Nonsubstantive Administrative Change Request

College of Education and Human Development
Department of Health and Kinesiology
B.S. in Interdisciplinary Studies
Option in Sport Management
December 17, 2003

TO: Linda Lacey, Director
    Academic Support Services

FROM: James Kracht, Associate Dean
      College of Education and Human Development

SUBJECT: Nonsubstantive Administrative Change Request to Add Option in Sport Management to the B.S. in Interdisciplinary Studies Degree

Please include the attached proposal for a nonsubstantive administrative change request on the agenda of the next UCC meeting. The proposal requests the addition of an Option in Sport Management to the B.S. in Interdisciplinary Studies Degree. For a number of years, courses in Sport Management have been offered in the Department of Health and Kinesiology. This proposal gives clear direction to a Sport Management Option that conforms with guidelines of the North American Association of Sport Management and that will result in alignment of the Option with the needs of prospective employers of our students.

A previous version of this proposal has been reviewed by Jeanette Phariss, Assistant Provost, and by Dr. Clair Nixon, Associate Dean, Mays College and Graduate School of Business. A letter from Dr. Jerry Strawser, Dean, Mays College and Graduate School of Business, which supports the proposed program is attached.
MEMORANDUM

TO: Dr. Jane Conoley, Dean
    College of Education and Human Development

FROM: Dr. Jerry Strawser, Dean
      Mays Business School

SUBJECT: Business Minor in Bachelor of Science in Interdisciplinary Studies,
         Sport Management Option

The Mays Business School supports the College of Education and Human Development’s
proposed Bachelor of Science in Interdisciplinary Studies, Sport Management Option. As
a part of this new degree program, students will be required to complete an existing
eighteen-hour business minor offered by Mays Business School. With a proposed
maximum of 140 students in the Sport Management Option, Mays Business School has
sufficient capacity in its business minor courses to accommodate these students. Further,
there is currently sufficient capacity available in the directed electives of Accounting 210,
Management 105 and 212, and Finance 201 as provided for in the Sport Management
Option.

cc: Dr. Clair Nixon, Associate Dean, Mays Business School
    Dr. James Kracht, Associate Dean, College of Education and Human Development
NONSUBSTANTIVE ADMINISTRATIVE CHANGE REQUEST

Name of Institution: Texas A&M University, College Station, Texas

Display how administrative unit(s) and program(s) would appear on the Coordinating Board program inventory; include Texas CIP code designations(s).

<table>
<thead>
<tr>
<th>COLLEGE OF EDUC</th>
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<tbody>
<tr>
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<tr>
<td>Sport Management</td>
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</table>

See Attachment 1 for a complete inventory of degree programs.

How would the name of the program appear on student diplomas?

Bachelor of Science in Interdisciplinary Studies (non-certification)
Sport Management Option

Which administrative units would be responsible for the program?

College of Education and Human Development
Department: Health and Kinesiology

Proposed date for implementation of the program: Fall, 2004

Person to be contacted for further information about the administrative change:

Name: Jane Conoley Title: Dean, College of Education and Human Development, Texas A&M University

Phone: (979) 845-5311 FAX: (979) 845-6129 E-mail: jane-conoley@tamu.edu

Signatures: See Page 2 for College of Education and Human Development signatures.

____________________  __________________
Campus Chief Executive Officer  Date

____________________  __________________
System Chief Executive Officer  Date

Governing Board Approval Date: __________________________
SIGNATURES:

NAME: Jane C. Conoley
Title: Dean, College of Education and Human Development
Professor, Educational Psychology

PH: 979-845-5311    FAX: 979-845-6129    E-mail: jane-conoley@tamu.edu

Signature: [Signature]
Date: 12-17-03

NAME: James B. Kracht
Title: Associate Dean for Academic Affairs, College Education and Human Development

PH: 979-458-3560    FAX: 979-845-6129    E-mail: jimkracht@tamu.edu

Signature: [Signature]
Date: 12-14-03

NAME: Steve Dorman
Title: Head, Health and Kinesiology
College of Education and Human Development

PH: 979-845-1333    FAX: 979-845-8987    E-mail: sdorman@hlkn.tamu.edu

Signature: [Signature]
Date: 12/16/03
Nonsubstantive Administrative Change Request

1. Describe briefly the change requested.

Change Requested:

The change being requested is for approval of a new option under the Bachelor of Science in Interdisciplinary Studies (non-certification) degree (CIP Code 30.9999.01) in the College of Education and Human Development. The new option in Sport Management will be housed administratively at the college level in College of Education and Human Development. The Department of Health and Kinesiology will manage the curriculum for the degree at the department level and will be responsible for the routine operation of the program.

