

# **Sport and Public Policy- SPM 300**

## **Course Syllabus**

Summer

3 credit hours

**Locations:** WKU Web course

**Instructor:** Terry Obee

Office: Smith Stadium East: 1021

Phone: (270) 745-6037

Email: [terry.obee@wku.edu](mailto:terry.obee@wku.edu)

Office Hours: By appointment only

Welcome to SPM 300- Sport and Public Policy. This course is designed to provide students with an understanding of the social, political and economic dynamics of the sports industry and how these fluid relationships shape public policy in regards to sports. To ensure a worthwhile experience, students must be organized, motivated and willing to participate.

### **Course Description:**

This three credit hour course will examine the social, political and economic impact of national and international sport. Topics include structure of public finance of sport, sport and public health, community ownership, globalization of sport, and professional sports.

**Objectives:**

Upon successful completion of the course, students should be able to do the following:

- 1) Explain how sport programs are affected by public policy.
- 2) Explain the political economy of sport facility development and summarize the rationale for public finance of sport stadia.
- 3) Describe the professional sports labor market which includes the globalization of the work force, work stoppages, collective bargaining, and player's salaries.
- 4) Identify public policy factors that contribute to, and detract from physical activity of American citizens.
- 5) Critically analyze economic impact studies and explain their justification as rationale for developing public policy.

**Required Textbook Information:** Santo, Charles A., Mildner, Gerard C.S. (Eds.). (2010). *Sport and Public Policy: Social, Political, and Economic Perspectives*. Champaign, IL: Human Kinetics. ISBN-10: 0-7360-5871-0

This class requires students be able to access the class website on blackboard. Blackboard is WKU's primary online course delivery system and can be accessed at <http://blackboard.wku.edu> or by selecting the Blackboard link from the Quick Links tab located at the top right hand side of the WKU homepage. **E-mail Correspondence and Course Website:**

The University uses students' TopperMail accounts (WKU email address) exclusively for all university communication. The instructor will adhere to this policy and send messages to students' TopperMail addresses only. Students are responsible for all announcements sent by the

instructor and any assignments posted on the course website. When students email the instructor, be sure to include the course title and the section number in the subject line of the email (for example everyone in this class should include SPM 300 in the subject of their email). All emails sent during the week (Monday-Friday) will be answered within 12 hours of when they are received. Emails sent after 5pm on Fridays and throughout the weekend may not be answered until the following Monday morning by 9:30am.

### **Using Blackboard:**

All quizzes assignments, exams, as well as additional course materials will be presented and submitted through the course website on “Blackboard.” Therefore it is imperative that every student be able to access the course website on blackboard so as to access materials, turn in assignments, and take exams and quizzes.

To access Blackboard:

- 1) Go to [www.wku.edu](http://www.wku.edu)
- 2) In the upper right hand corner, you will see links to various sites, one of which is titled Quick Links. When you move your cursor over the Quick Links one of the links available is Blackboard.
- Click the word “Blackboard.”
- 3) You will be required to login using your WKU Net ID username and password.
- 4) After logging in, on the right-hand side of the screen, you will see the course name underlined, *Introduction to Sport Management*. Click on the course name.
- 5) Now you will see a screen that will have any current announcements in the center. To the left will be a black list of menu items, such as “Course Documents,” “Assignments,” etc.
- Click on these, depending on what you want to do.

## **Grading**

Student Profile = 25 pts

Outline and references for research paper = 50 pts.

Discussion Boards (4 X 25) = 125 pts.

#1 Learning Activity = 175 pts.

#2 Learning Activity = 175 pts.

Research paper = 400 pts.

A = 90%

B = 80%

C = 70%

D = 60%

F = 50% or below

**Further details about the class and a more detailed syllabus and class calendar will be posted on Topnet and the course website on Blackboard at least one week prior to the beginning of class.**