

UNIVERSITY OF PENNSYLVANIA
WHARTON SCHOOL

LGST 207– FALL 2019
MANAGEMENT

Tues 3:00PM - 6:00PM
Instructor: Rob DiGisi Office: JMHH 634
rdigisi@ironhorsemarketing.com

SPORTS BUSINESS

Vance Hall B10
Office Hours: Tu 1:30-2:45PM
Cell: 302-379-0848

SYLLABUS

COURSE DESCRIPTION :

The sports industry has become the United States' second largest export product with over \$600 Billion in worldwide revenues. Coupled with its global economic significance, the excitement and competitiveness of the business are unmatched. The focus of this course is two-fold: to provide students with a framework for understanding the unique dynamics, structure, delivery systems and marketing strategies that shape the sports industry and to examine how non-sports organizations leverage sports and entertainment properties to achieve separate and distinct marketing objectives. Through understanding the unique elements of the sports industry, students will also be able to have a point of reference for understanding core structure of other industries.

COURSE OBJECTIVES:

Through classroom presentations, discussions, and completion of course assignments, the student will be acquainted with a varied but limited number of important concepts in the study of business as they apply to the sports industry. Special attention is given to the organizational structure of sports leagues and associations, media strategies, emerging leagues, sponsorship, licensing and the application of business principles to sports.

REQUIRED MATERIALS:

Lecture Slides: All lecture slides on PPT will be posted on the course website on Canvas at <https://canvas.upenn.edu/courses/14364333>. It is recommended that students print the slides for that day's lecture from the course Canvas website and bring them to class.

Articles: Relevant articles are organized by class number on the Canvas site. Daily reading of the trade publications is required to provide context to the concepts discussed and serve as the basis for a current events discussion. Reading articles, cases and staying current with trade publications is expected students will be called on during class for questions on the readings. Don't be unprepared. There are two cases included in the reading and a course pack is available via study.net

Industry Trade Publications:

- A 16-week subscription to *Sports Business Daily*. To subscribe, please visit their website at www.sbjcollege.com/subscribe you'll find University of Pennsylvania-Wharton School in the drop-down menu then my name and it will direct you to an order form. Access to www.sportsbusinessdaily.com contains an archive of past articles that are useful for additional information and researching your paper.
- *John Wall Street* is a **FREE** daily newsletter providing analysis of financial issues in the sports industry in concise fashion. In addition to Sports Business Daily, it is an excellent source of current events in the sports industry. <https://johnwallstreet.com/sign-up/>
- *Sports Marketing and PR Pros* – This **FREE** weekly newsletter is published Sunday mornings by PR exec and Columbia lecturer, Joe Favorito. The newsletter aggregates relevant articles from an assortment of publications. There are also postings for industry events, brands wanting to connect and for jobs available. Email Joe at joefavorito1@yahoo.com

SUPPLEMENTAL MATERIALS:

The Business of Sports (2nd edition) by Scott Rosner and Ken Shropshire is a comprehensive collection of readings that focus on the sports industry and the dilemmas faced by today's sports business leaders including professional, Olympic, and collegiate sports. It covers the major business disciplines of management, marketing, finance, information technology, accounting, ethics and law. This text was required in previous iterations of this course. It is NOT required but is an excellent resource for students requiring more information about the industry. (2010). Sudbury, Massachusetts: Jones & Bartlett Publishers. ISBN: 0763780782

COURSE METHOD OF INSTRUCTION:

Class sessions will follow a lecture/discussion format. As the class moves along a number of guest speakers have been arranged to provide practical industry insights to the topics reviewed in class. Guest speaker information is not supplemental and will be included on exams.

Each class begins with a 20 minute discussion of current sports business topics, not scores or performances. The topics covered will come mostly from the Sports Business Daily.

PARTICIPATION:

Class participation is vital to success in this course. Students are expected to attend and be prepared for every class. Be prepared to be called upon for current events and thoughts on required readings. Participation, emanating from careful reading and thorough analysis of the assigned materials, is vital to the quality of the course. It is also important to build upon other students' comments so attentive listening is part of quality participation. During the first class, a mechanism will be introduced covering how class participation is scored. **MANDATORY ATTENDANCE IS A GIVEN.** Absence or failure to be prepared will be recorded and results reflected in the class participation grade.

Students will fail the course automatically (even if they are able to earn enough points on the exams and papers to otherwise pass the course) if their attendance is deemed poor by the professor. If there is any question, students should speak to the professor.

