



Department of Health and Human Performance
PHED - 411: ST: Strategic Consumer Management in Sport
Fall Semester 2019

Instructor Doctor T (Stavros Triantafyllidis, Ph.D.), **email** striantaf@citadel.edu

Class Time On *CitLearn* and appointments with the instructor

Office Deas Hall 211, **office phone** (843) 953 – 4852, **Skype or Zoom meetings** by appointment

About This Course

Description

This course examines the quality and status of contemporary sport consumer behavior scholarship.

Goals

- Understand the theoretical and practical implications for addressing consumption habits in sport
- Critically assess the existing literature, theories and assumptions to the scientific evidence relevant to sport consumer behavior
- Provide knowledgeable and strategical solutions in sport consumption issues of the global sport industry

Objectives

Upon completion of this course students are expected to successfully:

- Understand how consumers perceive sport as a product and service
- Recognize the distinct value of sport consumption habits
- Analyze sport event consumption
- Apply consumer behavior theories in sport management
- Synthesize current literature and theoretical frameworks related to sport consumer behavior
- Evaluate critically and create judgements on current literature
- Produce and communicate a set of strategical planning approaches

Reading Materials

Textbooks

1. **Sport Consumer Behavior** by Galen Trail, 2018.
Available on CitLearn

Articles

1. Readings to supplement the textbook will be provided on CitLearn.

Course Evaluation

Preparation and Participation: **250 points** (25%)

Final paper: **750 points** (75%)

Grading Scale	Percentages	Points
A	90-100%	900-1000
B	80-89%	800-899
C	70-79%	700-799
D	60-69%	600-699
F	59% and below	599 and below

Note: Final Grade = Calculated Total x PDM (professional demeanor)

Preparation and Participation (250 Points)

Objectives:

- Ensure that you participate and communicate with instructor
- Ensure that you respond on-time
- Engage in collaborative learning with other students to improve the quality of the learning experience for all students
- Be professional in all communications

Final paper (750 Points)

Objectives:

- Students will write a sport consumer marketing and management plan. Specific instructions will be provided on *CitLearn*.

IMPORTANT: All assignment, exercises, exams, activities and final paper(s) are **due** the **deadlines** are assigned by the instructor.

Course Resources

Academic support: The Citadel's Academic Support Center assists students in making their experience successful. The ASC coordinates a number of services. Please do not hesitate to reach and contact ascenter@citadel.edu or (843) 953-5350 or stopping by 117 Thomson Hall. Information can be found on the following link: <http://www.citadel.edu/root/asc>

- The ASC provides **writing** and **tutoring** assistance to all undergraduate and graduate students.
Note: I strongly encourage you to visit the Writing Lab and Tutoring Center (in the Academic Support Center in Thompson Hall), which offers one-on-one and group tutoring and consultations for students working on writing assignments.

CitLearn /Citadel's Approved Learning Management System: Over the course of the semester, I will post reading notes, lesson plans, discussion prompts, self-guided lectures, grades, and other administrative information on the course CitLearn site. Students must check CitLearn each lesson for pertinent updates and other critical information.

Turnitin.com: Turnitin.com is a tool to improve student research skills that also detect plagiarism. Turnitin.com provides resources on developing topics and assignments that encourage and guide students in producing papers that are intellectually honest, original in thought, and clear in expression. This tool helps ensure a culture of adherence to the University's standards for intellectual honesty. Turnitin.com also reviews students' papers for matches with Internet material.

Daniel Library: The Citadel's library provide all the necessary resources to all students. You can find all the information on the following link: <https://library.citadel.edu/home>

APA (American Psychological Association) Style: All written submissions should be submitted in a font and page set-up that is readable and neat. It is recommended that students try to adhere to a consistent format, which is described below. Typewritten in double-spaced format with a readable style and font and submitted inside the electronic classroom (unless classroom access is not possible and other arrangements have been approved by the professor). Arial 11 or 12-point font or Times New Roman styles. Page margins Top, Bottom, Left Side and Right Side = 1 inch, with reasonable accommodation made for special situations and online submission variances.

- **Citations and References Style (IMPORTANT):** Students will follow the APA Style Manual, 6th Edition as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation used in the APA Style Manual, 6th Edition.
- **Useful Link:** The following links provide all the necessary information that APA style requires:
https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html
http://www.muhlenberg.edu/library/reshelp/apa_example.pdf

- **APA Style Textbook:** The 6th Edition of the Publication Manual of the American Psychological Association (APA).
- **Note:** It is not required to purchase it, but I strongly recommend it for your successful completion of your academic journey.
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Course Policies and Expectations

Disability Policy: The Citadel complies with Section 504 of the Rehabilitation Act and the Americans with Disabilities Act. Students with disabilities who seek accommodations must make their request through Student Disability Services in the Academic Support Center (117 Thompson Hall, 843-953-1820) to verify their eligibility and to identify appropriate accommodations. Students should speak to his/her professor and also make requests for academic accommodations to Student Disability Services during the first three weeks of the semester, except for unusual circumstances, so we can ensure these accommodations and facilitate student success.

Code of Conduct: Responsibility for professional conduct rests with students as adult individuals and as members of The Citadel community. CGC students and cadets are expected to conduct themselves as responsible adults. All members of the campus community are expected to use reasonable judgement in all aspects of campus life and activity and to show due concern for the welfare and rights of others. Students are expected to adhere to all federal, state, and local laws. The Citadel protects freedom of action and speech, so long as the exercise of this freedom is not of an inflammatory or demeaning nature and does not interfere with the operation of the College. The Citadel's Conduct Policy prohibits the possession of drugs, destruction of property, making false statements of emergency situations, physical or verbal abuse, or harassment of any sort. Students who violate the rules and regulations of The Citadel are subject to expulsion or lesser sanctions.

Academic Integrity Statement: Students will submit only their own work for evaluation in this course, except as appropriately documented. All rules and stipulations of The Citadel's Honor Manual and Honor Code apply to this course, including its definitions and policies related to cheating, lying, stealing, and non-toleration. Cheating or evidence of academic dishonesty on any work submitted for evaluation will result in an "F" for both the assignment and the course. To ensure academic integrity, you must abide by both the letter and spirit of all honor, documentation, and citation requirements. Plagiarism in any form is unacceptable, as it fails to meet any standard of academic work. It is your responsibility to read and understand what constitutes intentional and negligent plagiarism. Plagiarism, intentional or negligent, will, in almost all cases, will result in a 0-point F for the assignment, and may be referred as an honor violation. The complete Honor Manual may be found at: <http://citadel.edu/r3/honor/manual.shtml> and the Honor Code can be found in the Course Catalog: <http://www.citadel.edu/root/images/cgc/cgc-academic-catalog.pdf>

Technology: We will have a class discussion on **Day 1** (Syllabus Day) to get a sense of the balance of opinion on preferences for the use of technology in class. I will be open to several suggestions. However, so technological equipment, are only here to disturb your attention and focus and these will be determined. As well as activities other than the purpose of the class. Examples:

- No earphones;
- Sound on laptops off;
- No talking on phone;
- Phone sound off;
- No games;
- No other social media platforms that are not assigned;

Do you want this situation happen to you?



IT'S IN THE SYLLABUS

WWW.PHDCOMICS.COM

ATTENTION: The instructor reserves the right to amend the tentative schedule as deemed necessary