

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.

2010 Presenters

Tariq Ahmad (University of Northern Colorado)

Make Your Message Stick

COSMA CPC: Integrative Experiences

The purpose of this handout is to provide a better way to communicate sport principles to your class. Applying qualities of SUCCEsSs, as outlined in the book 'Made to Stick,' can increase students' information retention, allowing for improved learning experiences. A hypothetical sport finance case displaying these methods is provided.

Gregory Austin (Colby-Sawyer College)

Council on Aging Sport Festival

COSMA CPC: Integrative Experience

Display will feature information reporting a class project to develop a sport festival for aging adult populations in a geographic area over represented in the 65 years of age plus demographic. Class partnered with local Council on Aging to develop ideas for a sport festival that activated and engaged participants.

Robert E. Baker & Craig Esherick (George Mason University)

Building a bridge to the industry in sport management

COSMA CPC: All Content Areas

Academic rigor and professional relevance are achieved through incorporating sport industry applications in credit-bearing field experiences and traditional classes. Strategic linkages executed through the curriculum yield positive outcomes for students, employers, and programs. Strategies for successfully building sport industry relations across the curriculum are presented with specific examples provided.

Jordan Bass (The Florida State University)

Market Segmentation and Targeting

COSMA CPC: Sport Marketing

This display features an activity designed to stimulate the creativity of the students by engaging them in redesigning promotional signs distributed by The Florida State athletic department. The students will select a specific target market and construct a new sign they believe will target the specified group most effectively.

Dennis Bechtol & Justin Harmon (Northwood University Florida Campus)

Critical Thinking Teaching Methods

COSMA CPC: Integrated Critical Thinking Skill related to Sport Management Principles

Critical thinking assignments and activities may include the following: Peer-Reviewed and Professional Article Analysis; Textbook Chapter Analysis using the SEEI method of critical understanding; Film Analyses; Ethical / Sociological Case Studies; Legal Briefs; Risk Management Analyses; Situational Debates; Reflective Journal Entries; Code of Conduct Analyses; and Mock Press Conferences.

Dusko Bogdanov (The Florida State University)

Tomorrow's Sport Management Leaders Today: 'One Day in September'

COSMA CPC: Sport Leadership/Strategic Management

This display features a discussion on how the documentary, 'One Day in September' can prepare future sport managers. This assignment assists students in assessing their problem solving and strategic management skills if a mega event should be in crisis mode. A copy of the assignment is available in a handout.

Lori L. Braa (University of Northern Colorado)

Did Someone Say Budget? How to use Excel to Teach Financial Skills

COSMA CPC: Finance/Management

This exercise is designed to increase students' familiarity with spreadsheets by entering and manipulating data, using formulas, adjusting the format, and graphing data related to financial planning. The exercise involves use of Excel and is designed to give students practical experience in budget management. A handout will be available.

Susan Brown Foster (Saint Leo University)

Internship Organizational Analysis and Assessment Rubric

COSMA CPC: Integrative Experience

Integrating classroom theory into practice is extremely important for experiential learning. The organizational analysis, based primarily on Chelladurai's functions of management (2009), asks the student to examine many aspects of the internship organization. The analysis also investigates history, forecasting, market planning, risk management, and ethics. Grading rubric will be available.

Jacquelyn Cuneen (Bowling Green State University)

Market Positioning – Uses As A Classroom Activity or Outside Assignment/Project

COSMA CPC: Sport Marketing

Market positioning requires an internal focus group to determine what sets a company apart from competitors. Sequential listings of strengths and key features lead to the identification of one unique feature to which competitors cannot lay claim (i.e., the market position). An example using the Lake County Captains is provided.

Guy Danhoff (Missouri Baptist University)

Facility Business Project Rubric for Senior Seminar Students

COSMA CPA: Integrative Experience - Capstone Experience

This display features a rubric constructed to evaluate students' facility business projects. The rubric is used to assess application principles (facility design, marketing, operations), analytical soundness (goals/objectives, strategies, assumptions, tactics), and professional style (organization, credibility, creativity, and visionary leadership). A copy of the rubric is available in a handout.

Leigh Ann Danzey-Bussell (Ball State University)

Hands-on Sport Communication

COSMA CPC: Integrative Experiences

Putting knowledge into practice, students enrolled in Sport Communication partner with high schools and organizations, functioning as "Sports Information Specialists." Fulfilling "client" needs, students design and create media guides, event programs and marketing materials. Copies of course assignments, rubrics and group evaluations will be available. Project examples will be displayed.

