

**SPORT MARKETING & MANAGEMENT*****THE BUSINESS OF SPORTS***

CLASS TIME: Mondays and Wednesdays 1:00pm -4:00pm
SUMMER SESSION A: JUNE 26 – August 4, 2017
CLASSROOM: D313

COURSE INSTRUCTOR: **MARK FRANCIS, MBA, MA, DUT**
Instructor, 2016 Sports Business Program
Center for Managing Enterprise in Media Entertainment and Sports
UCLA Anderson School of Management
100 Westwood Plaza, Gold Hall Room #D313
Los Angeles, California 90095
PHONE: 310.621.5323
EMAIL: mark.francis@anderson.ucla.edu

OFFICE HOURS: **Wednesdays 11:30-12:30pm by Appointment**

The primary objective of this course is to provide the students with comprehensive exposure to the significant topics facing the Sports Business industry.

COURSE OBJECTIVES:

Through a wide-range of class lectures, class discussions, relevant guest speakers and experiential learning opportunities, students will be exposed to multiple major topics affecting the business side of sport.

Students Will:

1. Become familiar with key concepts & terminology that are unique and relevant to the global sports business industry.
2. Understand and demonstrate the importance of both management and marketing principles as they pertain to global sports entities.
3. Gain an appreciation for the unique challenges involved in managing sports business enterprises in rapidly changing environments.
4. Initiate professional networking activities within the Sports Business industry by meeting and interacting with major industry executives.

ATTENDANCE:

- Given the interactive nature of this course it is imperative and required for students to attend all scheduled class sessions and examinations
- All students must complete all course requirements to receive a grade in this course
- Class sessions run 1:00-4:00 Mondays and Wednesdays. With guest speakers being scheduled for each class, it is imperative and required for students to arrive at least 5 minutes before classes begin to avoid interruption

CLASS PARTICIPATION:

Students in this course will be exposed to a significant amount of information in a compressed time period. They will also be exposed on a daily basis, to the key leaders in the North American Sports Business industry. As such, it is incumbent upon each student to come to class prepared and ready to engage in informed and respectful discussion with fellow classmates, instructors and guests. Active participation provides for quality learning opportunities that students are advised to take advantage of. The instructor will reserve 10% of the course grade for each student to be assigned on the basis of each student's level of participation throughout the course.

MOBILE PHONES / LAPTOP COMPUTERS/TABLETS:

The use of mobile phones and related devices are a major distraction in the classroom and the use of these devices will not be tolerated under any circumstance. All students will silence their devices **before** entering the classroom. This rule also applies during the off-sight experiential learning opportunities. Failure to honor this rule will result in negatively affected class-marks.

COURSE MATERIALS:

Text: Course Reader is available for purchase in the university bookstore and is based on sections of the following texts:

- **Sports Business Management (SBM)– Foster, O'Reilly, Davila**
- **Sports Marketing 3rd Edition (SM) - Fullerton**
- **Sports Law (SL)– Patrick K Thornton**
- **Sports Ethics (SE) – Thornton, Champion Jr., Ruddell**
- **Principles and Practice of Sports Management (PPSM) - Masteralaxis**
- **RECOMMENDED RESOURCES: Smith & Streets Sports Business Journal**
 - **Sports Illustrated**
 - **Blue Ocean Strategy**
 - **ESPN: Outside the Lines**
 - **The Sporting News**
 - **Blue Ocean Strategy**
 - **FOX Sports 1 / ESPN / NBC Sports Network**

CLASSES:

Class topics and materials for each week of the course are as outlined on the attached course schedule. Given the pace and condensed nature of the course it is imperative to do the readings prior to class in order to provide you with the ability to make positive contributions to the class(s). Classes will consist of a various forms of delivery including lectures, case studies, discussions, experiential opportunities and numerous presentations from senior executives throughout the sports industry. Preparation is critical and all students are encouraged to be active learners throughout this course.

APPLIED MANAGEMENT PROFESSIONAL PRACTICUM FIELD PROJECT:

In order to receive a grade in this course, you will be required to participate in a real-life Professional Practicum with a recognized sports organization. Details of the practicum project will be provided during the first week of the course.

EXAM & ASSIGNMENT POLICY GUIDELINES:

All examinations must be taken during the scheduled examination time. Late work and missed presentations will receive a grade of zero.

