



UNIVERSITY OF SOUTHERN MAINE SCHOOL OF BUSINESS
BUS—315 REVENUE GENERATION IN SPORT

Instructor: Dr. Heidi M. Parker
Phone: 780-4313
Email: heidi.m.parker@maine.edu
Office: 409 Luther Bonney
Office Hours: Tue. 2:00-3:00 PM & by
appointment (Zoom appoints are also available)

Course Information: BUS 315-001
Course Location: Payson Smith 200--Portland
Meeting Times: Tu/Th 9:30-10:45
Credits: 3
Semester: Fall 2022

SCHOOL OF BUSINESS MISSION STATEMENT:

Preparing life long, entrepreneurial thinkers, fluent in business technologies.

COURSE DESCRIPTION:

This course exposes students to a broad range of topics related to revenue generation in the sport industry, including ticket sales, sponsorship, fundraising, and public funding. Students will study current issues, and explore future directions, trends, and innovations in the field.

LEARNING OUTCOMES:

At the end of this course, students in this course will be able to:

1. Understand and explain the key strategies for generating revenue within the various sport sectors.
2. Evaluate the effectiveness of ticket-selling strategies and promotions of sport organizations.
3. Explain the role sponsorship plays in the sport industry, and identify types of inventory sport organizations possess.
4. Identify and evaluate the different forms of public funding.
5. Design a fundraising campaign for a sport organization.
6. Design a sponsorship package and activation plan.
7. Be able to apply the PRO method to various aspects of sales and sales training.

This course contributes to the mission of the School by developing student aptitudes:

Oral and written communication skills: Students prepare group presentations and papers, write individual papers, and participate in class discussions.

Analytical and critical thinking skills: Application, analysis, and other higher-order thinking skills are required for discussions, group exercises, all papers, and the final exam.

Appreciation for the ethical context of professional practice: The ethical implications for sport management professionals are discussed throughout the course.

REQUIRED TEXTS:

Shonk, D.J. & Weiner, J.F. (2022). *Sales and Revenue Generation in Sport Business*. Human Kinetics.
ISBN: 9781492594222 (paperback); 9781492594239 (ebook)

ADDITIONAL READINGS:

Additional readings will be posted on Brightspace.

UNIVERSITY POLICIES AND RESOURCES

For USM's most complete and current information on services available to students, as well as academic policies, see [The Academic Services & Policies Overview webpage](#).

- **Request disability accommodations** | (207) 780-4706 | dsc-usm@maine.edu
- **Report Interpersonal violence** | (207) 780-5767 | usm.titleix@maine.edu
- **Report On-Campus Emergencies and Safety Concerns** | (207) 780-5211 or call 911
- **Get academic help** | mycampus.maine.edu/group/usm/learning-commons1
- **Get technology help** | usm.maine.edu/computing/helpdesk
- **Meet with an Advisor** | usm.maine.edu/advising



Scan the QR Code to go to the [Academic Services & Policies webpage](#)

COUNSELING:

Counseling is available at USM. The best way to schedule an appointment is by phone at 780-5411. More information is available at <https://usm.maine.edu/uhrs>.

RECOVERY ORIENTED CAMPUS CENTER (ROCC):

A peer support community for students in recovery from substance abuse and other mental health conditions is available at USM. More information may be found online at <https://usm.maine.edu/recovery> or by contacting ROCC at 207-228-8141.

NONDISCRIMINATION POLICY:

The University of Southern Maine is an EEO/AA employer, and does not discriminate on the grounds of race, color, religion, sex, sexual orientation, transgender status, gender expression, national origin, citizenship status, age, disability, genetic information or veteran's status in employment, education, and all other programs and activities. The following person has been designated to handle inquiries regarding non-discrimination policies: Amie Parker, Interim Director of Equal Opportunity, The Farmhouse, University of Maine Augusta, Augusta, ME 04333, 207-581-1226, TTY 711 (Maine Relay System). Incidents of discrimination or bias at USM should be reported to Associate Vice President for Student Affairs David Roussel at 207-780-5242.

STATEMENT ON RELIGIOUS OBSERVANCE FOR USM STUDENTS:

Absence for Religious Holy Days: The University of Southern Maine respects the religious beliefs of all members of the community, affirms their rights to observe significant religious holy days, and will make reasonable accommodations, upon request, for such observances. If a student's religious observance is in conflict with the academic experience, they should inform their instructor(s) of the class or other school functions that will be affected. It is the student's responsibility to make the necessary arrangements mutually agreed upon with the instructor(s).