Jess C. Dixon (University of Windsor); Luisa Velez, Ted Fay, Mark Dodds, & Kevin Heisey (SUNY Cortland); Myles Schragm (Human Kinetics Publishers)

**Casing Sport Management: Exploring the Feasibility a Peer-Reviewed Case Study Database
COSMA CPC: Application to all CPC areas**

This exhibit is intended to spark a dialogue regarding the feasibility of developing a database of peer-reviewed teaching cases in sport management. Presenters will share information regarding their personal experiences using the case method and discuss strategies for how to further the use of this pedagogical approach in the classroom.

Lydia Dubuisson (Texas A&M University)

**The Group Marketing Plan Assignment: Student Consulting for Local Sports Practitioners
COSMA CPC: Sport Marketing**

The purpose of this display will be to present ways to enhance student learning through consulting with local sports practitioners. Outlined will be benefits to students, community and the university. Recommendations for practitioner selection, student/practitioner interaction and the actual assignment will be provided in a handout.

Andrea N. Eagleman (Indiana University)

**Sport Ticket Sales Project with a University Athletic Department
COSMA CPC: Integrative experience**

This display includes an assignment description that instructors may use to develop a hands-on sport ticket sales project with their university's athletic department. The display includes a handout of the assignment, as well as a continuous laptop presentation on the presenter's experience with this assignment.

Carol A. Fletcher (St. John's University)

**Student Professional ePortfolios
COSMA CPC: Integrative Experience**

This exhibit features a display of student ePortfolio presentations highlighting professional style; organization, credibility, creativity, and enactment. The Professional ePortfolio brings to light individual personal expertise and interests. ePortfolio links handout will be available.

Lori Frey (Wilson College/Chambersburg, PA)

**Women in Sport Management Textbooks: Digital Display and Learning Activity
COSMA CPC: Management (Sport Leadership) and Ethics in Sport (Diversity)**

A classroom presentation illustrating the representation of women in sport management textbooks will be displayed via laptop. An accompanying classroom activity which engages students in an analysis of the pictorial portrayal of women is provided. The classroom presentation and supporting data is available online.

Gerald Gilsdorf (Tusculum College)

**Using Technology to Design a Specialized Recreation/Sport Facility
COSMA CPC: Management**

This display features a project that utilizes technology to design a specialized recreation/sport facility. Google SketchUp 7 is a free download that is used to create, modify and share 3D models for this project. A copy of the project expectations and a rubric to assess the assignment will be included in a handout.

Deron G. Grabel (Post University)

Service Learning in a Sport Management Course

COSMA CPC: Integrative Experience, Event Management, Social Foundations of Sport

This display features a service learning experiential education activity. A project designed to facilitate interaction between Sport Management majors, local elementary school age children, and the university athletic department was completed. Handouts are available and email addresses will be collected to disseminate additional requested information.

Dianna Gray (University of Northern Colorado)

Corporate Culture: The Case of Nike

COSMA CPC: Management

This assignment introduces students to the concepts of metanorms, rituals, myths and heroes as applied to corporate cultures (viz., Nike). Students diagnose unique corporate cultures, determine the impact a CEO can have on the organization's culture, and thus better understand/appreciate the impact a corporate culture can have on employee behavior. A copy of the assignment is available in a handout.

Elizabeth Gregg & Laura Chambers (Jacksonville University)

Service Learning and the Acquisition of Practical Knowledge

COSMA CPC: Sport Marketing

This display highlights a service learning component for a Sport Marketing course. The service learning project entails a partnership with a non-profit agency. Students assist with the development of marketing materials. The purpose of the activity is to provide a practical application to theoretical material and to enhance community engagement.

David P. Hedlund (The Florida State University)

From Sport Management to Employment: Using a Personal Sport History Autobiography

COSMA CPC: Capstone Experience

This display features an autobiographical assignment which is designed to promote critical thinking about one's own personal experiences relative to sport. This assignment assists students in assessing their personal sports' experiences and relative skills as they segue into sport-based employment. A copy of the assignment is available in a handout.

Julie Higgins (Mount St. Mary's University)

Special Olympics – Sport Management Partnership: Course Design & Internship

COSMA CPC: Integrative Experience (Internship) and Management (Event & Venue Management)

This presentation discusses a partnership between Sport Management department and Special Olympics. It consists of an Event Management course taught by Special Olympics personnel, and the potential for an internship with Special Olympics to help plan, execute a large Special Olympics competition the following semester. A handout will be provided.

