

LONG SIGNATURE SHEET



Proposal Number: MBAD 11-15-10

Proposal Title Create an MBA Concentration in Sports Marketing and Management

Originating Department MBA Task Force/MBA Program

TYPE OF PROPOSAL: UNDERGRADUATE _____ GRADUATE UNDERGRADUATE & GRADUATE _____

DATE RECEIVED	DATE CONSIDERED	DATE FORWARDED	ACTION	SIGNATURES
11-12-2010	11-12-2010	11-15-2010	Approved	<u>DEPARTMENT CHAIR</u> <i>Steve J. Holt</i> Director of MBA Program
11-16-2010 11-16-2010	11-24-2010	11-24-2010	Approved	<u>COLLEGE CURRICULUM COMMITTEE CHAIR</u> <i>[Signature]</i>
				<u>TEACHER EDUCATION COMMITTEE CHAIR</u> (Teacher Education Program proposals only)
				<u>COLLEGE FACULTY CHAIR</u>
12-10-10	12-10-10	12-10-10	Approved	<u>COLLEGE DEAN</u> <i>[Signature]</i>
				<u>UNDERGRADUATE COURSE & CURRICULUM COMMITTEE CHAIR</u> (for undergraduate courses)
2-21-11	4-5-11	4-6-11	Approved	<u>GRADUATE COUNCIL CHAIR</u> (for graduate courses) <i>Rob Roy M. Gregor</i>
				<u>FACULTY GOVERNANCE SECRETARY</u> (noting Faculty Council approval on Consent Calendar)
				<u>FACULTY EXECUTIVE COMMITTEE</u> (if decision is appealed)

COPY MADE Grad School 4-6-11 ap

University of North Carolina at Charlotte

New Graduate

**Course and Curriculum Proposal from: Master of Business Administration (MBA)
Program**

Create an MBA Concentration in Sports Marketing and Management

A. PROPOSAL SUMMARY AND CATALOG COPY.

SUMMARY. The Masters of Business Administration (MBA) program proposes a new concentration in Sports Marketing and Management. This will require the cross-listing of MBAS 6310 as MBAD 6310, MBAS 6361 as MBAD 6361, MBAS 6362 as MBAD 6362, and MBAS 6371 as MBAD 6371.

PROPOSED CATALOG COPY.

Concentration in Sports Marketing and Management

Required Courses:

MBAD 6310: Sports Economics (3)

MBAD 6361: Management of Motorsport (1.5)

MBAD 6362: Management of Professional Team Sports (1.5)

MBAD 6371: Marketing of Sports (3)

Plus one additional course (3 hours) of the following

MBAD 6163: Human Resource Management (3)

MBAD 6165: Negotiation and Conflict Management (3)

MBAD 6172: Marketing Research (3)

MBAD 6191: Entrepreneurship (3)

MBAD 6890: Directed Individual Study (3)

Optional Directed Individual Study Internship

Students will have the option to participate in an internship as a directed individual study with a sports-related organization. If this option is selected, students pursuing the Sports Marketing and Management Concentration will be responsible for identifying their own internship and having it approved by the MBA Director. Once approved, students may receive three credit hours for the successful completion of the internship.

Attachment A contains current catalog copy with proposed changes to cross-listed courses.

B. JUSTIFICATION.

1. The Belk College of Business MBA offers an innovative educational experience for aspiring managers and leaders. The MBA program is comprised of 37 graduate hours: the Core Courses (22 hours) and the Elective/Concentration Component (15 hours). Based on a student's interests or professional background, a student may elect to pursue an area of concentration in a specific business field. Concentrations give students an opportunity to enhance the general MBA, which may provide another competitive advantage in the workplace.

Offering a concentration in Sports Marketing and Management will allow us to open courses to a wider group of MBA students who may have an interest in sports or other types of course content and would also allow individuals already working in the field to pursue an MBA without taking a leave of absence. Sports and the sports industry are important facets of the Charlotte region's economy and offering the concentration will help meet the needs of that market.

2. Curricular prerequisites do not change.
3. This proposal involves cross-listing of MBAS 6310 as MBAD 6310, MBAS 6361 as MBAD 6361, MBAS 6362 as MBAD 6362, and MBAS 6371 as MBAD 6371.
4. This proposal will add another option for specialization for current and future MBA student enrollment and it will help to more fully utilize existing courses.

