Program: Recreation and Sport Management, Sport Management Concentration

Mission Statement: The Sport Management program provides an exceptional undergraduate education with an emphasis on community and public service, integrating teaching, research, and creative activity in an engaging, challenging, and supportive learning environment to prepare productive sport and fitness management professionals.

Communication of Outcomes: Program outcome goals are provided to students in the following ways: (a) listed in course syllabi, (b) posted on the course blackboard site, and (c) posted on the department/program web page.

Program Outcome Goals:
Display an understanding of:

1. Strategic management and practice used in diverse sport settings.
2. Marketing principles and sales management techniques used in diverse sport settings.
3. Public relations tactics and strategies used in diverse sport settings.
5. Leadership development and practice, including ethical decision-making, used in diverse sport settings.
6. Governance and legal dimensions of sport management practice used in diverse sport settings.
7. Standards and practice in sport event and sport facility management.
## Goal 1: Strategic management and practice within diverse sport settings.

<table>
<thead>
<tr>
<th>Student Learning Outcomes</th>
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<th>Assessment Method(s)</th>
<th>Source(s) of Assessment</th>
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<th>Person(s) Responsible</th>
</tr>
</thead>
</table>
| 1.1 Students will identify concepts of management theory and understand how these concepts can improve organizational performance. | I: 100  
P: 210, 215, 391  
R: 315, 334, 415, 420, 450, 480, 491 | Internship supervisor evaluation | 491 | SPM program coordinator |
| 1.2 Students will analyze the relationship between the sport business environment, strategic planning, and organizational performance. | I: 100  
P: 210, 215, 391  
R: 334, 355, 415, 420, 450, 475, 480, 491 | Case study rubric | 210 | Instructor of record |
| 1.3 Students will implement evidence based decision-making strategies. | I: 100  
P: 210, 215, 391  
R: 334, 355, 415, 420, 435, 450, 480, 491 | Sport marketing plan rubric | 420 | Instructor of record |

**Notes:**

All courses have a RCSM prefix.  
All courses are 3 credit hours, except for RCSM 491 -- 6 credit hours.  
This assessment plan corresponds to the new RCSM-SPM curriculum that is starting in F15.
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<td>2.1 Students will analyze a sport product/service by deconstructing its brand.</td>
<td>I: 100 P: 210, 391 R: 334, 415, 450, 480, 491</td>
<td>Sales plan rubric</td>
<td>480</td>
<td>Instructor of record</td>
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</tr>
<tr>
<td>2.2 Students will assess the effectiveness of a sport marketing plan by evaluating market segments, product position, and sales.</td>
<td>I: 100 P: 210 R: 420, 491</td>
<td>Case study rubric</td>
<td>420</td>
<td>Instructor of record</td>
<td></td>
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<tr>
<td>2.3 Students will construct a marketing plan for a sport product brand and strategize how to effectively implement the plan.</td>
<td>I: 100 P: 210 R: 420, 491</td>
<td>Sport marketing plan rubric</td>
<td>420</td>
<td>Instructor of record</td>
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| 3.1 Students will develop a communication plan for a sport organization. | I: 100  
P: 210, 315  
R: 355 | Communication plan rubric | 355 | | Instructor of record |
| 3.2 Students will assess the market climate for a sport organization and prepare a public relations campaign to improve the market climate. | I: 100  
P: 210  
R: 355, 420, 475 | Public relations plan rubric  
Senior exit exam | 355 | | Instructor of record |
| 3.3 Students will apply public relations concepts using online communication mediums. | I: 100  
P: 210  
R: 355 | Checklist | 355 | | Instructor of record |
### Goal 4: Financial and economic dimensions of sport management practice in diverse sport settings.

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| 4.1 Students will understand economic impact and analyze its relationship with sport events and facilities. | I: 100  
P: 210  
R: 334, 415, 450, 480                                                                                      | Case study rubric     | 334                      |                          | Instructor of record    |
| 4.2 Students will apply tools of financial management in the sport industry.                | I: 100  
P: 210  
R: 334, 450, 475, 480                                                                                      | Case study rubric     | 334                      |                          | Instructor of record    |
| 4.3 Students will perform basic analysis of a sport organization’s financial performance.   | I: 100  
P: 210  
R: 334, 450, 475, 480                                                                                      | Financial analysis rubric | 334                      |                          | Instructor of record    |
## Goal 5: Leadership development and practice, including ethical decision-making, used in diverse sport settings.

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<td>5.1 Students will analyze personal and professional leadership knowledge, skills, and dispositions.</td>
<td>I: 100  P: 210, 215, 391  R: 315, 415, 435, 450, 491</td>
<td>Reflection paper rubric</td>
<td>315</td>
<td>Instructor of record</td>
<td></td>
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<tr>
<td>5.2 Students will identify personal and professional beliefs, values, and ethical principles.</td>
<td>I: 100  P: 210, 215, 391  R: 315, 491</td>
<td>Philosophy paper rubric</td>
<td>315</td>
<td>Instructor of record</td>
<td></td>
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<td>5.3 Students will apply leadership and ethical decision-making techniques to sport business issues.</td>
<td>I: 100  P: 210, 215  R: 315, 334, 420, 435, 450, 480, 491</td>
<td>Case study rubric</td>
<td>315</td>
<td>Instructor of record</td>
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Goal 6: Governance and legal dimensions of sport management practice in diverse sport settings.

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| 6.1 Students will recall key legislation and its substantive impact on sport and sport business. | I: 100  
P: 215  
R: 415, 435, 450, 480, 491 | Course exam | 435 | Instructor of record |
| 6.2 Students will define legal theory of negligence, its elements, defenses, and applications. | I: 100  
P: 415, 450, 391  
R: 415, 435, 450, 491 | Case study rubric | 435 | Instructor of record |
| 6.3 Students will analyze how policies are constructed and understand the implications for sport governance. | I: 100  
P: 391  
R: 215, 435, 491 | Course exam | 435 | Instructor of record |
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| 7.1 Students will differentiate the key concepts of planning events in a sustainable manner. | I: 100  
P: 210, 391  
R: 415, 450 | Special events plan rubric | 450 | Instructor of record |
| 7.2 Students will differentiate the key concepts of planning/managing facilities in a sustainable manner. | I: 100  
P: 210, 391  
R: 415, 450 | Facility management plan rubric | 450 | Instructor of record |
| 7.3 Students will develop a compressive risk assessment and crowd control program. | I: 100  
P: 210, 391  
R: 415, 450 | Facility management plan rubric | 450 | Instructor of record |