

**UNIVERSITY OF PENNSYLVANIA  
WHARTON SCHOOL**

**LGST 207/809– SPRING 2020**

Mon & Wed 12:00PM and 1:30 PM  
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**SPORTS BUSINESS MANAGEMENT**

Steinberg-Dietrich 107  
Office Hours: M&W 10:30-12:00PM  
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**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](http://study.net)

**Industry Trade Publications:**

- ♦ A 16-week subscription to *Sports Business Daily*. To subscribe, please visit their website at [www.sbjcollege.com/subscribe](http://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](http://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](mailto:joefavorito1@yahoo.com)

## SUPPLEMENTAL MATERIALS:

The Business of Sports (2<sup>nd</sup> 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 professors 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 Project	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 Project:

Teams of four will be formed to evaluate and offer a recommendation on an emerging professional sports league. Through 5-6 pages, the team should address the major challenges, environmental factors and unique opportunities facing a select nascent league. It's always helpful to apply concepts from first half of the class into the analysis. Each group will choose a specific league based on a class-wide random draft. Randomly selected teams will present their case in class.

### 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.

<b><u>Class</u></b>	<b><u>Date</u></b>	<b><u>Topics</u></b>
1	15-Jan	Why Sports? / Requirements
2	22-Jan	History of Sports/Diversity
3	27-Jan	Industry Overview
4	29-Jan	Priorities and Challenges
5	3-Feb	Revenues and Expenses
6	5-Feb	Ownership/Franchise Valuation
7	10-Feb	Unions and Player Compensation
8	12-Feb	Revenue Sharing/Completive Balance <b>Project Teams Due</b>
9	17-Feb	First Half Review/Team Project Draft
10	19-Feb	<b>MID TERM</b>
11	24-Feb	Media
12	26-Feb	Regional Sports Networks <b>GUEST SPEAKER - Brian Monihan, President, NBC Sports, Phila.</b>
13	2-Mar	<b>GUEST SPEAKER - Kelsey Taylor, Director of Sports Partnerships, Twitter</b>
14	4-Mar	Emerging Leagues
	9-Mar	SPRING BREAK
	11-Mar	SPRING BREAK
15	16-Mar	<b>GUEST SPEAKER - Doug Vosik, SVP Marketing, Philadelphia Union</b>
16	18-Mar	Team Projects Due – Presentations
17	23-Mar	Licensing

- 18 25-Mar **GUEST SPEAKER – TBD**
- 19 30-Mar Sponsorship
- 20 1-Apr **GUEST SPEAKER - Catherine Carlson, SVP Revenue and Strategy  
Phila. Eagles**
- 21 6-Apr **GUEST SPEAKER - Rob McQueen, Head of Strategic Sponsorships  
and Partnerships, Verizon**
- 22 8-Apr Golf, Tennis, Motorsports
- 23 13-Apr Sports Gambling/International Sports  
**RESEARCH PAPER DUE**
- 24 15-Apr **GUEST SPEAKER - Diane Gotua, VP NBA International**
- 25 20-Apr **GUEST SPEAKER - Lisa Baird, formerly CMO of the US Olympic  
Committee**
- 26 22-Apr College Sports
- 27 27-Apr **GUEST SPEAKER – TBD**
- 28 29-Apr 2nd Half Review/1993 Notes