The Bachelor of Science in Interdisciplinary Studies (non-certification) degree with options in Human Resource Development and Technology Management was approved for the College of Education and Human Development by the Texas Higher Education Coordinating Board in 2002. At that time the College of Education and Human Development agreed to forward any additional options to the degree to the THECB for review and approval. See Attachment 1 for a complete current inventory of degree programs. Attachment 2 displays the proposed inventory of degree programs.

Background Information. The College of Education and Human Development at Texas A&M University was founded in 1969 after its separation from the College of Arts and Sciences. Even though the College of Education and Human Development is a “young college” at Texas A&M University, programs have existed at TAMU in rural education and in education and psychology since early in the twentieth century.

The recently reorganized College of Education and Human Development consists of four academic departments: Educational Administration and Human Resource Development; Educational Psychology; Health and Kinesiology; and Teaching, Learning, and Culture. These departments within the College offer a variety of degree programs at the bachelor’s, master’s, and doctoral levels. See Attachment 1.

The College of Education and Human Development at Texas A&M University is well known for its work in the preparation of teachers in high need areas such as mathematics and science, for its collaboration with public school districts on issues related to PK-12 education, and for its graduate programs that provide well-prepared practitioners and researchers for institutions that include education as a part of their mission.

Today, the College of Education and Human Development is frequently called upon to provide baccalaureate level practitioners with a strong background in educational theory, organizational theory, and practice for non-certification settings. The college currently sponsors two options under the Bachelor of Science Interdisciplinary Studies (non-certification) degree: Human Resource Development and Technology Management. The
Human Resource Development option currently supports 57 students, while the Technology Management option supports 43 students.

**Program Description.** The new Sport Management option will be housed at the college level, however, direct academic guidance on the current proposed option will come from the Department of Health and Kinesiology.

The proposed option will require the completion of a total of 120 semester credit hours for the completion of a Bachelor of Science degree. The main components of the program will include the university core curriculum, foundation courses, the sport management option, a required business minor, an internship, and electives. A graphic display of the program components is included below:

<table>
<thead>
<tr>
<th>Bachelor of Science Degree in Interdisciplinary Studies, Sport Management Option</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>University Core Curriculum</strong></td>
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<tr>
<td><strong>Foundation Studies Courses</strong></td>
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<td><strong>Option</strong></td>
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<tr>
<td><strong>Required Business Minor</strong></td>
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<td><strong>Electives</strong></td>
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<tr>
<td><strong>Total</strong></td>
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</table>

See Attachment 3 for a more detailed layout of the proposed program option.

2. **Provide a rationale for the proposed change.**

Currently, the Department of Health and Kinesiology offers a Bachelor of Science degree in Kinesiology with a number of courses in the area of Sport Management. Courses in this area have experienced significant growth with a current enrollment of 385 students. The rationale for the proposed change from the Kinesiology umbrella to Interdisciplinary Studies (non-certification) involves issues of meeting the demands of a growing field, providing a quality curriculum, and adherence to national preparation standards, and student interest and demand.

**Growth of Sport Management Field:** Sport is pervasive in American society. Millions of Americans avidly participate in recreational sports and athletics while millions more follow sports as fans and spectators. In fact, the sport industry is big business, generating $213 billion in 2001 making sport the sixth largest industry in the country based on Gross Domestic Product. Unfortunately, as the sport industry has experienced vast and rapid
growth, the problems and issues involving sport have multiplied. One particular area in which the sport and athletic industries have suffered major tribulations is in the management of sport. Many of the current problems associated with the management of sport may have resulted from the conventional wisdom that former athletes and coaches were best suited for, and often channeled into sport executive and administration positions without any training in the business and administration aspects of sport.

Adherence to National Curriculum Standards: To meet this challenge of preparing more qualified and skilled practitioners to manage sport, many colleges and universities have developed curricula in sport management. Further, the professional organization charged with the development of sport management as an academic discipline, the North American Society for Sport Management, recently adopted a set of 10 curriculum guidelines to guide university programs in delivering a minimal knowledge base for a degree in sport management. Institutions that meet these curriculum guidelines are granted "approved" status by the organization.

