

## PROFESSIONAL PRESENTATIONS IN SPORT MANAGEMENT

01:955:355, Sections 1, and 2 – 3 Credits

Semester: Fall, 2022

Department of Kinesiology and Health

Rutgers University

### Course information

Pre/co-requisites: none

Section 1 – In-person – Mondays and Wednesdays, 7:30pm to 8:50pm, [TIL-103D \(Links to an external site.\)](#) (That's Tillett Hall on Livingston Campus)

Section 2 – In-person – Mondays and Wednesdays, 5:40pm to 7:00pm, [TIL-224 \(Links to an external site.\)](#) (That's Tillett Hall on Livingston Campus)

### Instructor information

Instructor: Joseph Schilp

Email: [schilpj@kines.rutgers.edu](mailto:schilpj@kines.rutgers.edu)

Office hours: As I do not have an office, I can schedule an in-person session in any public space, generally the Livie Student Center or Henry's Diner. Any online office hours will be on Zoom. I encourage you to reach out and schedule a time at your convenience.

Email: Canvas email will be used for all information/communication related to this course.

### Course Materials

- Optional Textbook: **An Insider's Guide to Managing Sporting Events**. (2001). Solomon, J. Human Kinetics Publishing. ISBN-13: 978-0736031080 – Book is out of print & can be found, used, online for a low price.
- Additional required readings will be posted as PDF files and Power Point slides will also be posted on Canvas under the course module

### COURSE DESCRIPTION:

The purpose of this class is to develop the fundamental skills of public speaking and communication in sports-specific applications with emphasis on command of the non-

verbal and vocal delivery. Students will also study how sports events are planned, marketed and presented to the live audience from concept to execution and delivery systems for both small and large group presentations. Students will gain organizational skills appropriate for planning and running a sports event, leading small group discussions including persuasive communication skills and strategies for enhancing active participation of audiences.

This course partially fulfills the R-6 Communication requirement.

### **COURSE LEARNING OBJECTIVES:**

The purpose of this class is to develop the fundamental skills of public speaking and communication in sports-specific applications with emphasis on command of the non-verbal and vocal delivery. Students will also study how sports events are planned, marketed and presented to the live audience from concept to execution and delivery systems for both small and large group presentations. Students will gain organizational skills appropriate for planning and running a sports event, leading small group discussions including persuasive communication skills and strategies for enhancing active participation of audiences.

### **Grading Policy**

- This class uses a points-based system to calculate grades. The description of each assignment includes how many points it is worth. The total numbers points for this class are 100 points. Assignments are due by 11:59 PM on the due dates listed below unless otherwise noted.
- Assignments turned in late will receive 0 points unless the student communicates with the instructor BEFORE the due date and receives written approval of an extension.
- Concerns about a graded assignment must be brought to the instructor within seven days of receiving the Assignment grades are finalized after this seven day period.
- Grades on Canvas will be updated regularly; if you notice any discrepancies or have questions, please do not wait until the end of the semester – let your instructor know right

Letter Grade	Percent	Points Needed
A	90-100	89.5
B+	87-89.9	86.5

B	80-86	79.5
C+	77-79.9	76.5
C	70-76.9	69.5
D	60-69.9	59.5
F	0-59.9	

### **Assignments**

Evaluation will be based on the above criteria, according to the following point distribution:

35% – Your final presentation including accompanying paper.

32% – The average of your grades from your first three oral presentations.

30% – The average of your written work on quizzes.

3% – Press release assignment

#### *Chapter Quizzes (6 points/quiz)*

There will be 5 quizzes based on the in-person lectures throughout the semester. They cover material from in-person lectures and PowerPoint slides that go with each lecture.

The format of quizzes will be a combination of true or false, multiple choice, matching and/or short answer questions. Quizzes must be completed online using Canvas Quizzes by 11:59 PM on the day the quiz is assigned. Each quiz's due date is outlined in the course schedule.

#### *Oral presentations (32 points)*

There will be three oral presentations delivered in-person during the semester: an introductory speech, a marketing speech and a persuasive speech. The format and delivery of each speech will be the subject of three separate lectures and the assignment will be covered extensively in class. Speech delivery dates are listed in the course schedule.

