

Course Calendar

SPAD 5073 Globalization & Sports

Spring 2026

January 19 Introduction

Course Materials

The syllabus and course calendar are posted on D2L in content folders. (On the menu at the top of the course home page click on Content.) Please purchase the textbook. The text is required, and you should have it in hand by the second week of the semester.

January 26 International Sport Management

Read Chapter 1 Development of Globally Competent Sport Managers: Concepts & Trends

Read Chapter 2 The Globalized Sport Industry: Historical Perspectives

Activity Introductory Perspectives (50 points)

Due Friday January 30, 11:59 pm

February 2 Olympic Games

Read Chapter 12 Olympic & Paralympic Sport

Olympic Games (30 points)

Due Friday February 6, 11:59 pm

February 6-February 22 The Winter Olympics

Chapter 4-11 may provide reference material.

Activity International Sport Competition (220 points)

Due Sunday February 22, 11:59 pm

February 23 Professional Sport Leagues

Read Chapter 15 Professional Sport Leagues & Tours

Activity Leagues & Tours (50 points)

Due Friday February 27, 11:59 pm

March 2 Youth Sports

Read Chapter 16 Youth Sport Events & Festivals

Activity Youth Sports (50 points)
Due Friday March 6, 11:59 pm

March 9 Spring Break

March 16 Intercultural Management

Read Chapter 17 Intercultural Management in Sport Organizations

Activity Intercultural Management (50 points)
Due Friday March 20, 11:59 pm

March 23 Macroeconomics

Read Chapter 18 Macroeconomics of International Sport

Activity Macroeconomics (50 points)
Due Friday March 27, 11:59 pm

March 30 Holiday Break

April 6 Business Aspects

Read Chapter 19 The Business of International Sport

Activity Business Aspects (50 points)
Due Friday April 10, 11:59 pm

April 13 Sport Marketing

Read Chapter 20 International Sport Marketing

Activity Sport Marketing (50 points)
Due Friday April 17, 11:59 pm

April 20 Digital Media

Read Chapter 21 Digital Media in International Sport

Activity Digital Media (50 points)
Due Friday April 24, 11:59 pm

April 27 Sport Tourism

Read Chapter 22 International Sport Tourism

Activity Sport Tourism (50 points)

Due Friday May 1, 11:59 pm

May 4 Late Assignment Submission

Late submissions for all assignments.

Due Friday May 8, 11:59 pm