The Kinesiology degree currently offered in the Department of Health and Kinesiology requires all students to take a minimum of 138 hours. Within these 138 hours, students are required to take a core block of science-based kinesiology courses along with the sport management area courses. Because of the requirement that all Kinesiology degree-seeking students take these core courses, few courses exist under the 138 hour degree plan for sport management related courses. In fact, students taking sport management courses as Kinesiology students only receive about 25% of the national standards required of sport management degree programs by the North American Society for Sport Management. The Sport Management option under the Interdisciplinary Studies (non-certification) degree will allow all of the curriculum guidelines to be met in 120 hours, because the wide array of courses that can be offered once the Kinesiology core is not required of students. Texas A&M will seek approval of the Interdisciplinary Studies degree with a Sport Management Option from the North American Society for Sport Management once the option is approved by The Higher Education Coordinating Board. Attachment 4 depicts each of the curriculum guidelines and requirements, and illustrates how Interdisciplinary Studies (non-certification) Sport Management option courses will fulfill each requirement.

Demand from field: Another rationale for moving toward an interdisciplinary approach is that among recent graduates taking sport management courses, some 75% have completed internships and sought employment in true business/management roles as compared to traditional fitness leadership positions. Thus, the current degree under Kinesiology, which trains professionals to pursue health and fitness leadership positions for employment, is less appropriate in serving the needs of current students and the marketplace. As mentioned, the current marketplace demands graduates to be well trained in the various aspects of the sport business, such as sport law, sport marketing, sport finance, sport organizational behavior, sport management, and sport facilities and event management. A list of 104 internship sites in which Texas A&M University has already entered into a contract with to accept sport management interns is attached as
Attachment 5. Additionally, sample letters and announcements for internship opportunities in sport management also appear in Attachment 5.

Clearly, the creation of a Sport Management option in Interdisciplinary Studies (non certification) will allow Texas A&M to help meet the needs of an ever increasing market for sport management practitioners.

**Need in Texas:** Furthermore, despite the need to produce quality and trained graduates to accept employment in the growing sport industry, only two Texas universities offer a Sport Management degree. The University of Houston offers a Kinesiology degree with a Major in Sport Administration, and the University of Texas at Austin offers a degree in Sport Management through the Department of Kinesiology and Health Education. The University of Houston sport management undergraduate program currently supports 154 undergraduate students with 2 faculty members, while the University of Texas program currently supports 98 undergraduate students with 7 faculty members. Thus, there is clearly a need to provide the sport industry with additional highly trained practitioners.

3. Include an assessment of its effect on the administrative unit(s) involved and on the institution as a whole. If a unit is being renamed, will program names need to be changed? If so, submit a separate nonsubstantive program request for each change.

**Assessment of Effects**

*Anticipated effects on the administrative units involved are all positive.*

The College of Education and Human Development will work with the Department of Health and Kinesiology to support and staff the Sport Management option. Three tenure-track faculty members, one clinical faculty member, and one lecturer are delivering the existing sport management courses. A majority of the courses for the new option are already in place. Three new courses (KINE 217, KINE 422, KINE 423) have been developed and approved, and may be offered during the 2004-2005 academic year. Existing faculty could staff these new courses with a limited increase in enrollment. The existing faculty consists of four specialists: an assistant professor specializing in sport law, an assistant professor specializing in sport organizational behavior and management, an assistant professor specializing in socio-cultural and ethical issues, and a lecturer specializing in event and facility management. The clinical assistant professor currently teaching sport management courses is considered to be a sport management generalist, and can teach in the areas of marketing, financial aspects, and management of sport. Abbreviated (2-page) curriculum vitae for the existing faculty teaching courses in the sport management area have been attached as Attachment 6.

4. What is the expected enrollment in the program?

In January of 2003, courses in the sport management within the kinesiology degree enrolled approximately 385 students. A cap was placed on these courses in Spring of 2003 to control the number of new students and to accommodate a growing interest in
graduate work in the area of sport management. The program cap also will allow enrollment to be controlled with the new program in 2004-2005.

