UNIVERSITY OF NORTH TEXAS
Department of Kinesiology, Health Promotion and Recreation

RECR 5800
Sport in the Global Marketplace
Fall 2016

PEB 216
Wednesday 6:30-9:20 (aka 18.30-21.20)
Instructor: Professor John Nauright

Course Description:
Sport in the Global Marketplace examines the global forces impacting sport and recreation in the USA and around the world. It provides graduate students with a comprehensive view of global sport management and an understanding of cross-cultural influences on sport and recreation. Emphasis will be placed on the application of research and critical thinking as related to key issues in global sport.

Course Objectives:
1. Provide graduate students with a comprehensive view of global sport and recreation issues, with emphasis on understanding the impact of events, business, media and culture.
2. Emphasis will be placed on the application of research and critical thinking as related to global issues in sport and recreation.
3. Students will gain experience in reading, synthesizing, and critiquing relevant research; develop a better understanding of the procedures and methods used to understand the impact of global sport and of globalization on sport and recreation, and advance their critical thinking skills.
4. Students will gain a better understanding of how sport is a vital and integral part of our world.

Class Procedures and Requirements:
Essay:
There will be 1 major essay project for the course. Students should select a case study topic dealing with an aspect of global sport raised in Event Power or Sports Brands or The New Sport Management Reader. Essays should be 4000-6000 words in length and should include the use of at least 10 academic sources with supplemental sources as appropriate. Essays should use APA referencing style. Further guidelines will be supplied in class. Essays due December 7th. (50%)

Other Assignments:
1. Group Case Study Presentation and Discussion Participation: Each group will lead class case study and reading discussion sessions with presentations focused on the general readings for each class and the case study reading. Additionally Blackboard discussion topic and class participation will form part of this grade. (20%)
2. Thought piece short essays: During the course of semester I will ask everyone to write impromptu short thought piece essays which relate to that week’s readings and a current issue presented to class which links those readings to a current event in global sport and recreation. Short essays will be assigned during class or one week ahead of the next class. (30%)

Textbooks:

Recommended Texts:
CLASS SCHEDULE

30 August: Introduction and Course Expectations

7 September: Understanding Global Sport and Recreation

Readings:
Nauright, J. & Pope, S.W. The 21st Century SportsWorld: Global markets and global impact (copy to be supplied)

Case Studies:

14 September: Legacies of Empire and Slavery: Racial Issues in Global Sport

Readings:

Case Studies:

21 September: Sport and Recreation in Global Society

Readings:

Case Studies:

28 September: Environmental Issues in Global Sport and Recreation Management

Readings:
5 October: Global Sports Brands
Readings:
Bouchet et. al, *Sports Brands*


12 October: American Sports and the Global Sports Marketplace
Readings:


Case Study:


19 October: Global Issues in US Sport and Recreation
Readings:


26 October: Global Sport and Global Sport Media
Readings:


Case Study:

2 November: Understanding Events and Global Sport and Recreation
Reading:
Rojek, C. *Event Power*. 
9 November Global Mega-Events: Development and Legacy?

Readings:


16 November: The Global Sport for Development and Peace Industry

Readings:


Case Studies:

23 November: Week to work on Research Papers

30 November: Global Soccer Industry

Readings:


7 December: Back to the Future for Global Sports and Recreation?

Readings:


ADDITIONAL INFORMATION

American with Disabilities Compliance: The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Accommodation website at http://www.unt.edu/oda. You may also contact them by phone at 940.565.4323.

Academic Dishonesty: Academic dishonesty includes cheating, plagiarism, fabrication, and facilitating academic dishonesty. Cheating refers to collaborating on individual assignments and using unauthorized materials. Plagiarism refers to presenting ideas, words, or statements of another person without giving credit to that person. If you have questions about cheating or plagiarism, please see me.

Family Educational Rights and Privacy Act (FERPA) Information: Students have the right to expect their grades will be kept confidential. During this class it may be necessary for you to pass your assignments forward to the instructor. The instructor, under the reasonable assumption guidelines, assumes students are collecting only their own materials. Every attempt will be made to keep your information. Grades are confidential. Neither your course grades nor grades for any assignment will be posted in a way that could result in your being identified by other students or faculty members.