C. IMPACT.

1. All MBA students will have the opportunity to take this new concentration or elect to take one or two courses toward other concentrations. For some, the addition of the Sports Marketing and Management concentration will provide MBA students the opportunity to pursue sports related interests.
2. The impact on existing courses would be to increase the number of students enrolled.

D. RESOURCES REQUIRED TO SUPPORT PROPOSAL.

1. None . It is not expected that the increase in demand will warrant another section of any courses currently offered; it will only more fully utilize the existing course offering.
2. Physical Facility - no added resources are required.
3. Equipment and Supplies – no added resources are required.

4. Computer – no added resources are required.
5. Audio-Visual – no added resources are required.

E. CONSULTATION WITH THE LIBRARY AND OTHER DEPARTMENTS/UNITS

1. Consultation with the library was conducted when the MBAS program was approved in 2007. Thus, no such consultation is required.
2. Since all courses in the proposed MBA Concentration in Sports Marketing and Management are drawn from existing courses in the MBA and MBAS programs, no consultation is required.

F. INITIATION AND CONSIDERATION OF THE PROPOSAL

1. The proposal was unanimously approved by the MBA Task Force on November 15, 2010.
2. The proposal was approved by the MBA Director on November 15, 2010.
3. The proposal was approved by the Belk College of Business faculty on December 3, 2010.

G. ATTACHMENTS

1. Attachment A: Changes required by Cross-Listing Courses.

ATTACHMENT A

CURRENT CATALOG COPY (WITH EDITS AND ADDITIONS)

Changes required by Cross-Listing Courses.

Added as MBAD courses:

MBAD 6310. Sports Economics. (3) Cross-listed as MBAS 6310. Prerequisites: MBAD 5110 or equivalent. Economic concepts in the decision-making process as applied to sport. Topics include demand and supply analysis and market structure in sports; market efficiency issues in sports; salary and ticket pricing issues in sports; economic impact studies of sports; and labor market studies in sports including collective bargaining agreements and discrimination. Regression analysis will be covered and used in this course. *(On demand)*

MBAD 6361. Management of Motorsport. (1.5) Cross-listed as MBAS 6361. Prerequisite: MBAD 6161. The application of management concepts and theories to motorsports including leadership, structure, and human resources, especially labor relations. History of motorsports management including the role and impact of the media. Ownership, governance and governing bodies in motorsports, their authority and functions, eligibility requirements, and sanctions and appeals processes. *(On demand)*

MBAD 6362. Management of Professional Team Sports. (1.5) Cross-listed as MBAS 6362. Prerequisite: MBAD 6161. The application of management concepts and theories to the professional team's franchise including leadership, organizational design, and human resources, especially labor relations. History of professional team sports management in the United States and the world. Ownership, governance and governing bodies in professional sports including league organizations (major and minor), their authority and functions; eligibility requirements, and sanctions and appeals processes. In addition, the role and impact of television on professional team sports management will be explored. *(On demand)*

MBAD 6371. Marketing of Sports. (3) Cross-listed as MBAS 6371. Prerequisite: MBAD 6171. Marketing concepts and practices applied to the marketing of sports products and services to the sports consumer. Emphasis on strategic marketing planning. Strategies to segment markets and identify customers; generate revenue, fan loyalty, and build the brand; collect and use marketing research data; promotional strategies including endorsements and sponsorships; pricing strategies (ticket prices) for sports teams/individuals in competition. *(On demand)*

Changes to MBAS course descriptions:

MBAS 6310. Sports Economics. (3) Cross-listed as MBAD 6310. Prerequisites: **MBAD 5112 and 5113** or equivalent. Economic concepts in the decision-making process as applied to sport. Topics include demand and supply analysis and market structure in sports; market efficiency

issues in sports; salary and ticket pricing issues in sports; economic impact studies of sports; and labor market studies in sports including collective bargaining agreements and discrimination. Regression analysis will be covered and used in this course. (*Spring On demand*)

MBAS 6361. Management of Motorsport. (1.5) Cross-listed as MBAD 6361. Prerequisite: MBAD 6161. The application of management concepts and theories to motorsports including leadership, structure, and human resources, especially labor relations. History of motorsports management including the role and impact of the media. Ownership, governance and governing bodies in motorsports, their authority and functions, eligibility requirements, and sanctions and appeals processes. (*Fall On demand*)

