



**SADL 5170 –
Measurement &
Evaluation in Sport
Management**

**Course Syllabus
Spring 2018**



MSAL

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Texts required:

1. Research Methods for Sport Studies (2nd ed.). Chris Gratton & Ian Jones. Routledge, 2010.
2. Discovering Statistics Using SPSS (3rd ed.). Andy Field, Sage Publications, 2009.

Scope of the Course: Marketers in the sport industry need to understand and interpret analytical and statistical techniques so that they can use data to solve problems for their respective organizations. Marketers need to analyze the situation, gather relevant information (i.e., data), interpret the results, and propose recommendations based on the results. Students will use data analytics and modeling to propose solutions to improve customer insights and relationships within sport organizations.

Course Objectives:

After successfully completing this course, students will be able to do the following:

Objective	Learning Outcome	Evaluative Tool
1. Identify data needs and sources, collect data	Discovery and Inquiry, Critical Thinking	Assignment
2. Understand how data analysis varies based on the situation	Content Knowledge, Discovery and Inquiry, Critical Thinking, Numeracy	Assignment
3. Recognize the need for reliability and validity of analysis and apply appropriate psychometric analyses	Numeracy, Discovery and Critical Thinking, Content Knowledge	Assignment
4. Recognize different types of analyses		
a. Create, interpret and discuss descriptive results	Numeracy, Critical Thinking, Communication	Assignment, Final exam
b. Create, interpret, and discuss cluster analyses	Numeracy, Critical Thinking, Communication	Assignment, Final exam
c. Create, interpret and discuss relational results	Numeracy, Critical Thinking, Communication	Assignment, Final Exam
d. Create, interpret and discuss group comparison results	Numeracy, Critical Thinking, Communication	Assignment, Final Exam
5. Create a consumer marketing report that provides a synopsis and recommendations for a sport organization. Specifically the student will:		

a. Assess data collected on sport spectators (consumers)	Critical Thinking, Numeracy, Technology	Market Research Report
b. Summarize and delineate findings	Critical Thinking, Numeracy	Market Research Report
c. Make recommendations for marketing strategies applying relevant theories.	Discovery and Inquiry, Critical Thinking, Social Responsibility	Market Research Report
d. Provide a written and oral presentation of the report	Communication, Technology	Market Research Report

Course Requirements and Assignments: (see additional information for each assignment posted on Canvas)

1. PowerPoint Assignments – See Canvas for descriptions and due dates.
2. Project Assignments – See Canvas for descriptions and due dates. We will work on some of the assignments in class, but some will need to be completed outside of class. If you miss class, it is your responsibility to submit the assignment by the due date. Check with your classmates and use Canvas to figure out what you missed.
3. Final exam (100 points) – The final exam will be during final exam week and will be held in class. It is open note and open book, but not open friend.
Late assignments are accepted; however there is a penalty of 20% the first day and then an additional 10% off each calendar day after that.

Course Expectations:

To do well in this class, you will probably need to spend **at least** 10 hours per week **outside** of class on the readings, preparing for the quizzes, and doing the assignments. Please plan accordingly.

Grading Scheme:

- 93.33%+ = A
- 90.00+% = A-
- 86.67+% = B+
- 83.33+% = B
- 80.00+% = B-
- 76.67+% = C+
- 73.33+% = C
- 70.00+% = C-
- 60.00+% = D
- 0.00+% = F

APA Tutorial

http://isites.harvard.edu/icb/icb.do?keyword=apa_exposed

I reserve the right to modify this syllabus at any time.

MISSION STATEMENT:

Seattle University is dedicated to educating the whole person, to professional formation, and to empowering leaders for a just and humane world.

Vision

We will be the premier independent university of the Northwest in academic quality, Jesuit Catholic inspiration, and service to society.

Values

- **Care**
We put the good of students first.
- **Academic Excellence**
We value excellence in learning with great teachers who are active scholars.
- **Diversity**
We celebrate educational excellence achieved through diversity.
- **Faith**
We treasure our Jesuit Catholic ethos and the enrichment from many faiths of our university community.
- **Justice**
We foster a concern for justice and the competence to promote it.
- **Leadership**
We seek to develop responsible leaders committed to the common good.

DIVERSITY STATEMENT:

Seattle University both celebrates and promotes safe and healthy community life for people of all races, religions, national origins, socio-economic classes, gender identities and expressions, sexual orientations, physical and learning abilities, and ages by modeling behavior and articulating expectations that we live and work together in one community, bound together by our commitment to learning and respect for one another. Excellence and diversity at Seattle University are inextricably tied. We have a deep understanding of, and commitment to, the fact that to be an excellent university we must be diverse in all aspects of our work. No discrimination will be tolerated.

ACADEMIC CONDUCT

You are expected, at all times, to act with academic integrity.

Seattle University is committed to the principle that academic honesty and integrity are important values in the educational process. Academic dishonesty in any form is a serious offense against the academic community. Acts of academic dishonesty will be addressed according to the Academic Honesty Policy. Without regard to motive, student conduct that is academically dishonest, evidences lack of academic integrity or trustworthiness, or unfairly impinges upon the rights and privileges of others is prohibited. See the following web page for additional information; <http://www.seattleu.edu/registrar/page.aspx?ID=87>

STUDENT SUPPORT

A recent American College Health Survey found stress, sleep problems, anxiety, depression, interpersonal concerns, death of a significant other and alcohol use among the top ten health impediments to academic performance. Students experiencing personal problems or situational crises during the quarter are encouraged to contact the Seattle University's Counseling and Psychological Services (CAPS) [(206)-296-6090; <http://www.seattleu.edu/student/counsel/index.asp>] for assistance, support and advocacy. This service is free and confidential.

“Students with documented disabilities that affect their ability to participate fully in the course or who require special accommodations are encouraged to speak with the instructor so that appropriate accommodations can be arranged.”

The Disability Services Office can be accessed by this url:

<http://www.seattleu.edu/sas/DisabilityServices/default.aspx?id=28360>