

## Course Syllabus

SPAD 5073 X40 Globalization and Sports

Dr. Julie Wood

Summer 2024

### Contact Information

- Office: Bridwell 322
- Hours: Email for Appointment
- Email: [julie.wood@msutexas.edu](mailto:julie.wood@msutexas.edu)

### Contact Preference

My preferred method of communication is by email. I check my email throughout the day (MTWRF), so you can expect to hear back from me usually within a few hours of receiving your message. I generally do not respond during the evening hours or over the weekend. If you should call and leave a message, I would appreciate it if you would also send me an email as I most often do not pay attention to the phone.

### Course Description

Exploration of the globalization of sports and how global economic, political, and cultural forces influence the sport industry.

### Learning Outcomes

- Students will explore the globalization of sport from several perspectives including political, economic, social, and cultural.
- Students will explore the impact of the media and commercialization of sport from a global perspective.
- Students will explore the positive and negative impacts of globalization on sport.
- Students will explore globalization of the sport industry and the impact the sport industry has on participants, workers, businesses, communities, and nations.
- Students will explore the impact of global sports on the future relative to global participation, the environment, tourism, and sustainability.

### Reference Text (not required)

Schulenkorf, N. & Frawley, S. (Eds.) (2017). *Critical issues in global sport management*. New York, NY: Routledge. ISBN 978-1-138-91123-9

### Videos (required viewing)

[America's Pickleball Craze Has a New Winner](#)

[Commercialization and the Golden Triangle](#)

[Globalization of Nike](#)

[Hosting Global Sporting Events](#)

[How Nike Stole the Olympics](#)

[How Soccer Explains the World: An Unlikely Theory of Globalization](#)

[Is the Globalization of Sport a Good Thing?](#)

[NCAA Coaches Explain How Women's Basketball is Seizing a Bigger Audience](#)

[Sport and Society – 21<sup>st</sup> Century Globalization of Sport](#)

[Sue Bird and Jess Robertson on the Investment and Growth in Women's Sports](#)

[The Economics of the Olympics](#)

[What the Caitlin Clark Effect Just Did Has Shocked All the Opponents in the WNBA](#)

[Why Cities aren't Lining up to Host the Olympic Games](#)

### **Desire-to-Learn (D2L)**

This course is delivered on the MSU Texas online platform D2L. Each student is expected to be familiar with this platform as it is the source of communication regarding assignments, examination materials, and general course information. You can log into [D2L](#) through the MSU Texas Homepage.

### **Student Expectations**

- COURSE CONTENT: Students are responsible for reading/viewing assigned material.
- SCHOLARLY RESEARCH: Students are responsible for locating scholarly material through the MSU library or other online scholarly sources when needed to complete assignments.
- ORIGINAL WORK: Students are expected to submit original work. Generative AI and plagiarism are not acceptable. Significant plagiarism or significant use of generative AI will result in a grade of zero.
- WRITING CONVENTIONS: Written assignments must be double spaced using 12-point font. Copying and pasting information is not acceptable. Points will be deducted for not following professional conventions.
- CITATIONS AND REFERENCES: When references are requested, citations and reference information should be complete and formatted following APA guidelines. The APA manual 7<sup>th</sup> edition can be found online at [Purdue Owl APA](#) or [American Psychological Association](#). Points will be deducted for formatting issues.
- ASSIGNMENT SUBMISSION: Be sure to submit the correct document to the assignment drop box. Submitting incorrect or blank documents does not excuse you. A grade of zero will be recorded.
- LATE ASSIGNMENTS: Late assignments will not be accepted. A grade of zero will be recorded.
- RESUBMISSIONS: There are no redoes for assignments or exams.

- EXTRA CREDIT: There are no opportunities for extra credit.
- QUESTIONS: I expect you to take the initiative to contact me via email if you have questions about the class or an assignment.
- PROFESSIONAL CONDUCT: I expect any interaction or communication we have to be professional and respectful.

### Learning Activities

Ten learning activities are required during this 5-week course. Each activity identifies a discussion question for you to respond to. Activities are worth 70 points each and two activities are due each week. Learning activities are designed to give you a broad understanding of the sport industry from a global perspective, with a primary focus on the media and commercialization of sport. YouTube videos have been identified that provide a general perspective of the topics studied. You may need to do further research to fully respond to the prompts.

### Assignments, Points, Due Dates

Learning Activity Topic	Points	Due Date
Commercialization	70	Wednesday July 10
Media	70	Friday July 12
Impact on Players/Performers	70	Monday July 15
Impact on Spectators/Public	70	Thursday July 18
Impact on Society	70	Monday July 22
Link to Audience	70	Thursday July 25
Impact on Industry Workers	70	Monday July 29
2024 Summer Olympics	70	Thursday August 1
WNBA and Women's Bball	70	Monday August 5
Growth of Pickleball	70	Thursday August 8
Total Points	700	

### Final Grade Determination

Grade	Points	Percent
A	630-700	90-100
B	560-629	80-89
C	490-559	70-79
D	420-489	60-69
F	000-419	00-59