CLASSROOM DYNAMICS

- The classroom dynamic is improved, if the professor knows all the students' names. In order to achieve this goal, students **MUST** have their table tents displayed in each class.
- Please be sure to silence or disable all mobile communications devices as use of them is disruptive to the learning environment. Any students engaging in the use of these devices (i.e. text messaging, instant messaging, emailing, phone ringing) may receive a downward grade departure in class participation.
- Students (and the professor) often find the presence of laptops and tablets to be distracting—whether because having the devices in class makes it more likely that students will engage in activities such as texting or online social networking, or because students find themselves distracted by their peers' use of devices to type, message, play games, or surf the Internet. For this reason, **the use of laptops, tablets, etc. during class is not permitted.** The necessity of classroom interaction in this course negates the usefulness of laptops as a note-taking device.

GRADING:

Group Case Analysis	15%
Examination #1	25%
Examination #2	25%
Term Paper	25%*
Class Participation	10%

EXAM AND ASSIGNMENT POLICIES:

The first examination will be taken during the scheduled examination time. The second examination will be taken during the assigned Final Exam period. Any make-ups (for documented medical and family emergencies only – not job interviews, travel plans, etc.) will be given only during the scheduled LGST departmental makeup period after classes end. Both exams will be closed notes. The second exam is not cumulative; it builds upon the first half and covers material addressed since the first examination. Assignments are expected to be submitted or presented on the assigned due date. Late work and missed assignments will receive a zero.

WRITTEN ASSIGNMENTS

Small Group Case Analysis

Teams of three or four will be formed to analyze and write a report on the National Women's Soccer League Case. Through 5-6 pages, the team should address the major challenges facing this nascent league and offer a recommendation. It's always helpful to apply concepts from first half of the class into the analysis. The case will be discussed in an open forum on the date it is due.

Term Paper

Students will write, a business term paper about an issue of current, critical importance to the sports industry. Length must be no less than 10 pages and certainly no longer than 15 pages. Students are encouraged to challenge the accepted standards of the industry and each paper must demonstrate a professional understanding and a practical applicability of industry issues, practices, concepts and consequences of the sports business. Papers should be well organized and conclude with a recommendation.

- While the work must be of extremely high caliber, the writing assignments are designed as practical rather than academic exercises. Be concise.
- Necessary citations and attributions must be made and should be contained either in the text itself or in footnotes.
- There is a premium on the quality of ideas and their practical application.
- The quality of thinking and expression are critical factors in grading.

This paper is a chance to excel by displaying depth in comprehension of the subject matter and by expressing new ideas, demonstrating analytical and strategic application and by challenging typical practices.

ACADEMIC HONESTY POLICY

The Wharton School and the University of Pennsylvania are committed to academic honesty. All cases of alleged plagiarism, cheating on examinations and similar forms of academic dishonesty will be reviewed by the appropriate disciplinary bodies. Please refer to the Student Handbook for guidelines relating to academic dishonesty. **Students found to have engaged in academic dishonesty will fail the course in addition to any discipline imposed by the University.**

Honesty in all academic work is expected of every student. This means giving one's own answers in all class work, papers and examinations without help from sources not approved by the professor. Written material is to be the student's own original composition. It is expected that ideas that are taken from articles, books, the internet, etc. will be properly noted in all written papers submitted. It is important to remember that to copy or to paraphrase someone else's work, ideas, or language without proper reference is plagiarism.

COURSE OUTLINE/CALENDAR

The schedule below is as of Aug 5, 2019 and is subject to change. Course topics, assigned reading from the text and course are listed below.

Class	Date	Topics
1	27-Aug	Why Sports? Requirements History of Sports/Diversity
2	3-Sep	Industry Overview Priorities and Challenges
3	10-Sep	Revenues and Expenses Ownership/Franchise Valuation
4	17-Sep	Unions and Player Compensation Revenue Sharing/Competitive Balance
5	24-Sep	Media GUEST SPEAKER - Seth Ladetsky, SVP, Head of Turner Sports Digital & LEAGUE Strategy & Revenue
6	1-Oct	Case Analysis: The Yes Network in 2009 GUEST SPEAKER - Brian Monihan, President and GM, NBC Sports Philadelphia Research Paper Topic Due
7	8-Oct	First Half Review GUEST SPEAKER - Mike Davis, Executive Director, United States Golf Association
8	15-Oct	Exam #1 GUEST SPEAKER - Doug Vosik, SVP Marketing, Philadelphia Union
9	22-Oct	Emerging Leagues Licensing
10	29-Oct	Group Case Project Due - NWSL Case Discussion GUEST SPEAKER - Mitch Modell, CEO, Modell's
11	5-Nov	College Sports GUEST SPEAKER - Ben Sutton, Founder of ISP Sports and Venture Capitalist
12	12-Nov	Sponsorship Golf, Tennis, Motorsports Research Paper Due
13	19-Nov	Sports Gambling GUEST SPEAKER - Jim Leonard, Vice President, William Hill
14	3-Dec	GUEST SPEAKER - Rhett Bolling, Speaker on Sales culture, talent and processes 2nd Half Review
	18-Dec	Exam #2