

Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.

COURSE SYLLABUS

SMGT 632

SPORT DEVELOPMENT AND SALES

COURSE DESCRIPTION

This course will provide practical professional sales techniques needed to form a framework for strategic account management. Subsequently, the dynamics associated with building and fostering relationships necessary for a vibrant development office will be thoroughly examined.

RATIONALE

A successful sales force in professional sport, sport retail, and manufacturing is a key ingredient for maintaining an organization's life cycle. Therefore, it is necessary to examine successful sales' techniques as well as the foundations, theory, and framework associated with sales. Furthermore, collegiate athletic departments and nonprofit organizations are sustained through the development of their donor base. Athletic budgets are met through a strong donor base so consequently it is extremely vital to develop and foster these relationships.

I. PREREQUISITE

For information regarding prerequisites for this course, please refer to the [Academic Course Catalog](#).

II. REQUIRED RESOURCE PURCHASE

Click on the following link to view the required resource(s) for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

Disclaimer: The above resources provide information consistent with the latest research regarding the subject area. Liberty University does not necessarily endorse specific personal, religious, philosophical, or political positions found in these resources.

III. ADDITIONAL MATERIALS FOR LEARNING

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Microsoft Word
(Microsoft Office is available at a special discount to Liberty University students.)

IV. MEASURABLE LEARNING OUTCOMES

Upon successful completion of this course, the student will be able to:

- A. Demonstrate successful sales techniques appropriate for the sport industry ability.
- B. Identify and utilize the necessary prospecting procedures to expand the sport organizations' donor/sponsor base.
- C. Demonstrate knowledge of the foundational framework associated with sponsorship and sales.
- D. Foster positive relationships necessary for a vibrant development office and for successful customer retention.
- E. Develop a comprehensive strategic plan for organizational account management.
- F. Utilize technology for effective ecommerce sales within the sport organization.
- G. Choose to conduct sport development and sales from a Christian Worldview perspective.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and video lecture presentations/notes.

- B. Course Requirements Checklist

After reading the Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.

- C. Discussion Board forums (4)

Four (4) discussion questions will be posted in order to generate interaction among students in regard to relevant current course topics. Current and archived issues of the national sports publication *SportsBusiness Journal* will be used as the basis for research and discussion. Students are required to post one thread of at least 400 words by Sunday, 11:59 p.m. (ET) of the first week the discussion board is assigned. Students must post four replies of at least 200 words by Sunday, 11:59 p.m. (ET) of the second week of the discussion board.

- D. Writing Assignments (8)

There will be eight short, hands-on, real world writing assignments of approximately 500 words each that must be completed during the course. Detailed instructions and a rubric can be found in Blackboard.

- E. Quizzes (8)

There will be eight (8) open-book quizzes (one for each module) that will need to be completed during the weeks in which they are assigned. Each quiz will contain ten, true-false and multiple-choice questions, and cover all of the required reading and study materials found in that module. Students will have 60 minutes to complete each quiz.

VI. COURSE GRADING AND POLICIES

A. Points

Course Requirements Checklist		10
Discussion Board forums	(4 at 50 pts. ea)	200
Written Assignments	(8 at 50 pts. ea)	400
Quizzes	(8 at 50 pts. ea)	400
	Total	1010

B. Scale

A = 940–1010 A- = 920–939 B+ = 900–919 B = 860–899 B- = 840–859 C+ = 820–839 C = 780–819 C- = 760–779 F = 759 and below

D. Instructor Availability and Feedback

The instructor will answer most emails within 24-48 hours. Students will receive written feedback on the written assignments.

E. Grievance Procedure

If students have any grievance with the course or the professor, you should attempt to resolve the matter informally by contacting the professor first. Egregious or repeated violations of this policy may result in formal disciplinary action.

F. Content

Students are responsible for all assigned course material. “Course material” includes, but is not limited to, all assigned readings, video, audio, on-line materials, journals, etc.

G. Disability Assistance

Students with a documented disability may contact Liberty University Online’s Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.

COURSE SCHEDULE

SMGT 632

Textbook: Irwin et al, *Sport Promotion and Sales Management* (2008).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Irwin: ch. 3 1 presentation	Course Requirements Checklist	10
		Written Assignment 1	50
		DB Forum 1 Thread	20
		Quiz 1	50
2	Irwin: ch. 4 1 presentation	Written Assignment 2	50
		DB Forum 1 Replies	30
		Quiz 2	50
3	Irwin: ch. 5 1 presentation 1 worksheet	Written Assignment 3	50
		DB Forum 2 Thread	20
		Quiz 3	50
4	Irwin: ch. 6 1 presentation	Written Assignment 4	50
		DB Forum 2 Replies	30
		Quiz 4	50
5	Irwin: ch. 7 1 presentation	Written Assignment 5	50
		DB Forum 3 Thread	20
		Quiz 5	50
6	Irwin: ch. 9 1 presentation	Written Assignment 6	50
		DB Forum 3 Replies	30
		Quiz 6	50
7	Irwin: ch. 10 1 presentation	Written Assignment 7	50
		DB Forum 4 Thread	20
		Quiz 7	50
8	Irwin: ch. 11 1 presentation	Written Assignment 8	50
		DB Forum 4 Replies	30
		Quiz 8	50
TOTAL			1010

DB= Discussion Board

NOTE: Each course week begins on Monday morning at 12:00 a.m. (ET) and ends on Sunday night at 11:59 p.m. (ET). The final week ends at 11:59 p.m. (ET) on Friday.