POLICY ON ACCEPTABLE CONDUCT IN CLASS SETTINGS:

If a student substantially disrupts a class, professors have the right to remove the student from class as well as refer the student incident to the Dean of Students for a student conduct code violation.

<https://usm.maine.edu/community-standards-mediation/conduct-process>

COVID FACE COVERING REQUIREMENT

Per USM and the University of Maine System, all students, faculty, and staff members are required to wear a face covering during all face-to-face classes unless the course instructor waives the requirement.

COURSE POLICIES & EXPECTATIONS

COURSE FORMAT:

This course will include a variety of teaching styles and learning opportunities. Discussions, reflections, quizzes, projects, research, in class assignments, etc. will be combined with lectures in order to facilitate learning. Class preparation and participation are critical for student success.

CLASS PREPAREDNESS & PARTICIPATION:

Students are expected to be fully prepared to participate in the class session. This includes having read all assigned readings, watched any pre-assigned materials prior to the class session, taken notes and preparing questions as appropriate and having course materials (including the text book) available for reference during all class sessions.

In addition to being prepared, active participation is required by all students. This includes:

- Engaging in thoughtful and productive discussions and conversations with faculty and peers,
- Participating fully in all in-class activities, and
- Staying on task during class time.

Participation in class relates to your contribution to the learning environment and it is not enough just to be present.

ATTENDANCE:

As future professionals, students are expected to be on time and stay through the duration of every class session. However, if you are sick or feeling not well at all, you must stay home! Attendance will be taken every class period.

CLASS CONDUCT:

Inappropriate behavior that detracts from the learning environment will not be tolerated and students exhibiting such behavior may be asked to leave the class. (e.g., inappropriate comments (including but not limited to sexist, racist, homophobic, misogynistic remarks), bullying or harassment of classmates, excessive inattention/distractedness, excessive tardiness, inappropriate food consumption, etc.). Students asked to leave will not be allowed to return to class without first meeting with the professor to discuss the behavior. If the behavior is severe and/or repeated, the student will not be allowed to return to the class at all and will be referred to the Dean of Students on student conduct violation charges.

ASSIGNMENT DUE DATES:

Quizzes, homework, and all assignments may not be made up and late work will not be accepted. It is the student's responsibility to be aware of due dates. All assignments must be submitted via Brightspace (unless otherwise noted by the instructor) and ***emailed assignments will not be accepted!*** It is the student's responsibility to submit work in a format which can be opened electronically. **A PDF document is the format which is strongly recommended.**

INCLEMENT WEATHER:

This course will not meet if the university closes due to inclement weather. However, the instructor reserves the right to place materials online for students to read, discuss, watch, etc. during those university closures. Assignments due dates will not be altered because of inclement weather or university closings. The instructor will make any announcements regarding the course via Brightspace.

PROFESSIONAL ATTIRE:

Professional attire is expected during individual and/or group presentations as well as when guest speakers join the class session. For presentations, students should be in a minimum of business casual attire (no jeans, no hats, no t-shirts/sweatshirts) and should be neatly groomed. For guest speakers, students should not be wearing hats or sweatpants and should also be neatly groomed. If you have questions, please don't hesitate to ask about what is expected and/or appropriate.

TECHNOLOGY IN THE CLASSROOM

This course will be using the Brightspace learning management system and may also use Zoom if the course is moved online due to Covid-19 outbreaks. Make sure your internet browsers are updated to ensure the best performance of these tools. Additionally, make sure your computers/tablets are fully charged (or plugged in) during any Zoom sessions. Students are expected to use a web camera and microphone during Zoom classroom sessions. Most laptops and tablets have cameras built in and most headphones include a microphone. However, please check to make sure your camera and microphone are working properly before the start of class.

COURSE EVALUATIONS

At the end of each semester every student has the opportunity to provide constructive feedback on the course. It is important that you take the time to share your thoughts about the course as your feedback is used to make improvements in the course materials, assignments, and outcomes.

ACADEMIC INTEGRITY / PLAGIARISM

Everyone associated with the University of Southern Maine is expected to adhere to the principles of academic integrity central to the academic function of the University. Any breach of academic integrity represents a serious offense. Each student has a responsibility to know the standards of conduct and expectations of academic integrity that apply to academic tasks. Violations of academic integrity include any actions that attempt to promote or enhance the academic standing of any student by dishonest means. Cheating on an examination, stealing the words or ideas of another (i.e., plagiarism), making statements known to be false or misleading, falsifying the results of one's research, improperly using library materials or computer files, or altering or forging academic records are examples of violations of this policy which are contrary to the academic purposes for which the University exists. Acts that violate academic integrity disrupt the educational process and are not acceptable.