It is likely that some new enrollment will occur in the proposed Interdisciplinary Studies (non-certification) Sport Management option because the emphasis placed on the courses that better train students in the business aspects of sports. That is, the new curriculum will be attractive to those students wishing to be well prepared for employment in the business side of the sport industry. However, those students within the Department of Health and Kinesiology with an interest in fitness leadership will likely offset the increase in enrollment by choosing to enter a different Kinesiology area rather than sport management. Thus, interest in Sport Management is expected to remain similar to the current Kinesiology degree offering courses in sport management, and current resources will be able to accommodate approximately 140 students over any 4-year period. Should enrollment grow beyond the 140-student target, enrollment will be managed through a professional phase admissions plan consistent with admissions policies in the College of Education and Human Development. This enrollment management admissions plan will insure that only the most able and talented students (i.e., highest GPR’s) will gain acceptance to the Sport Management option.

<table>
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<tr>
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<th>Year 1 04-05</th>
<th>Year 2 05-06</th>
<th>Year 3 06-07</th>
<th>Year 4 07-08</th>
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5. Summarize implications for classes, distribution of personnel, availability of facilities, and availability of equipment.

Implications

The necessary classes, personnel, facilities, and equipment are already in place. The current and recently developed courses, personnel outlined above (and in Attachment 6), facilities, and equipment for the proposed option are already in place within the College of Education and Human Development. Thus, there should be no need for additional courses, increased class sizes in existing courses, faculty, facilities, or equipment.
6. Give information regarding any additional costs or savings.

Additional Costs or Savings
There will not be any additional costs.

This nonsubstantive administrative request will make use of existing resources and will make available new program options demanded by employers who need personnel prepared in the theory and practice of sport management.
## ATTACHMENT 1

**TEXAS HIGHER EDUCATION COORDINATING BOARD INVENTORY OF APPROVED**
**DEGREE PROGRAMS**

**FOR**

**COLLEGE OF EDUCATION**

**TEXAS A&M UNIVERSITY**

## CURRENT LISTING

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<td>INTERDISCIPLINARY STUDIES (certification)</td>
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## ATTACHMENT 2

### PROPOSED LISTING

<table>
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<tr>
<th>INSTITUTIONAL ADMINISTRATION</th>
<th>DEGREE LEVELS</th>
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### COLLEGE OF EDUC

0850

Interdisciplinary Studies (non-certification)  
Human Resource Development (X)  
Technology Management (X)  
Sport Management (X)

### DEPARTMENT OF EDUCATIONAL ADMIN & HUMAN RES DVL

0876

EDUCATIONAL ADMINISTRATION  
EDUC HUMAN RESOURCE DVLPMT  
INTERDISCIPL TECHNOLOGY

### DEPARTMENT OF EDUCATIONAL PSYCHOLOGY

0920

EDUCATIONAL TECHNOLOGY  
EDUCATIONAL PSYCHOLOGY  
EDUC PSYC-CAREER DVL EDUC  
COUNSELING PSYCHOLOGY  
SCHOOL PSYCHOLOGY

### DEPARTMENT OF HEALTH & KINESIOLOGY

1402

HEALTH EDUCATION  
PHYSICAL EDUCATION  
KINESIOLOGY (X)  
KINESIOLOGY (PHD)  
HEALTH (CERTIFICATION) (X)

### DEPARTMENT OF TEACHING, LEARNING, & CULTURE

2804

CURRICULUM & INSTRUCTION  
INTERDISCIPLINARY STUDIES (CERTIFICATION)  
BS

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**ATTACHMENT 3**

College of Education and Human Development  
B.S in Interdisciplinary Studies  
Sport Management Option  
(Non-Certification)

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**University Core Curriculum (43 hours)**

<table>
<thead>
<tr>
<th>Course</th>
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**FOUNDATIONS COURSES (11 hours)**

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<th>Course</th>
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<td>KINE 213 Foundations of Kinesiology</td>
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<td>KINE 425 Tests and Measurements</td>
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<tr>
<td>HLTH 216 First Aid</td>
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Sport Management Option (25 hours)
KINE 217 Foundations of Sport Management 3
KINE 304 Sport Psychology 3
KINE 319 Sport Sociology 3
KINE 333 Sport Management 3
KINE 420 Sport Facility Plan 3
KINE 421 Sport Law 3
KINE 422 Financing Sport Operations 3
KINE 423 Marketing Aspects of Sport 3
KINE 402 Pre internship Field Experiences 1