#### *Final Project*

For your final project, you will team-up with another student in your class to present both in person and on paper, a complete proposal to run an event, business or franchise pertaining to sports on a college or professional level.

You are being granted a lot of latitude in choosing your topic, but the key in determining your final grade on this project will be the thoroughness of your presentation. If your post-graduate interest lies with running a health club, you may present a proposal to start a health club. If you wish to work for a pro sports franchise, by all means, present an event (draft party, charity auction, golf tournament, etc.) on behalf of the franchise of your choice. If you wish to put on a single event, go right ahead and do a tennis tournament, beach volleyball event, 5k run, color run fundraiser or anything else you'd like to do.

Your project will actually begin with a press release and press conference announcing your event/business that will be **due the week of November 2**. The press release and press conference is worth 3% of the final grade and so long as you follow format and use appropriate spelling and grammar, you should get a "A" grade on the press release.

Your final presentations will be presented during the final week of class, December 7 through December 14 as randomly chosen by Prof. Schilp, based on your availability as student athletes are excused from class when competing or traveling. Your paper will be due by 11:59pm on Wednesday night, December 14, and should be submitted electronically via email. Late submissions will lose 5 points for every day late so if you're having your partner submit the paper, make sure they submit it!

What I expect to see is a proposal that includes the reasoning behind your choice of event, mission statement, a complete budget, sponsorship, marketing and ticket sales plans, a television plan and an event layout. If you choose to start an NBA team, I don't expect you to design a sports arena, but please design a layout for the introductory press conference and choose a location. Obviously, the amount of research you include and your creativity will affect your grade.

Your oral presentation before the class will last a minimum of 10 minutes and feature a tag-team presentation by both members of your team. You must include a slide deck - PowerPoint, Google Slides, presi, your choice. You can even create your own logo.

I will not place a minimum requirement on how many pages your paper needs to contain other than to say that it must be thorough and contain pertinent research to back the proposal and legitimate reasons you believe it will succeed. Tell me why you chose your business/event, who your target market is and how you'll reach them, what your budget will be and a timeline to run your event or get your business off the ground. This project will account for 35% of your grade.

### Summary of Assignments with Due Dates, Section 1 and 2

Assignment	Due Date	Points	Percent of Grade
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Introductory Speeches	9/19	0	0
Quiz 1	9/26	6	6
Quiz 2	10/3	6	6
Marketing Speeches	10/10 - 10/12	16	16
Quiz 3	10/17	6	6
Persuasive Speeches	10/24 - 10/26	16	16
Press release	11/2	3	3
Quiz 4	11/7	6	6
Quiz 5	11/21	6	6
Final presentations	12/7 - 12/14	35	35
Total		100	100.00%

## Course Policies and Procedures

### Academic Integrity

Students are responsible for becoming familiar with the definitions, procedures and sanctions outlined in Rutgers University Academic Integrity Policy before submitting any assignment or exam. The policy can be found at: [\(Links to an external site.\)http://nbacademicintegrity.rutgers.edu/](http://nbacademicintegrity.rutgers.edu/) [\(Links to an external site.\)](#) [\(Links to an external site.\)](#)

All students should conduct themselves with the highest standards of academic honesty. Examples of academic dishonesty include: copying others' written work, not citing sources, and submitting the same assignments/papers multiple times in different courses. All incidences of questionable academic integrity are a serious matter and may result in a no grade (0.0) for the assignment or course. Academic dishonesty will not be tolerated and will be treated in accordance with Rutgers University Academic Integrity Policy.

## **Student Responsibilities:**

### **General Information and Requirements:**

Each student is responsible for attending lectures, class presentations, taking quizzes, a final group presentation and paper, and joining the class discussion.

### **Attendance:**

Students are expected to attend all in-person classes; if you expect to miss a class, please use the University absence reporting website <http://sims.rutgers.edu/ssra> ([Links to an external site.](#)) to indicate the date and reason for your absence. An e-mail is then automatically sent to me. Student athletes are obviously excused for game/travel dates if they submit proper notification via the Athletic department. Students who are ill are also granted an excused absence. All absent students can view the online lectures I created during the pandemic shut-down so as not to miss any course material and, in the event of extended illness lasting more than one class, can catch-up and make-up work as needed without penalty. So if you're sick, stay home!

