer</i>	<i>Mar 14, 2020</i>
<b>Department Chair/Area Director:</b> <i>Douglas Waters</i>	<i>Recommend Approval</i>	<i>Mar 18, 2020</i>
<b>Dean:</b> <i>Eva Samulski</i>	<i>Recommend Approval</i>	<i>Mar 25, 2020</i>
<b>Curriculum Committee Chair:</b> <i>Lisa Veasey</i>	<i>Recommend Approval</i>	<i>Apr 22, 2020</i>
<b>Assessment Committee Chair:</b> <i>Shawn Deron</i>	<i>Recommend Approval</i>	<i>May 01, 2020</i>
<b>Vice President for Instruction:</b> <i>Kimberly Hurns</i>	<i>Approve</i>	<i>May 05, 2020</i>