Business Minor (18 hours)
ACCT 209 3
MGMT 209 3
MGMT 309 3
MKTG 309 3
FINC 309 3
INFO 209*** 3

Professional Development (11 hours)
Directed Electives* 11

INTERNSHIP (12)
KINE 484 Professional Internship 12

Total 120

**Refer to general rules handout
*To be selected in consultation with an advisor from courses in MGMT, ACCT, PSYC, COMM, and KINE.
*Courses available from the College of Business are restricted to MGMT 212 and ACCT 210.
***Interdisciplinary Studies majors with the Sport Management Option will substitute KINE 240 for INFO 209.
## ATTACHMENT 4

North American Society for Sport Management Curriculum Standards  
* Denotes new or restructured course

<table>
<thead>
<tr>
<th>Curriculum Standard</th>
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<tbody>
<tr>
<td><strong>Standard 1: Socio-cultural Dimensions</strong></td>
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<td>Sport and gender, race, and disability</td>
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<td><em>Violence and deviant behavior in sport</em></td>
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<td>Sport aggression</td>
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<tr>
<td>Extrinsic and intrinsic motivation in sport</td>
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<td>International cultures and sport</td>
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<td>Ancient and modern Olympics</td>
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<td>Sport in education (intercollegiate, recreation, interscholastic, international)</td>
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<td>Professionalization of sport</td>
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<td>Social stratification in sport</td>
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<td>Youth sport and age-group sport</td>
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<td>Sport personality and interpersonal relationships in sport</td>
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<td>Individual and group performance in sport</td>
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<td>Psychosocial influences in sport</td>
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</tbody>
</table>

| **Standard 2: Management and Leadership in Sport** | KINE 333 Sport Management* |
| | KINE 420 Sport Facility Planning |
| | MGMT 209 and 309 |
| Functions of management | |
| Strategic planning process | |
| Definition and evolution of sport management | |
| Organizational behavior | |
| Organizational structure and staffing | |
| Management theories | |
| Philosophy, goals, objectives, mission statement | |
| Motivation theories/morale/strategies | |
| Personal management style | |
| Personal management philosophy | |
| Time management skills | |
| Human resource management | |
| Effective decision making/problem solving | |
| Small group behavior | |
| Theories of leadership | |
| Personal styles of leadership | |
| Skills and competencies of sport leaders | |
| Planning and design of a facility | |
| Venue and event management, operations, maintenance, programming, and scheduling | |
### Standard 3- Ethics in Sport Management

- Professional ethics, rights and responsibilities
- Concepts of morality
- Personal philosophy regarding social responsibility
- Theories of ethics
- Professional codes of ethics
- Personal and management values

### Standard 4- Marketing in Sport

- Definitions of marketing and sport marketing
- Unique aspects of sport marketing
- Marketing planning process
- Consumer demographics and psychographics
- Marketing mix
- Segmentation and target markets
- Preparation of the marketing proposal
- Sponsorship
- Endorsement
- Merchandising
- Fundraising
- Goals and objectives of marketing
- Sport consumer and consumer behavior

### Standard 5- Communication in Sport

- Interpersonal communication
- Small group communication
- Media and sport
- Electronic media
- E-mail, web sites, graphics, desk-top publishing
- Print media
- Public speaking
- Mass communication and sport
- Computer application
- Customer service
- Team building
- Business writing
- Sport journalism/broadcasting
- Organizational communication
- Writing press releases

### Standard 6- Budget and Finance in Sport

- Basic accounting principles - types of accounting
- Financial statements
- Sources of revenue for financing - public sector vs. private sector, governments, membership, fees, PSLs, taxes, bonds, etc.
Principles of budgeting - types (capital master, departmental, line item, zero-based, PPBES)
Budgets as a method of control, organization, and reallocation
Budget development
Spreadsheet utilization (Lotus, Excel, or Quicken's Quickbooks) - basic laboratory experiences
Financial management of facilities
For profit and not-for-profit budgeting
Development and fund-raising principles and methodology (campaigns, alumni, auctions)
Financing facilities

Standard 7- Legal Aspects of Sport

Tort law
Risk management procedures
Product liability
Constitutional law
Contract law
Administrative/statutory law
Legal system
Crowd control and security