Evidence of a violation of the academic integrity policy will normally result in disciplinary action. A copy of the complete policy may be obtained from the office of Community Standards and Mediation, online at usm.maine.edu/community-standards-mediation/academic-integrity or by calling and requesting a copy at (207) 780-5242.

COVID-19

The UMS is requiring students to be fully vaccinated against Covid-19. If you are not fully vaccinated (or have an approved exemption), you will not be allowed to enter campus buildings. Thus, you will not be able to continue on in this course. You will not be able to complete this course online or by Zooming into class sessions.

Additionally, the UMS system has mandated that masks be worn in classrooms unless the instructor waives the requirement. Masks must be worn over both the mouth and nose. If you choose not to comply with the mask requirements, you may be asked to leave class.

Due to the mask mandates, there will be no food or drink allowed in class.

Disruptions—If someone in class tests positive for Covid-19, it is likely that everyone will be considered a close contact. If you are a close contact (either to a classmate or someone outside of class), please wear a mask while attending class for the next three class sessions. If you miss time from class due to Covid, it is your responsibility to keep up with the assignments and get the course notes from a peer.

If I am unable to come to campus, or if the class or campus moves to remote learning due to a Covid-19 outbreak. We will meet via Zoom for our class sessions (as long as I am physically able to conduct class. If I am unable physically to conduct class I will communicate via email and Brightspace and provide further instructions for the class.)

***ZOOM (ONLY if we end up meeting online due to a Covid-19)**

Zoom will be used for class meetings. A Zoom meeting link and password will be sent to students prior to class and students must use their maine.edu account to join the Zoom class session. Students are also expected to turn their webcam on while in class.

Students should be aware that some of the Zoom class sessions may be recorded. Recording the class sessions is permitted under federal laws that protect your educational privacy (FERPA), since the recording would only be available to students enrolled in this course and anything an enrolled student would learn about another student from watching the recording is the same that they would learn about each other if they were both in a face-to-face class at the same time. Please note that ‘breakout’ rooms or small group discussions in Zoom will never be recorded; only the all group portions of class would be recorded. Please let me know if you have questions or concerns about Zoom class recordings.

Zoom etiquette considerations:

- Test your audio and video before joining the class session
- Mute yourself at all times unless speaking as background noise is heard by everyone
- Be aware of your background and surroundings which are on camera and visible to everyone
- Understand that everyone in the class can see you. Please dress appropriately.
- Make sure your laptop/tablet is on a solid surface so the camera remains steady and still.
- If you need to step away from the class for a moment, be sure to turn off your video until you return.

COURSE GRADING SCALE & ASSESSMENT:

100-93%=	A	79-77% =	C+
92-90% =	A-	76-73% =	C
89-87% =	B+	72-70% =	C-
86-83% =	B	69-60% =	D
82-80% =	B-	59% or lower =	F

Homework/Case Studies	15%
Content Quizzes	15%
Fundraising Project	20%
Sponsorship Proposal & Activation Plan	20%
Midterm	15%
Final	15%

ASSIGNMENT INFORMATION:

Homework/Case Studies: Students will be assigned various homework assignments and case studies throughout the semester to complete. More information and instructions will be provided for each assignment.

Content Quizzes: Students will complete a short quiz on each new content section. Quizzes will be based on the assigned readings (textbook chapters and other assigned readings posted to Brightspace) and must be completed before the class when we start the discussion on that content/topic.

Fundraising Project: Students will develop a fundraising campaign for a sport organization and create a website for the campaign. Additional information on this project will be provided separately.

Sponsorship Proposal & Activation Plan: Students will develop a sponsorship proposal as well as a sponsor activation plan. Additional information will be provided separately.

Midterm & Final Exam: This class will have both a midterm and a final. The midterm exam will cover the material from the first half of the course and the final exam will cover the material from the second half of the course.

TENTATIVE SEMESTER SCHEDULE

(Professor reserves the right to alter the schedule as needed.)

