

SBLR 5090 – Revenue Generation in Sport and Entertainment

3 credits

Course description

This course is designed to offer a comprehensive overview of the revenue generating streams for various sport organizations. Students will gain an understanding of strategies being used in arenas, stadiums, and other sport and entertainment venues to generate new revenue streams. Students will incorporate these learnings to understand the full profit and loss statement that each team uses each season to run the front office. Understanding the P & L and how teams can generate more revenue while controlling expenses will be key in this course.

Course objectives

On successful completion of this course (i.e. by passing this course), you will be able to:

1. Gain an understanding of the revenue streams that professional sports teams manage
2. Understand the strategies and tactics behind maximizing revenue in sports
2. Evaluate revenue and expenses associated with revenue generation strategies
3. Conduct financial analyses and suggest courses of action

MBA Sport and Entertainment Management Learning Outcomes

1. Demonstrate competence for managerial decision-making specific to the sport and entertainment industry.
2. Apply appropriate analytical methods to identify, describe and propose solutions to complex business problems in an interconnected world.
3. Display competence in professional communication.

Course Schedule

Week #	Subjects
Week 1	Ticket Sales – The History of the Season Ticket and impacts on sports organizations
Week 2	Ticket Sales – Single Game/Event Revenue Streams and the Secondary Ticket Market
Week 3	Sponsorship – The Evolution of Brand Partnerships
Week 4	Sponsorship – Naming Rights
Week 5	League and Local Media Revenue
Week 6	Concerts and other Event Revenue
Week 7	Retail Merchandise/Food and Beverage Revenue
Week 8	Financial Analysis in Sports
Week 9	Enterprise Value
Week 10	Final Project Presentations

DEI

Critical view of who the numbers leave out and what initiatives may be important to undertake for more inclusive experiences in the revenue generating areas.

Written Communication

Students will create a professional, compelling, and thorough financial analysis that identifies, describes, and propose solutions to complex business problems

Oral Communication

Students will present a compelling and professional story about the trends and rationales in revenue generation

List of Course Assignments (see Canvas for details)

- A. Sponsorship Trends & Analysis: Group Paper – 20 points
- B. Naming Rights Analysis: Group Project – 20 points
- C. Denver Broncos Evaluation: Group Project – 10 points
- D. NBA Final Project – 50 points

Grading:

A total of 100 points may be earned for this class. Letter grades will be assigned according to the distribution table below: Final Grades will be posted on SU Online by X

Percentage	Letter grade
95% and higher	A
90%-94%	A-
87%-89%	B+
83%-86%	B
80%-82%	B-
77%-79%	C+
73%-76%	C
70%-72%	C- No credit for graduation
67%-69%	D+
63%-66%	D
60%-62%	D-
59% and lower	F

This graduate-level course requires regular, weekly, active participation. In addition, high-quality written work is expected. Written work should be clear, logical, grammatically correct, and spell-checked. It should also adhere to APA formatting for citations and references. It should represent the student's best effort.

SU Mission and Professional Accountability

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.

Engagement

Students are expected to keep up with the work on a weekly basis. Please notify Dr. Maylon Hanold (via email, text or phone) prior to weekly deadlines if you foresee a problem keeping up with weekly work or attendance in the synchronous virtual classroom to unforeseen circumstances. Being pro-active and a high degree of personal responsibility are expected.

Accommodations & Student Services

If you have, or think you may have, a disability (including an 'invisible disability' such as a learning disability, a chronic health problem, or a mental health condition) that interferes with your performance as a student in the class, you are encouraged to arrange support services and/or accommodations through Disabilities Services staff in the Learning Center, Loyola 100 (206-296-5740). Disability-based adjustments to course expectations can be arranged only through this process. 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.

Academic Integrity

Just as ethics and integrity are important in management practice, academic integrity is important in this course. 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>

Questions and Communication

Please direct questions to instructors via email. We will communicate with the class through your SU email and update Canvas as needed. Be sure to check both regularly.

Professional Conduct

Students are expected to engage in our online community in a respectful manner. This means respectful communication aimed at moving the discussion forward. This does not mean that students must always agree with others since reasoned, respectful dissent may be part of the discovery process and lead to previously unconsidered options.

Anti-Discrimination Statement

Seattle University does not discriminate on the basis of race, color, religion, sex, national origin, age, disability, marital status, sexual orientation, gender identity, political ideology or status as a Vietnam-era or special disabled veteran in the administration of any of its education policies, admission policies, scholarship and loan programs, athletics, and other school-administered policies and programs, or in its employment related policies and practices. All University policies, practices and procedures are administered in a manner consistent with Seattle University's Catholic and Jesuit identity and character. Inquiries relating to these policies may be referred to the University's Assistant Vice President for Human Resources and Equal Opportunity Officer at (206) 296-5870.