

## **NASSM Teaching & Learning Fair**

**The North American Society for Sport Management Teaching and Learning Fair is a forum for the exchange of ideas, strategies, assignments, projects, and other teaching and learning tools of use and importance to sport management faculty. Presenters highlight an activity, case study, or any deliverable teaching tool, technique, or pedagogy from the Sport Management academic area that demonstrates education in action.**

### **2009 Presenters**

#### **Priscila Alfaro-Barrantes (Florida State University)**

##### **Activities promoting critical thinking**

##### **COSMA CPC: Legal Aspects of Sport**

This display features two activities for a Sport Law class; a mediation activity designed to increase an understanding of legal mediation and a paper addressing recently decided cases. The purpose is to illustrate applications of the law(s) under study. Both activities promote critical thinking and creativity. Handouts will be available.

#### **Robert E. Baker (George Mason University)**

##### **A Problem-Based Cooperative-Competition (PBCC)**

##### **COSMA CPC: Sport Marketing**

This display features an experiential assignment in sport marketing, integrating a cooperative learning activity with team competition, and problem-based learning strategies to facilitate learning. The PBCC framework integrating these learning concepts can be adapted to many content areas. A handout presenting sample assignment parameters and assessment rubrics will be available.

#### **John C. Barnes (The University of New Mexico)**

##### **Sports Management Internships and Students with Disabilities: Responsibilities and Practices for Success.**

##### **COSMA CPC: Integrative Experiences -- Internship, Capstone Experience**

The purpose of this poster is to provide a brief overview of relevant laws and requirements related to students with disabilities as well as to discuss some of the best practices for providing the accommodations and supports necessary for creating the best educational outcomes for students with disabilities.

#### **Natasha T. Brison, J.D. (Georgia State University)**

##### **Utilizing Mock Trials to Teach Sports Law**

##### **COSMA CPC: Legal Aspects of Sport**

This display features an overview of how Mock Trials can be used to teach Sports Law to Sport Management students. The Mock Trial experience facilitates a learning environment where students receive a hands-on approach to learning the law. An outline of the exercise is available in a handout.

**Charles E. Byrd, James J. Zhang, Daniel P. Connaughton, Michael S. Carroll, & Minkil Kim, University of Florida**

**Teaching and Learning Sport Management In The Global Context: Offering An Experiential Sport Management Course In Italy**

**COSMA CPC: Management**

This presentation features an overview of an international, study-abroad course for sport management students, with a focus on course rationale, objectives, development, activities, and evaluation. Course objectives included understanding international sport perspectives; conducting organizational, event, and facility observations; and learning from global academicians/practitioners. A copy of the syllabus is available.

**Jacquelyn Cuneen (Bowling Green State University)**

**The Double Journal: Students' Self- and Shared-Reflections On Course Content**

**COSMA CPC: Sport Marketing**

Double Journals enable students to consider marketing concepts outside of class then share their views in subsequent classes via group interaction. Information becomes personal and meaningful as students (a) reflect on lecture content, readings, or other materials, (b) explain their reflections to others, (c) then reconsider their views in shared-reflections.

**Emily Dane (St. John Fisher College)**

**"Sports Life" Board Game**

**COSMA CPC: Social Foundations of Sport**

This display features a board game showing social inequality during high school and college athletics. Students become characters that provide them with different outcomes based on various demographics. Beginning at high school, players progress encountering issues such as eligibility, violence, and sexuality. Handout will include characters, sample questions, and rules.

**Karen Danylchuk & Alison Doherty (The University of Western Ontario)**

**An Online Approach to Teaching an International Sport Management Course**

**COSMA CPC: All Core Components**

An overview will be provided of a unique international online learning and teaching community that has been in operation since 2003 involving a partnership of universities around the world. Specifically, it involves an international sport management case study course for senior undergraduate sport management students delivered via Web CT.

**Leigh Ann Danzey-Bussell & Imese Ivan (Ball State University)**

**Immersive Learning through Service Learning - Using Sport Law Class as a Catalyst**

**COSMA CPC: Integrative Experience, Legal Aspects of Sport**

This DVD presentation/display features an immersive learning project that engaged local high schools and community organizations in a unique field learning experience that incorporated new teaching techniques, technology, and a service learning component into a Sport Law class. The project timeline, guidelines and rubric are available for handout.

**Stephanie M. Diaz (Middle Tennessee State University)**

**Graduate Student Generated Web-based Case Studies utilizing Multimedia for Sport-Related Administration and Supervision Issues**

**COSMA CPC: Management**

This project incorporated the dynamic environment of sport and the Internet through a graduate student generated web-based case studies blog. Current video, images, news, blogs, book excerpts, and student commentary fulfilled the goal of providing an active learning instructional approach (student-centered) through Inquiry-guided learning (IGL).

