

University of North Texas
Department of Kinesiology, Health Promotion and Recreation

RECR 5900 The Global Soccer Industry

DAY/TIME:	M 6:30-9:20pm	LOCATION:	PEB 206
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OFFICE HOURS:	M 5:00-6:15pm	FAX NUMBER:	703-993-2025

PREREQUISITES

COURSE DESCRIPTION

This course provides sport management and sport studies students with an in depth understanding of the organization, administration, marketing, sponsorship, law, and policy issues in international soccer with particular reference to the major soccer leagues such as the Premier League (England), La Liga (Spain), Serie A (Italy), Bundesliga (Germany), etc., The European Champions League, and major governing bodies such as FIFA and UEFA. The interface with MLS and soccer in the United States and the global soccer industry also will be explored.

COURSE OBJECTIVES

1. Students gain an understanding of how the global soccer industry operates at local, regional, national and international levels.
2. Students will be able to conduct a research project on a key issue in international soccer.
3. Students will understand different models of professional sport organization.
4. Students will learn how soccer is governed at league, national and international levels.
5. Students will learn how soccer in the United States links to the global soccer system.

REQUIRED READINGS

- Foer, F. (2005). *How soccer explains the world*. New York: Harper Perennial.
- Goldblatt, D. (2014). *The game of our lives: The English Premier League and the making of modern Britain*. New York: Nation Books.
- Parrish, C. and Nauright, J. (2014). *Soccer around the world: A cultural guide to the world's favorite sport*. Santa Barbara: ABC-CLIO.
- Sugden, J. and Tomlinson, A. (2017). *Football, corruption and lies: Revisiting Badfellas, the book FIFA tried to ban*. London: Routledge.

Additional Books:

- Agergaard, S. and Tiesler, N.C., eds. (2014). *Women, soccer and transnational migration*. London: Routledge.
- Alegi, P. and Bolsmann, C. eds. (2010). *South Africa and the global game: football, apartheid and beyond*. London: Routledge.
- Alegi, P. and Bolsmann, C., eds. (2013). *Africa's World Cup: Critical reflections on play, patriotism, spectatorship, and space*. Ann Arbor: University of Michigan Press.
- Bennetts, M. (2008). *Football Dynamo: Modern Russia and the people's game*. London: Virgin Books.
- Blake, H. and Calvert, J. (2015). *The ugly game: the Qatari plot to buy the World Cup*. London: Simon & Schuster.

- Burns, J. (2000). *Barça: A people's passion*. London: Bloomsbury.
- Dorsey, J. (2016). *The turbulent world of Middle East soccer*. Oxford: Oxford University Press.
- Foot, J. (2007). *Winning at all costs: A scandalous history of Italian soccer*. New York: Nation Books.
- Giulianotti, R. & Robertson, R. (2009). *Globalization and Football*. London: Sage.
- Goldblatt, D. (2008). *The ball is round: A global history of soccer*. New York: Riverhead Books.
- Goldblatt, D. (2014). *Futebol nation: the story of Brazil through soccer*. New York: Nation Books.
- Hamil, S. & Chadwick, S. (2010). *Managing football: An international perspective*. London: Butterworth-Heinemann.
- Hassan, D. & Hamil, S. eds. (2011). *Who owns football? The governance and management of the club game worldwide*. London: Routledge.
- Hesse U. (2013). *Tor! The story of German football*. London: When Saturday Comes Books.
- Hill, D. (2008). *The fix: Soccer and organized crime*. Toronto: McClelland & Stewart.
- Hill, D. (2013). *The insider's guide to match-fixing in football*. Toronto: Anne McDermaid & Associates.
- Jennings, A. (2006). *The secret world of FIFA: Bribes, vote rigging and ticket scandals*. London: Harper Books.
- Kuper, S. (2006). *Soccer against the enemy*. New York: Nation Books.
- Simons, R. (2008). *Bamboo goalposts: One man's quest to teach the People's Republic of China to love football*. London: Macmillan.
- Wangarin, D. (2006). *Soccer in a football world: the story of America's forgotten game*. Philadelphia: Temple University Press.
- Wilson, J. (2016). *Angels with dirty faces: How Argentinian soccer defined a nation and changed the game forever*. New York: Nation Books.
- Winner, D. (2010). *Brilliant orange: The neurotic genius of Dutch soccer*. New York: Overlook Press.

EVALUATION

Paper one: 15%; Paper two: 20%; Paper three 30%; Participation 20%; Presentations 15%.

TENTATIVE COURSE SCHEDULE

(This course meets once a week in seminar format).

Week One: Introduction and Overview

Week Two: History and Global Expansion of Soccer

Week Three: Understanding the Meanings of Soccer/Football Around the World

Reading: Foer, *How Soccer Explains the World*.

Week Four: Case Study: Premier League and English Football

Reading: Goldblatt, *Game of Our Lives*.

Week Five Case Studies: Football/Soccer in Brazil, Netherlands and Germany

Week Six: Case Studies: Soccer in Argentina; Italy; Spain

Week Seven: Case Studies: Mes Que un Club: FC Barcelona; You'll Never Walk Alone: Liverpool

Week Eight: The Politics and Economics of FIFA

Reading: Badfellas

Week Nine: Corruption and Soccer: Match-fixing and World Cup Bids

Reading: Badfellas

Week Ten: Gender Relations, Women and Football

Week Eleven: New Markets for Soccer: USA, China, Australia

Week Twelve: Soccer, Politics, Corruption and Youth Exploitation in Africa

Week Thirteen: The Turbulent World of Middle Eastern Soccer

Week Fourteen: How Does Soccer Explain the World?