### **Devices:**

The use of cell phones during the class is strictly prohibited, though you are welcome to have someone record your in-class presentations on your phone so you may review your presentation after class. You are encouraged to take notes on your laptop or tablet as lesson PowerPoint slides are posted on Canvas.

### **Extra Credit:**

There are absolutely no opportunities for extra credit.

### Expectations for in-person students

- Participation and cooperation during your class activities and discussions as well as your demonstration of good listening skills during class and during student speeches.
- You cannot participate if you are not present, physically and mentally.
- Participation includes active listening, which cannot be done if you are texting or surfing the web during instruction or student presentations.

### Expectations for online students (should we have to go online at some point)

- Engage with all online class material
- Complete all assigned readings and assignments and view all videos on time
- Actively participate in all class activities, including online
- Follow the honor code when completing all quizzes, and exams.
- Ask questions to enhance understanding of the material
- Communicate with the instructor if you have questions pertaining to the material or the assignments

- Check your email and Canvas announcements regularly to stay informed about class updates.

\* The syllabus may change during the semester due to topics areas and time issues as well as weather/virus cancellations, attending class is the only (and best) way to ensure that you stay aware of all changes to the syllabus \*

### Email Etiquette

When emailing your instructor, please use your Rutgers e-mail address and identify yourself by full name and course number. Students are expected to place the course number, followed by the subject, in the subject line, use appropriate e-mail etiquette, and maintain reasonable expectations for instructor responses. The instructor will respond to student emails within 1 business day.

### Plagiarism

By enrolling in this course, you are indicating implicitly that you have read, understood, and accepted Rutgers University's policies and procedures regarding academic integrity and dishonesty. Plagiarism and cheating will not be tolerated and all University policies apply. Specifically, if plagiarism or cheating is suspected, the student(s) will be asked to meet with the instructor. If the instructor concludes that an instance of plagiarism or cheating has occurred, the student(s) will be subject to an appropriate sanction or penalty outlined in Rutgers University Academic Integrity Policy.

*Please note that plagiarism is using the ideas or writings of another as one's own. It varies in degree and severity. The most severe is the use of another's entire paper word-for-word. Less severe is the use of another's sentence, paragraph, or ideas without giving credit to that individual (i.e., without providing a reference).*

### Make-up Policy

No make-ups or extensions will be offered for missed assignments except in one of the following situations, provided that the instructor is notified in advance:

- Athletic or other Rutgers sponsored trips: Travel dates and times accompanied by a signed memo from the group's advisor/coach must be presented to the instructor prior to travel
- Religious holidays and observances
- Extenuating circumstances: This includes (but is not limited to) family emergencies, severe illnesses, accidents. It will be up to the prerogative of the instructor whether or not the student will be allowed to take the make-up or receive an extension. Simply put, I am a reasonable guy; I just ask that you communicate with me.

### Diversity & Inclusion

The Department of Kinesiology and Health supports an inclusive learning environment wherein diversity and authenticity are valued. We are committed to creating a culture of

equality that respects the diverse voices of our students, faculty and staff. We will continuously strive to create a curriculum and academic environment to reflect the community we serve, and drive innovation, social responsibility and excellence. Our diversity in thought, skill, and academic discipline is a resource and strength, which stands to benefit the whole and positively contribute to University and global reach.

### **Rutgers University Student-Wellness Services**

Report a Bias Incident If you experience or witness an act of bias or hate, report it to someone in authority. You may file a report online and you will be contacted within 24 hours. The bias reporting page is <https://studentaffairs.rutgers.edu/bias-incident-reporting> (Links to an external site.)

Bias is defined by the University as an act, verbal, written, physical, psychological, that threatens, or harms a person or group on the basis of race, religion, color, sex, age, sexual orientation, gender identity or expression, national origin, ancestry, disability, marital status, civil union status, domestic partnership status, atypical heredity or cellular blood trait, military service or veteran status.

### **Counseling, ADAP & Psychiatric Services (CAPS)**

(848) 932-7884 / 17 Senior Street, New Brunswick, NJ 08901/ <http://health.rutgers.edu/medical-counselingservices/counseling/> (Links to an external site.)