**Stephen W. Dittmore (University of Arkansas)**

**Using Fantasy Football To Teach Sport Finance Principles**

**COSMA CPC: Finance/Accounting/Economics**

This presentation highlights how an in-class fantasy football game can be used to explain sport finance principles such as luxury tax, revenue sharing, ROI, budgeting, and more. This game has been used in the classroom with a high degree of success for four years. Instructions will be available as handouts.

**Dianna Gray (University of Northern Colorado)**

**Internet Scavenger Hunt: An Examination of the Dialogic Model in Web Site Design**

**COSMA CPC: Sport Communication (Public Relations)**

Structured peer or cooperative learning activities can serve to introduce students to interesting, relevant, and challenging subject content, as well as involve them in their own learning. This assignment provides the opportunity for students to process relevant theory (dialogic theory of public relations) by investigating its use in sport industry Web sites. A copy of the exercise is available in a handout.

**Richard L. Irwin (University of Memphis)**

**Client-based instruction for sport sales/revenue production**

**COSMA CPC: Sport Marketing**

This display will inform recipients on integrating client-based instruction using the Sport Sales Pentagon Model (Irwin, Southall, & Sutton, 2008). The model provides guidance to faculty currently using as well as those contemplating client-based, experiential learning activities and/or sales curriculum.

**May Kim (University of Florida)**

**Introduction of a Management/Human Resources Project and Its Evaluation Rubric**

**COSMA CPC: Management**

This presentation displays the introduction of a human resources project and its evaluation rubric. The project includes all HR practices needed for a new sport organization, such as setup of mission/goals and structure, design of job descriptions, hiring (e.g., ADs and interviews), training, evaluation/rewarding guidelines. Sample projects will be displayed.

**Heather Lawrence & Aaron Wright (Ohio University)**  
**Event Management/Marketing in Collaboration with Intercollegiate Athletics**  
**COSMA CPC: Sport Marketing; Sport Operations Management/Event & Venue Management**

This presentation is two-fold: 1) to share the successful development of a cluster course in Facility & Event Management and Sport Marketing and 2) to share a collaborative project with Intercollegiate Athletics in which students apply event & facility management and marketing knowledge and skills to an intercollegiate athletics event.

**Doris Lu, Daniel Rosenberg, & Darlene Kluka (Barry University)**  
**Comprehensive Examinations in Sport Management Master's Degrees: The *Barry Model*, Integrating Theory with Practice**  
**COSMA CPC: Integrative Experiences/Comprehensive Examination**

Comprehensive examination continues to be a relevant issue. An alternative comprehensive examination model (*Barry Model*) has been created to include core areas in a graduate sport management curriculum: management and leadership, governance, marketing, finance, facility and event management, research methods, law, and ethics. Assessment and preliminary data will be shared.

**Marilyn Mather (Dowling College)**  
**Alumni Night – Networking Skills**  
**COSMA CPC: Integrative Experiences**

The ability to network is a key factor in attaining internship and job positions in sport management. Students need structured opportunities to practice and an Alumni Night can provide an on-campus experience. The planning process, networking component and student feedback will be explained and a handout will be available.

**John Miller (Texas Tech University)**  
**Applying Service-Learning to Sport Marketing Classes**  
**COSMA CPC: Sport Marketing**

Stages of Kolb's model of experiential learning can be applied to service-learning within a marketing framework. This presentation will illustrate the steps followed in applying service-learning opportunities for sport marketing students to be able to understand the concrete aspects of the experience through their work with a minor league football team.

**Laura L. Miller & Brian D. Wood (California University of Pennsylvania)**  
**Facility Planning, Design and Anticipated Operation Case Study**  
**COSMA CPC: Facility and Event Management**

This display examines the utilization of a single real-world case study and the possibility of using the same example in multiple courses. The benefits derived from such an endeavor include team teaching, problem-based learning and a multitude of interdisciplinary opportunities. A description of the case and suggested course implementation strategies is available in a handout.

**Lisa M. Miller (Ohio Dominican University)**

**Strategies to Enhance Academic Success: What Do We Do as Teachers When We Truly Care About Leading Sport Management Student Excellence?**

**COSMA CPC: All Encompassing**

This display and interactive survey disseminates and collects information regarding sport management faculty perceptions regarding strategies that indicate a caring approach to teaching and leading sport management student success. A copy of reference resources and current findings is available in a handout.

**Tim Newman (York College of Pennsylvania)**

**Crisis Situations for PR/Media Relations in Sport**

**COSMA CPC: Integrative Experience**

This display features an experiential learning activity which can be modified for use in many types of courses. The activity involves crisis scenarios provided to groups of students and requires students to implement course materials and apply specific knowledge in the field while creating networking opportunities with the program's alumni.