Liyan Jin, Daniel P. Connaughton, James J. Zhang, & Charles E. Byrd (University of Florida)

Post-Games Marketing and Management of Olympic Venues Course

COSMA CPC: Management

Marketing of Olympic venues after the Games is a challenging task for the host city and country. This presentation focuses on how an experiential study abroad course was developed and delivered. In-class and on-site (Beijing, China) course content included venue marketing, event management, and preserving Games history and heritage.

Jennifer J. Kane & Jason W. Lee (University of North Florida)
Community Based Transformational Learning: Interdisciplinary Approaches
COSMA CPC: Integrated Experience

This display will provide information regarding community based transformational learning (CBTL). Suggestions for engaging students in interdisciplinary CBTL projects will be provided. Issues surrounding the development of community partners, funding, and grading will be highlighted. Examples of CBTL projects will be presented featuring the benefits and challenges of each.

Aaron Livingston & Cindy Lee (West Virginia University)
Virtual Portfolios for effective Internship/job search

COSMA CPC: Integrative experience

Virtual Portfolios compared to traditional paper resume can provide an advantage to students in their internship and job searching by effectively exhibiting their experience, relevant projects, and any related materials to potential employers. Components and learning process of Virtual Portfolios will be presented.

Doris Lu-Anderson (California State University, Long Beach); Daniel Rosenberg & Darlene Kluka (Barry University); Paul Choi (Missouri Western State University)

Internship Program in Sport Management Master's Degree: The *Barry Model*, Integrating Theory with Practice

COSMA CPC: Integrative Experiences/Internship

Internship continues to be a relevant issue. An effective master's degree internship program (*Barry Model*) has been created to allow students to integrate theory with practice. Instruction materials and preliminary data will be shared.

Lisa M. Miller (Ohio Dominican University)

Assessment Rubric for Personal Development as Part of the Integrative Experience

COSMA CPC: Integrative Experiences

This display provides a rubric to evaluate students' personal development as part of the integrative experience. The rubric is used to assess characteristics desirable of graduates. These may include: strives for excellence, works well with diversity, positive attitude, and meaningful life direction. A copy of the rubric will be available.

John Miller (Texas Tech University)

An Identification of Service-Learning Stages in Sport Management Internships

COSMA CPC: Integrative Experiences

This presentation will identify the four learning stages: concrete experience, reflective observation, abstract conceptualization, and active experimentation that students go through during an internship experience. Thus, students can bridge the gap between theories and application to the "real world". Copies of the stages applied to internships will be provided.

Heather Muir (University of Northern Colorado)

Classroom Activity for Emphasizing the Importance of Market Research

COSMA CPC: Sport Marketing

This display features a classroom activity developed to emphasize the importance of market research. Students compare their assumptions about motives for attendance at women's sports with the results of several studies based on the Sport Interest Inventory. A copy of the activity materials will be available as a handout.

Tim Newman (York College of Pennsylvania)
Facility/Event Management Practicum Management & Evaluation
COSMA CPC: Management

This display features the structure and responsibilities associated with the Sport Management Practicum program. It includes example rubrics for the self evaluation (student) and the supervisor evaluation (professional staff) completed and shared with all parties. Handouts of the rubrics will be available.

Craig Paiement (Ithaca College)
Model UNFL: Teaching Governance and Policy in a project based course
COSMA CPC: Integrative experience

This presentation outlines a problem-based course designed to have students act as league officers and team owners in various North American markets in establishing a league and governance structure. Students develop and evaluate relevant league policies, navigate conflicts, develop alliances and negotiate rules of order in a guided classroom experience.

Gina Pauline (Syracuse University)
Developing sport event management curriculum and necessary event partnerships
COSMA CPC: Management (Event & Venue Management)

This display will have two purposes: 1) to share the successful development of a Sport Event Management concentration; 2) to share some of the real world experiences that students have been engaged in, applying event management and sponsorship knowledge to a variety of professional, amateur, and collegiate events. A description of each of the events and assignments associated with the events will be available in a handout.

Jeff Pauline (Syracuse University)
Overtraining Syndrome (OTS), Staleness, and Burnout Case Study
COSMA CPC: Social, Psychological, International Foundations of Sport

This display features a case study to increase students' understanding of overtraining syndrome, staleness, and burnout. OTS and burnout can short-circuit promising careers. Therefore, it becomes vital to understand the symptoms, causes, and strategies to reduce its occurrence. A copy of the case study and PowerPoint presentation will be available.