KINE 421 Sport Law

Standard 8- Economics of Sport

Delineation of micro and macro economic principles
Economic growth of the sport industry in the 20th century
Concepts of competitive strategy (supply and demand)
Economic impact principles
Economic theory applied to sport manufacturing and service industries
Economic theory applied to professional sports
Economic perspectives in labor relations in professional sports
Economic theory applied to stadiums and arenas
Economic theory applied to intercollegiate sports

KINE 422 Financing Sport Operations*
ECON 202 Micro Economics

Standard 9- Governance in Sport

Identification of governing bodies in professional and amateur sport
Organizational structure of a variety of governing bodies
Authority and functions of various governing bodies
Requirements for membership in governing bodies
Sanctions and appeal processes utilized by governing bodies
Influence of governmental bodies and sports commissions on sport

KINE 217 Foundations of Sport Mgmt.*
KINE 333 Sport Management*

Standard 10- Field Experience in Sport Mgmt.

400 hours of hands-on field experience subsequent to the junior year
supervised by a qualified on-site professional.

KINE 402 Pre Internship Field Exp.
KINE 484 Professional Internship
ATTACHMENT 5

List of Approved Sport Management Internship Sites

Example Letters and Announcements soliciting Texas A&M students
<table>
<thead>
<tr>
<th>Internship Site</th>
<th>Contact</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aerofit Health &amp; Fitness</td>
<td>Kathy Langlotz</td>
<td>(979) 823-0971</td>
<td><a href="mailto:info@aerofitclubs.com">info@aerofitclubs.com</a></td>
</tr>
<tr>
<td>Amer. Golf Corp. - Bryan Golf</td>
<td></td>
<td>(979) 823-0126</td>
<td></td>
</tr>
<tr>
<td>Astrodome USA</td>
<td>Kevin Ward</td>
<td>(713) 799-9527</td>
<td></td>
</tr>
<tr>
<td>Barton Creek Club Resort</td>
<td>Tanya Green</td>
<td>(512) 329-4620</td>
<td><a href="mailto:tanya.green@baroncreek.com">tanya.green@baroncreek.com</a></td>
</tr>
<tr>
<td>Baylor Institute for Rehabilitation</td>
<td>Melody Nagle</td>
<td>(214) 841-0326</td>
<td></td>
</tr>
<tr>
<td>Baylor-Tom Landry Fitness Cen.</td>
<td>Dr. Bill Smith</td>
<td>(214) 820-7870</td>
<td></td>
</tr>
<tr>
<td>Big XII Conference (Summer of Full Year)</td>
<td>Dayna Wells</td>
<td>(214) 742-1212</td>
<td></td>
</tr>
<tr>
<td>Boys &amp; Girls Club of Brazos Co.</td>
<td>Cheletia Johnson</td>
<td>(979) 822-7516</td>
<td></td>
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<tr>
<td>Briarcrest Country Club</td>
<td>Jim Beard</td>
<td>776-1490</td>
<td></td>
</tr>
<tr>
<td>Brookhaven Country Club</td>
<td>Teresa Thomasson</td>
<td>(972) 4846585</td>
<td><a href="mailto:ContactUs@BrookhavenClub.com">ContactUs@BrookhavenClub.com</a></td>
</tr>
<tr>
<td>Central Texas Stampede</td>
<td>Kimberly Sutton</td>
<td>(817) 933-3500</td>
<td></td>
</tr>
<tr>
<td>Champions Fitness Center</td>
<td></td>
<td>(210) 735-7666</td>
<td></td>
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<tr>
<td>Cimmaron Country Club</td>
<td>David McManus</td>
<td>(210) 581-7401</td>
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<tr>
<td>ClubMonkey Sports</td>
<td>Brandt Tiltsong</td>
<td>(713) 522-0881</td>
<td><a href="mailto:info@clubmonkey.com">info@clubmonkey.com</a></td>
</tr>
<tr>
<td>College Station Parks &amp; Rec.</td>
<td>Tony Scazzero</td>
<td>(979) 764-3736</td>
<td></td>
</tr>
<tr>
<td>Compaq Center</td>
<td>Jamie Spychalski</td>
<td>(713) 843-3900</td>
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</tr>