The UCLA School of Management and MEMES are committed to academic honesty and integrity. As such, all cases of alleged plagiarism, cheating on examinations and similar forms of academic dishonesty will be reviewed by the appropriate disciplinary bodies. Students found to have engaged in academic dishonesty will fail the course in addition to any discipline imposed by the university.

Written assignments will follow APA guidelines for the purpose of referencing any published materials.

COURSE GRADING SCHEME:

CLASS PARTICIPATION (ATTENDANCE, PARTICIPATION, BEHAVIOR)	10%
CASE STUDY ASSIGNMENTS & PRESENTATIONS	15%
INTERNSHIP PROJECT	20%
SPEAKER REVIEWS	10%
MIDTERM CASE	20%
FINAL CASE	25%

Course Schedule (Subject to change)

Class #	TOPIC (S)	Resource
1 Mon June 20	<p><u>INTRODUCTION AND COURSE OVERVIEW & SPORTS ETHICS</u></p> <p>Ethics in Sport – Cases: FIFA, Rio 2016, NFL Paid Patriotism, Deflategate, Domestic Violence, Stadium Safety in MLB, Compensating NCAA Athletes</p> <p><u>GUEST SPEAKER:</u></p> <p><i>Felisa Israel, CEO 10 Fold Entertainment</i></p>	Sports Ethics
2 Wed June 22	<p><u>CONTRACT NEGOTIATION IN SPORT:</u></p> <p>A professional workshop with <i>Ned Colletti – GM LA Dodgers, 2004 - 2014</i></p>	Assigned Readings
3 Mon JUNE 27	<p><u>SPORTS MARKETING:</u></p> <p>Sport Marketing /4 Domains / Segmentation / Leagues & Teams</p> <p><u>GUEST SPEAKER:</u></p> <p><i>Joe Furin, GM, LA Memorial Coliseum and Sports Arena</i></p>	SBM Ch.10 SM Ch.2, 6, 9
4 Wed JUNE 29	<p><u>LABOR RELATIONS IN SPORT:</u></p> <p><u>GUEST SPEAKER:</u></p> <p><i>Ted Yeschin, Senior Director of Business Development - Wasserman</i></p>	SBM CH.5
5 Wed JULY 6	<p><u>SPORTS TECHNOLOGY:</u></p> <p><u>GUEST SPEAKER:</u></p> <p><i>David Meltzer, CEO – Sports 1 Marketing</i></p>	Readings Provided
6 Friday JULY 8	<p><u>SPORTS BROADCASTING:</u></p> <p><u>GUEST SPEAKER:</u></p> <p><i>Mike Ladge, Executive Director, Global Sports & Ent., Morgan Stanley</i></p>	SBM Ch.15 & 16
7 Monday JULY 11	<p><u>SPORTS AGENTS:</u></p> <p><u>GUEST SPEAKER:</u></p> <p><i>Leigh Steinberg, CEO, Steinberg Sports & Entertainment</i></p>	Sports Law Ch.5

<p>8 Wed JULY 13</p>	<p><u>SPORTS EVENT PRODUCTION & MANAGEMENT:</u></p> <p>GUEST SPEAKER: Christine Kerr, VP BaAM Production Gary Myers, VP Creative, BaAM Productions</p>	<p>SBM CH.9</p>
<p>9 Mon JULY 18</p>	<p><u>SPORT SPONSORSHIP:</u></p> <p>GUEST SPEAKER: <i>Angela LaChica – President & CEO, LaChica Sports</i> <i>Eric Johnson – Global VP Multi-Media Sales, ESPN</i></p>	<p>SBM Ch.11</p>
<p>10 Wed JULY 20</p>	<p><u>TICKET PRICING & VENUE-RELATED REVENUE STREAMS:</u></p> <p>GUEST SPEAKER:</p>	<p>SBM CH.13</p>
<p>11 Mon JULY 25</p>	<p><u>LEGAL PRINCIPLES IN SPORT:</u></p> <p>CASE DISCUSSIONS: MLB SAFETY NETTING / BRITNEY CECIL</p> <p>GUEST SPEAKER: <i>Trevor Whiffen, Partner, Dickenson-Wright</i></p>	<p>Assigned Readings</p>
<p>12 Wed July 27</p>	<p><u>Sports and New Media</u></p> <p>COURSE WRAP-UP</p>	<p>Assigned Readings</p>