MBAS 6362. Management of Professional Team Sports. (1.5) Cross-listed as MBAD 6362. Prerequisite: MBAD 6161. The application of management concepts and theories to the professional team's franchise including leadership, organizational design, and human resources, especially labor relations. History of professional team sports management in the United States and the world. Ownership, governance and governing bodies in professional sports including league organizations (major and minor), their authority and functions; eligibility requirements, and sanctions and appeals processes. In addition, the role and impact of television on professional team sports management will be explored. (*Fall On demand*)

MBAS 6371. Marketing of Sports. (3) Cross-listed as MBAD 6371. Prerequisite: MBAD 6171. Marketing concepts and practices applied to the marketing of sports products and services to the sports consumer. Emphasis on strategic marketing planning. Strategies to segment markets and identify customers; generate revenue, fan loyalty, and build the brand; collect and use marketing research data; promotional strategies including endorsements and sponsorships; pricing strategies (ticket prices) for sports teams/individuals in competition. (*Summer On demand*)

REVISED CATALOG COPY

MBAD 6310. Sports Economics. (3) Cross-listed as MBAS 6310. Prerequisites: MBAD 5110 or equivalent. Economic concepts in the decision-making process as applied to sport. Topics include demand and supply analysis and market structure in sports; market efficiency issues in sports; salary and ticket pricing issues in sports; economic impact studies of sports; and labor market studies in sports including collective bargaining agreements and discrimination. Regression analysis will be covered and used in this course. (*On demand*)

MBAD 6361. Management of Motorsport. (1.5) Cross-listed as MBAS 6361. Prerequisite: MBAD 6161. The application of management concepts and theories to motorsports including leadership, structure, and human resources, especially labor relations. History of motorsports management including the role and impact of the media. Ownership, governance and governing bodies in motorsports, their authority and functions, eligibility requirements, and sanctions and appeals processes. (*On demand*)

MBAD 6362. Management of Professional Team Sports. (1.5) Cross-listed as MBAS 6362.

Prerequisite: MBAD 6161. The application of management concepts and theories to the professional team's franchise including leadership, organizational design, and human resources, especially labor relations. History of professional team sports management in the United States and the world. Ownership, governance and governing bodies in professional sports including league organizations (major and minor), their authority and functions; eligibility requirements, and sanctions and appeals processes. In addition, the role and impact of television on professional team sports management will be explored. (*On demand*)

MBAD 6371. Marketing of Sports. (3) Cross-listed as MBAS 6371.

Prerequisite: MBAD 6171. Marketing concepts and practices applied to the marketing of sports products and services to the sports consumer. Emphasis on strategic marketing planning. Strategies to segment markets and identify customers; generate revenue, fan loyalty, and build the brand; collect and use marketing research data; promotional strategies including endorsements and sponsorships; pricing strategies (ticket prices) for sports teams/individuals in competition. (*On demand*)

MBAS 6310. Sports Economics. (3) Cross-listed as MBAD 6310.

Prerequisites: MBAD 5110 or equivalent. Economic concepts in the decision-making process as applied to sport. Topics include demand and supply analysis and market structure in sports; market efficiency issues in sports; salary and ticket pricing issues in sports; economic impact studies of sports; and labor market studies in sports including collective bargaining agreements and discrimination. Regression analysis will be covered and used in this course. (*On demand*)

MBAS 6361. Management of Motorsport. (1.5) Cross-listed as MBAD 6361.

Prerequisite: MBAD 6161. The application of management concepts and theories to motorsports including leadership, structure, and human resources, especially labor relations. History of motorsports management including the role and impact of the media. Ownership, governance and governing bodies in motorsports, their authority and functions, eligibility requirements, and sanctions and appeals processes. (*On demand*)

MBAS 6362. Management of Professional Team Sports. (1.5) Cross-listed as MBAD 6362.

Prerequisite: MBAD 6161. The application of management concepts and theories to the professional team's franchise including leadership, organizational design, and human resources, especially labor relations. History of professional team sports management in the United States and the world. Ownership, governance and governing bodies in professional sports including league organizations (major and minor), their authority and functions; eligibility requirements, and sanctions and appeals processes. In addition, the role and impact of television on professional team sports management will be explored. (*On demand*)

MBAS 6371. Marketing of Sports. (3) Cross-listed as MBAD 6371.

Prerequisite: MBAD 6171. Marketing concepts and practices applied to the marketing of sports products and services to the sports consumer. Emphasis on strategic marketing planning. Strategies to segment markets

and identify customers; generate revenue, fan loyalty, and build the brand; collect and use marketing research data; promotional strategies including endorsements and sponsorships; pricing strategies (ticket prices) for sports teams/individuals in competition. (On demand)