

NASSM's ETHICAL CREED
(Accepted June, 1992)

Members of the NORTH AMERICAN SOCIETY FOR SPORT MANAGEMENT are scholars and practitioners within a broad profession, who honor the preservation and protection of fundamental human rights. We are committed to a high level of professional practice and service. Our professional conduct shall be based on the application of sound management theory developed through a broadly based humanities and social scientific body of knowledge about the role of developmental physical activity in sport, exercise, and related expressive activities in the lives of all people. Such professional knowledge and service shall be made available to clients of all ages and conditions, whether such people are classified as accelerated, normal, or special insofar as their status or condition is concerned.

As NASSM members pursuing our subdisciplinary and professional service, we will make every effort to protect the welfare of those who seek our assistance. We will use our professional skills only for purposes, which are consistent with the values, norms and laws of our respective countries. Although we, as professional practitioners, demand for ourselves maximum freedom of inquiry and communication consistent with societal values, we fully understand that such freedom requires us to be responsible, competent, and objective in the application of our skills. We should always show concern for the best interests of our clients, our colleagues, and the public at large.

THE CODE OF ETHICS

of the

North American Society for Sport Management
(accepted June, 1992)

Canons or Principles

The following canons or principles, arranged according to category or dimension, shall be considered by the sport manager in the performance of professional duties:

Category I: The Professional's Conduct as a Sport Manager

- A. **Individual Welfare.** The sport manager should hold paramount the safety, health, and welfare of the individual in the performance of professional duties.
- B. **Service where Competent.** The sport manager should perform services only in his/her areas of competence.
- C. **Public Statements.** The sport manager should issue public statements in an objective and truthful manner, and shall make every effort to explain where statements are personal opinions.

- D. **Solicitation of Employment**. The sport manager should seek employment only where a need for service exists.
- E. **Propriety**. The sport manager should maintain high standards of personal conduct in the capacity or identity of the physical and health educator.
- F. **Competence and Professional Development**. The sport manager should strive to become and remain proficient in professional practice and the performance of professional functions.
- G. **Integrity**. The sport manager should act in accordance with the highest standards of professional integrity.

Category II: The Professional's Ethical Obligations to Students/Clients

- H. **Primacy of Students/Clients' Interests**. The sport manager's primary responsibility is to students/clients.
- I. **Service as Agent or Trustee**. The sport manager, when acting in professional matters for employer or student/client, should be a faithful agent or trustee.
- J. **Rights and Prerogatives of Clients**. The sport manager should, in considering the nature of the relationship with the student/client, make every effort to foster maximum self-determination on the part of the students/clients.
- K. **Confidentiality and Privacy**. The sport manager should respect the privacy of students/clients and hold in confidence all information obtained in the course of professional service.
- L. **Fees**. When setting fees for service in private or commercial settings, the sport manager should ensure that they are fair, reasonable, considerate, and commensurate with the service performed and with due respect to the students'/clients' ability to pay.

Category III: The Professional's Ethical Responsibility to Employers/Employing Organizations

- M. **Commitments to Employers/Employing Organizations**. The sport manager should adhere to any and all commitments made to the employing organization. The relationship should be characterized by fairness, non-maleficence, and truthfulness.

Category IV: The Professional's Ethical Responsibility to Colleagues/Peers and to the Profession

- N. **Respect, Fairness, and Courtesy.** The sport manager should treat colleagues with respect, courtesy, fairness, and good faith.
- O. **Dealing with Colleagues' Students/Clients.** The sport manager has the responsibility to relate to the students/clients of colleagues with full professional consideration.
- P. **Maintaining the Integrity of the Profession.** The sport manager should uphold and advance the values and ethical standards, the knowledge, and the mission of the profession.
- Q. **Development of Knowledge.** The sport manager should take responsibility for identifying, developing, and fully utilizing established knowledge for professional practice.
- R. **Approach to Scholarship and Research.** The sport manager engaged in study and/or research should be guided by the accepted convention of scholarly inquiry.

Category V: The Professional's Ethical Responsibility to Society

- S. **Promoting the General Welfare.** The sport manager should promote the general welfare of society.
- T. **Community Service.** The sport manager should regard as primary his/her professional service to others. He/she should assist the profession in making information and services relating to desirable physical activity and health practices available to the general public.
- U. **Reporting Code Infractions.** The sport manager has an ethical responsibility to society in that minor and major infractions by colleagues should be reported to the appropriate Committee of the professional society (when and where such a mechanism exists).