Ted Peetz & Nancy Lough (University of Nevada Las Vegas)
Marketing the "Big Game": A Case Study Approach
COSMA CPC: Sport Marketing

This display presents a student fan loyalty program at a mid-size Midwestern University. The case study approach is used to outline marketing concepts relative to increasing attendance and providing higher quality customer service. Summaries as well as directions for application in the classroom will be available.

Jeffrey Petersen (Baylor University); Lawrence Judge & David Pierce (Ball State University)
Engaging Experiential Service Learning through a Co-Curricular Club
COSMA CPC: Sport operations management/event & venue management

This project demonstrates the application of experiential learning methods to develop and apply students' skills in event management within the setting of a co-curricular club. The *Chase Charlie Races* will be presented as a model for application in other settings. An event timeline and event manual outline will be provided.

David Pierce (Missouri Baptist University)

Senior Seminar ePortfolios

COSMA CPA: Capstone Project

Development of student ePortfolios is featured in this display. An ePortfolio grading rubric is introduced that assesses creative use of technology, content, organizational mechanics, and personal reflection. A sample ePortfolio and the grading rubric are available as handouts.

Brenda Pitts (Georgia State University); Sonja Lilienthal (San Jose State University)

The Lesbian and Gay Sports Consumer: Socio-Cultural Marketing Information for Teaching About and Inclusion in Sport Management Curriculum

COSMA CPC: Social, Psychological and International Foundations of Sport; and, Sport Marketing

This display features content, literature, film, and website information with assignments and activities for teaching about lesbian and gay sports consumers as athletes and fans; offers information relating to both 'mainstream' and lesbian and gay sports; and, focuses on sports socio-cultural, business, and marketing courses. A handout is available.

Lamar Reams (University of Northern Colorado)

NCAA Bylaws Activity

COSMA CPC: Sport Management (Leadership)

This project will include information pertaining to an activity that will increase students' knowledge of current NCAA bylaws. Students will be evaluated upon their knowledge and their ability to apply the bylaws in a Division I collegiate athletic setting. A handout including the activity and ideas will be provided.

Brenda A. Riemer (Eastern Michigan University)

Going Green in Facility Management

COSMA CPC: Event & Venue Management

Students worked on projects to enhance their understanding of green facility construction and management. Students researched construction costs, site locations, and energy cost efficiency. Projects included green heating options at a current facility, tennis court construction, and swimming pool renovation. Project summaries are displayed, and a handout is available.

Linda L. Schoonmaker (The Citadel)

Budget Management Case Study

COSMA CPC: Finance/Accounting/Economics

This case study tests the students' understanding of managing an organizational budget as the fiscal year proceeds. The student is presented with revenue and expense information for selected periods of time during the fiscal year and must make decisions on the best course of action for the organization.

Pete Van Mullem (St. Cloud State University)

Facilitating Classroom Discussion through Participation in an Online Blog

COSMA CPC: Sport Leadership

This display features an online blog to enhance classroom discussion. Information will be provided on methods to implement participation in an online blog and facilitate classroom conversation. A laptop will be used to demonstrate the blog and a handout will be provided.

Frank R. Veltri (University of Kansas)

Online Teaching the Hybrid Way: A New Twist to Sport Marketing

COSMA CPC: Sport Marketing

Sport marketing courses can be designed to use the hybrid model. In designing the sport marketing course, a new twist to the traditional hybrid course of two meetings was developed. This hybrid course was designed with a series of interactions with the students and a contribution of guest speakers.

Hal Walker (Elon University)

An Engaged Course Design for Teaching Event Management

COSMA CPC: Event Management & Integrative Experiences

This course features an applied, student-centered approach to teaching event management and leadership. Two groups form committees (15 students each) and plan two special events. Course goals include the organization and implementation of a "professional" event, and each event strives to break-even or raise funds for a chosen philanthropy.

Erienne A. Weight (Bowling Green State University), Sally Ross (University of Memphis), & Coyte Cooper (University of North Carolina - Chapel Hill)

Volleyball Budget Analysis - Excel Tutorial

COSMA CPC: Finance/Accounting/Economics

This display features an assignment constructed to teach and/or refresh basic principles of data-management in Microsoft Excel. The assignment utilizes an intercollegiate volleyball budget to give hands-on opportunities to utilize various formulas and functions in Excel. Instructions accompany each question as the assignment is designed as a tutorial.