REQUIRED MATERIALS
1- Ice to the Eskimos: How to Market a Product Nobody Wants;

COURSE OVERVIEW
This course will provide the student with an opportunity to gain further knowledge about the sports industry. More importantly, the student will develop problem solving, critical thinking, and strategic management skills using cases, examples, and discussions from the wide world of sports.

<table>
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<tr>
<th>Course Objective</th>
<th>Program Learning Goal</th>
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<td>Students should be able to recognize ethics issues in the sports industry and</td>
<td>• Ethics</td>
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<td>offer reasonable solutions or strategies for addressing the issues.</td>
<td>• Critical Thinking</td>
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<td>Students should be able to orally present and defend their ideas in an</td>
<td>• Business Knowledge &amp; Competency</td>
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<td>organized and professional manner.</td>
<td>• Written and verbal communication</td>
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<td>Students should be able to work in teams to complete project assignments and</td>
<td>• Teamwork</td>
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<td>determine solutions to sports business issues.</td>
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Class Policy for Late Work
All late assignments and exams lose a letter grade per 24-hour period following the due date, unless the instructor has granted prior approval for late submission of an assignment. Approval for late submissions must be obtained from the instructor in advance, or be based on a documented medical emergency.

Class Policy for Original Work
All work must be entirely each student’s own work and original for this course. Work prepared for other courses or use of material obtained for this course from other students, past or present, is expressly prohibited and can result in a grade of 0 for an assignment and/or course failure. For any reason, a student’s paper or other written assignments may be checked for plagiarism.
For more details on OSU academic policies, see:
http://academicaffairs.okstate.edu/faculty-a-staff

Academic Integrity
Oklahoma State University is committed to the maintenance of the highest standards of
integrity and ethical conduct of its members. This level of ethical behavior and integrity will be maintained in this course. Participating in a behavior that violates academic integrity (e.g., unauthorized collaboration, plagiarism, multiple submissions, cheating on examinations, fabricating information, helping another person cheat, unauthorized advance access to examinations, altering or destroying the work of others, and fraudulently altering academic records) will result in your being sanctioned. Violations may subject you to disciplinary action including the following: receiving a failing grade on an assignment, examination or course, receiving a notation of a violation of academic integrity on your transcript (F!), and being suspended from the University. You have the right to appeal the charge. Contact the Office of Academic Affairs, 101 Whitehurst, 405-744-5627, academicintegrity.okstate.edu.

Accessibility
Any student in this course who has a disability that may prevent him or her from fully demonstrating his or her abilities should contact the instructor as soon as possible, so we can discuss accommodations necessary to ensure full participation and facilitate your educational opportunity. For more information about OSU Student Disability Services, please go to: http://www.okstate.edu/ucs/stdis/.

Grading
**Grading Scale: (rounded up from 0.5)**

90 and above = A  
80-89 = B  
70-79 = C  
60-69 = D  
59 and below = F

**Required assignments: points available**

- Special project (KC) = 20
- Special project (OKC) = 20
- Individual paper = 10
- Test 1 = 25
- FINAL EXAM = 25

**Total points** = 100

**Special projects: OKC Thunder (10), KC Chiefs (10)** - Each student will prepare a Powerpoint presentation with notes and load it onto D2L. These projects are based on the actual research questions that the Kansas City Chiefs and Oklahoma City Thunder have provided my class in Stillwater with over the past several years. Details for each project are posted on the NEWS section of D2L.

**PAPER: (10)**

Using Spoelstra’s book, take 3 ideas he presented and apply it to one sports team/event of your choice (the same team for all 3 ideas). Focus on the details of how you could implement the ideas, not just reviewing the Spoelstra ideas! Make sure the ideas you chose from Spoelstra are clear! 6-9 pages, typed, double-spaced, Times New Roman 12 pt font. Show me that you understand Spoelstra’s ideas, and then apply it with reasoning to a team/event.
TEST #1 (25)
Test #1 will be a multiple choice, 50 question exam, covering the entire course material. Questions will be derived from class lectures and readings and any other material posted on D2L. Some stellar individual student projects may be posted on D2L and be included in the test material. You will need a pencil and green scantron.

FINAL EXAM: (25)
The final exam is an open-note essay exam. It will contain one or two essay questions with instructions for how to best provide a written response. The questions will usually be multi-facetted and test your general understanding of major course themes. I will provide more information about the testing procedures for the final during the semester.

Lectures and Class Schedule *(may change at instructor’s discretion)*

1- Syllabus
2- KC Chiefs project
3- OKC Thunder project
4- Terrorism/security
5- Entrepreneurship
6- Public Relations
7- Civic pride and sports
Guest speakers:
8- Adam Rumsey, MidFirst Bank (formerly)
9- Curt Waugh, San Diego Padres
10- Berry Tramel, The Daily Oklahoman
11- Katie Nicholas, Tulsa Sports Commission
12- Kip Racy, Cowboy Sports Properties
13- Dr. Jordan Bass, University of Kansas
14- Jesse Martin, OSU Athletics
15- Craig Clemons, OSU Athletics (formerly)
16- Brian Byrnes, OKC Thunder

KC Chiefs project- Monday, February 21st, 11:59pm, on D2L
Test #1- Thursday, February 26th, 5:30pm, classroom TBD
OKC Thunder project and Spoelstra paper-
      Monday, March 9th, 2015, 11:59pm on D2L
Final exam- Thursday, March 12th, 2015, 5:30pm