CAPS is a University mental health support service that includes counseling, alcohol and other drug assistance, and psychiatric services staffed by a team of professionals within Rutgers Health services to support students' efforts to succeed at Rutgers University. CAPS offers a variety of services that include: individual therapy, group therapy and workshops, crisis intervention, referral to specialists in the community, and consultation and collaboration with campus partners.

Crisis Intervention : <http://health.rutgers.edu/medical-counseling-services/counseling/crisis-intervention/> (Links to an external site.)

Report a Concern: <http://health.rutgers.edu/do-something-to-help/> (Links to an external site.)

## **Violence Prevention & Victim Assistance (VPVA)**

(848) 932-1181 / 3 Bartlett Street, New Brunswick, NJ 08901  
/ [www.vpva.rutgers.edu/](http://www.vpva.rutgers.edu/) (Links to an external site.)

The Office for Violence Prevention and Victim Assistance provides confidential crisis intervention, counseling and advocacy for victims of sexual and relationship violence and stalking to students, staff and faculty. To reach staff during office hours when the university is open or to reach an advocate after hours, call 848-932-1181.

## **Disability Services**

(848) 445-6800 / Lucy Stone Hall, Suite A145, Livingston Campus, 54 Joyce Kilmer Avenue, Piscataway, NJ 08854  
/ <https://ods.rutgers.edu/> (Links to an external site.)

Rutgers University welcomes students with disabilities into all of the University's educational programs. In order to receive consideration for reasonable accommodations, a student with a disability must contact the appropriate disability services office at the campus where you are officially enrolled, participate in an intake interview, and provide documentation: <https://ods.rutgers.edu/students/documentation-guidelines>. If the documentation supports your request for reasonable accommodations, your campus's disability services office will provide you with a Letter of Accommodations. Please share this letter with your instructors and discuss the accommodations with them as early in your courses as possible. To begin this process, please complete the Registration form on the ODS web site at: <https://ods.rutgers.edu/students/registration-form> (Links to an external site.).

## **COURSE OVERVIEW**

Week	Day	Date	Topic	Media
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1	Wednesday	9/7	Course Introduction & Sports careers	
	Monday	9/12	Public Speaking in Sports	PPT slide deck
2	Wednesday	9/14	Types of Sports Presentations	PPT slide deck on Textbook Ch. 1
	Monday	9/19	Introductory Speeches	
3	Wednesday	9/21	Textbook Chapter 1	Slide deck
	Monday	9/26	Textbook Chapter 2	PPT slide deck on Textbook Ch. 2
4	Wednesday	9/28	Textbook Chapter 2 (cont'd) and 3	
	Monday	10/3	Visual Delivery and speaking, marketing/sales presentations	Textbook, Slide deck
5	Wednesday	10/5	Textbook Chapter 4	PPT slide deck
	Monday	10/10	Marketing Speeches	
6	Wednesday	10/12	Marketing Speeches	
	Monday	10/17	How to deliver persuasive speeches	
7	Wednesday	10/19	Final Presentation review, Press management	PPT slide deck

8	Monday	10/24	Persuasive Speeches	
	Wednesday	10/26	Persuasive Speeches	
9	Monday	10/31	Textbook Chapter 5	Textbook, Slide deck
	Wednesday	11/2	Press releases/conferences	
10	Monday	11/7	Textbook Chapter 6	Textbook, Slide deck
	Wednesday	11/9	Textbook Chapter 7	
11	Monday	11/14	Textbook Chapter 7 (Cont'd)	Textbook, Slide deck
	Wednesday	11/16	Textbook Chapter 8	Textbook, Slide deck
12	Monday	11/21	Large Scale Events – the PGA Championship & the Super Bowl	Slide deck
	Wednesday	11/23	Other events in sports facilities	Video, Slide deck
13	Monday	11/28	Resumes, Interviewing and Networking	Slide deck
	Wednesday	11/30	Networking continued, professionalism in the work place	Slide deck
	Monday	12/5		

14	Wednesday	12/7	Final presentations
15	Monday	12/12	Final presentations
	Wednesday	12/14	Final presentations