**Michael E. Pfahl (Ohio University)**

**Critical Assessment Instrument for New Media Marketing by Sport Organizations**

**COSMA CPC: Sport Marketing and Integrative Experiences**

Displayed is an Excel-based instrument co-created between the students and teacher that allows the students to then critically analyze the interconnected new media strategies of sport organizations utilizing different criteria factors (e.g., backend functionality, interactivity, sponsorship/monetization). The student outcome is a data-driven written report with recommendations. Handouts are available.

**David Pierce & Jeffrey Petersen (Ball State University)**

**Ticketing Operation and Promotion in Sport (TOPS)**

**COSMA CPC: Sport Marketing**

This display will assist educators in implementing an experiential learning initiative in sport sales. Issues addressed include: negotiating contracts with intercollegiate and professional sport organizations, sales training methods, creating and operating an on-campus call center, peer mentoring, course design, assessment, curricular fit, and professional and scholarly benefits for faculty.

**Brenda Pitts (Georgia State University)**

**Developing Partnerships with local Sport Business as a "Living Classroom" for Students to Enhance Learning Sport Consumer Market Research Techniques.**

**COSMA CPC: Sport Marketing**

Many faculty and students are eager to apply course content in a real business with real hands-on experience from which everyone benefits. We share the model we created for a "Living Classroom" with local sport businesses and a course designed for this purpose. Ideas and syllabus will be available.

**B. David Ridpath, Ohio University**  
**Sponsorship Case Competition**  
**COSMA CPC: Sports Marketing**

This display features the criteria for a sponsorship case study competition. Each class is broken down in 5-6 groups to do a sponsorship evaluation and then develop and pitch a sponsorship proposal. Each group presents ideas on the same proposal. A grading rubric and evaluation criteria is available via handout.

**Brenda A. Riemer (Eastern Michigan University)**  
**Service Learning For Facility Management**  
**COSMA CPC: Event & Venue Management**

A service learning project was conducted to help a community sport organization evaluate their facility (renovation vs. new construction). Students researched construction costs, site locations, and zoning laws. The organization was presented with the findings. A summary of the findings is displayed, along with a hand-out.

**Linda L. Schoonmaker (The Citadel)**  
**Final Examination Case Study in Sport Leadership**  
**COSMA CPC: Management -- Sport Leadership**

This display features a final examination case study used in a Management and Leadership in Sport Organizations undergraduate course. The case study is designed to determine students' overall comprehension of the course content and their ability to apply the course concepts. A copy of the case study will be available.

**David Scott & Todd Seidler (University of New Mexico)**  
**Learning Outcomes Assessment for MS and PhD Programs**  
**COSMA CPC: All Core Components**

This display features learning outcomes assessment planning grids for the MS and PhD programs in Sport Administration at the University of New Mexico. These grids provide specific information regarding key learning goals and objectives for COSMA recognized content areas, examples of direct and indirect assessments, and bi-annual assessment review plans.

**Sandra Slabik (Neumann College)**  
**Course Design for Senior Seminar**  
**COSMA CPC: Integrative Experience**

The course is designed to simulate the departments of a sport management company. Class meetings simulate a staff meeting where students report from their position in one of six departments on current issues they have researched relative to their department. Discussion on implications to company and sport industry follows.

**Glenn Steimling (University of Colorado at Colorado Springs)**  
**Student Teams In Real-World Settings (Engagement Activities)**  
**COSMA CPC: Sport Marketing**

Cooperative partnerships with community sport organizations were developed to provide students with hands-on experience in creating marketing, sponsorship and event plans. This

allows students teams to work with 'client' agencies and apply classroom principles to real-world settings. Student presentations will be featured along with the project assignment and evaluation rubric.

**Rey Trevino (University of Houston)**

**Service Learning Experience in Sport Management**

**COSMA CPC: Sport Management & Integrative Experience**

The display will feature the learning process and its relationship to basic management and event management principles, and benefits to the students, faculty, and agencies. A laptop slide show will include pictures from recent experiences. A handout will include the service learning basics, examples of reflection, and a list of relevant literature.

**Erienne A. Weight (Bowling Green State University)**

**Town Hall Stadium Subsidization Activity**

**COSMA CPC: Sport Finance**

This exhibit features an activity constructed to demonstrate issues related to public subsidization of a major sport venue. Seventeen different roles are included through which students discuss the issues and hold a town hall meeting culminating with a referendum vote. Email addresses will be collected order to disseminate the activity.

**Athena Yiamouyiannis (Ohio University)**

**Goal Planning for Students: From the Personal Level to the Professional Level**

**COSMA CPC: Management/Sport Governance**

This assignment is designed to increase the ability of students to develop goals, objectives, and tactics/steps based on core values. The assignment is useful in demonstrating a link between personal planning and organizational planning. A copy of the assignment is available in a handout.