WEEK 1	
Tuesday, August 1	Thursday, September 1
<ul style="list-style-type: none"> • Class Overview • Syllabus & Course Schedule • Introductions 	<ul style="list-style-type: none"> • Topic: Sport Revenue Generation Overview (Ch. 1) • DUE: Quiz #1 prior to coming to class!
WEEK 2	
Tuesday, September 6	Thursday, September 8
<ul style="list-style-type: none"> • Topic: Revenue Generation Process (Ch. 2) • DUE: Quiz #2 prior to coming to class! 	<ul style="list-style-type: none"> • Topic: Revenue Generation Process Continued (Ch. 2)

WEEK 3	
Tuesday, September 13	Thursday, September 15
<ul style="list-style-type: none"> • Topic: Ticket Sales (Ch. 3) • DUE: Quiz #3 prior to coming to class! 	<ul style="list-style-type: none"> • Topic: Ticket Sales Continued (Ch. 3)
WEEK 4	
Tuesday, September 20	Thursday, September 22
<ul style="list-style-type: none"> • Topic: Ticketing 	<ul style="list-style-type: none"> • Topic: Ticketing Continued
WEEK 5	
Tuesday, September 27	Thursday, September 29
<ul style="list-style-type: none"> • Topic: Sponsorship & Sales (Ch. 5) • DUE: Quiz #4 prior to coming to class! • 	<ul style="list-style-type: none"> • Topic: Sponsorship & Sales Continued (Ch. 5) •
WEEK 6	
Tuesday, October 4	Thursday, October 6
<ul style="list-style-type: none"> • Topic: Media/Broadcast Revenue (Ch. 4) • DUE: Quiz #5 prior to coming to class! 	<ul style="list-style-type: none"> • Topic: Media/Broadcast Revenue Continued (Ch. 4) • MIDTERM ASSIGNED!!
WEEK 7	
Tuesday, October 11	Thursday, October 13
Fall Break—No Class	<ul style="list-style-type: none"> • DUE: Sponsorship Proposals & Presentations
WEEK 8	
Tuesday, October 18	Thursday, October 20
<ul style="list-style-type: none"> • Topic: Corporate & Foundation Revenue (Ch. 6) • DUE: Quiz #6 prior to coming to class! 	<ul style="list-style-type: none"> • Topic: Corporate & Foundation Revenue Continued (Ch. 6)
WEEK 9	
Tuesday, October 25	Thursday, October 27
<ul style="list-style-type: none"> • Topic: Fundraising & Development/Non Profit Funding (Ch. 7) • DUE: Quiz #7 prior to coming to class! 	<ul style="list-style-type: none"> • Topic: Fundraising & Development/Non Profit Funding Continued (Ch. 7)
WEEK 10	
Tuesday, November 1	Thursday, November 3
<ul style="list-style-type: none"> • Topic: Fundraising & Development/Non Profit Funding Continued (Ch. 7) & Facility Funding • DUE: Quiz #8 prior to coming to class (facility funding readings)! • 	<ul style="list-style-type: none"> • Topic: Facility Funding Continued
WEEK 11	
Tuesday, November 8	Thursday, November 10
<ul style="list-style-type: none"> • Election Day—No Class • GO VOTE!! 	<ul style="list-style-type: none"> • Topic: Grant Writing (Ch. 8) • DUE: Quiz #9 prior to coming to class!

WEEK 12	
Tuesday, November 15	Thursday, November 17
<ul style="list-style-type: none"> • Topic: Food, Beverage, Hospitality, Tourism, Merchandising (Ch. 9) • DUE: Quiz #10 prior to coming to class! 	<ul style="list-style-type: none"> • Topic: Food, Beverage, Hospitality, Tourism, Merchandising Continued (Ch. 9)
WEEK 13	
Tuesday, November 22	Thursday, November 24
<ul style="list-style-type: none"> • Topic: Food, Beverage, Hospitality, Tourism, Merchandising Continued (Ch. 9) • DUE: Fundraising Projects 	Thanksgiving—No Class
WEEK 14	
Tuesday, November 29	Thursday, December 1
<ul style="list-style-type: none"> • Topic: Social Media, Sports Gambling, & Fantasy Sports (Ch. 10) • DUE: Quiz #11 prior to coming to class! 	<ul style="list-style-type: none"> • Topic: Social Media, Sports Gambling, & Fantasy Sports Continued (Ch. 10)
WEEK 15	
Tuesday, December 6	Thursday, December 8
<ul style="list-style-type: none"> • Topic: Sales Force Management & Future Trends (Ch. 11 & 12) • DUE: Quiz #12 prior to coming to class! 	<ul style="list-style-type: none"> • Topic: Sales Force Management & Future Trends Continued (Ch. 11 & 12)
FINALS WEEK	
Tuesday, December 13; 8:00-10:00 AM	
<ul style="list-style-type: none"> • FINAL EXAM!! 	

Additional dates to be aware of:

- 1) Monday, September 12th—Last day to drop class for 100% refund
- 2) Thursday, November 3rd—Last day to drop class for a 'W'