<tr>
<td>Compaq Center</td>
<td>Christina Borden</td>
<td>(713) 843-3922</td>
<td><a href="mailto:info@compaqcenter.com">info@compaqcenter.com</a></td>
</tr>
<tr>
<td>Concord Athletic Club</td>
<td>Kurt Kurdell</td>
<td>(210) 828-8880 ext. 202</td>
<td></td>
</tr>
<tr>
<td>Cooper Fitness Center</td>
<td>Holly Collins</td>
<td>(972) 233-4832</td>
<td><a href="mailto:hcollins@cooperfitnesscenter.com">hcollins@cooperfitnesscenter.com</a></td>
</tr>
<tr>
<td>Corpus Christi Athletic Club</td>
<td>Alicia Camehli</td>
<td>(361) 992-7100 ext. 305</td>
<td><a href="mailto:acamehli@yahoo.com">acamehli@yahoo.com</a></td>
</tr>
<tr>
<td>Dallas Burn Soccer</td>
<td>Emily Harting</td>
<td>(214) 777-0224</td>
<td><a href="mailto:eharting@dallasburn.com">eharting@dallasburn.com</a></td>
</tr>
<tr>
<td>Dallas Cowboys</td>
<td>Ted Low</td>
<td>(972) 785-4058</td>
<td><a href="mailto:todl@dallascowboys.net">todl@dallascowboys.net</a></td>
</tr>
<tr>
<td>Dallas Mavericks</td>
<td>Gina Calvert</td>
<td>(214) 658-7177</td>
<td><a href="mailto:gina.calvert@dallasmavs.com">gina.calvert@dallasmavs.com</a></td>
</tr>
<tr>
<td>Dallas Sidekicks</td>
<td>Herman Hudson</td>
<td>(214) 653-0200</td>
<td><a href="mailto:herman.hudson@dallasmavs.com">herman.hudson@dallasmavs.com</a></td>
</tr>
<tr>
<td>Dallas Stars Community Relations</td>
<td>Julie Berkhouse</td>
<td>(972) 868-2815</td>
<td><a href="mailto:berkhouse@dallastars.com">berkhouse@dallastars.com</a></td>
</tr>
<tr>
<td>Dallas Stars Sales</td>
<td>Jamie Norman</td>
<td><a href="mailto:norman@dallastars.com">norman@dallastars.com</a></td>
<td></td>
</tr>
<tr>
<td>Dallas Stars Marketing</td>
<td>Christie Martinez</td>
<td><a href="mailto:cmartinez@dallastars.com">cmartinez@dallastars.com</a></td>
<td></td>
</tr>
<tr>
<td>Del Lago Resort &amp; Conf. Center</td>
<td></td>
<td>(936) 582-7551</td>
<td><a href="mailto:humanresources@delago.com">humanresources@delago.com</a></td>
</tr>
<tr>
<td>Downtown Metropolitan Club-Houston</td>
<td>Blake Stovall</td>
<td>(713) 652-0700</td>
<td></td>
</tr>
<tr>
<td>Fitness Center South Shore Harbor</td>
<td>Bill Callahan</td>
<td>(281) 334-2560</td>
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<tr>
<td>Game Faces</td>
<td>Carolyn Redd</td>
<td>(713) 741-1805</td>
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<tr>
<td>Gold's Gym-College Station</td>
<td>Bill Windschief</td>
<td>764-8000</td>
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<tr>
<td>Host Communication</td>
<td>Leah Park</td>
<td>(972) 392-5700</td>
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<tr>
<td>Houston Aeros Hockey</td>
<td>Tom Stallings</td>
<td>(713) 974-7825</td>
<td>t <a href="mailto:stallings@aeros.com">stallings@aeros.com</a></td>
</tr>
<tr>
<td>Houston Astros Baseball</td>
<td>Monica Rusch</td>
<td>(713) 259-8946</td>
<td><a href="mailto:rusch@astros.com">rusch@astros.com</a></td>
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<tr>
<td>Houston Center Club</td>
<td>Russelle Distefano</td>
<td>(713) 926-7677</td>
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<tr>
<td>Site</td>
<td>Contact</td>
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<tr>
<td>Houston City Club</td>
<td>Blake</td>
<td>(713) 840-9001</td>
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<tr>
<td>Houston Energy</td>
<td>Robin</td>
<td>(713) 926-7677</td>
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<td>Houston Golf Association</td>
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<tr>
<td>Houston Hot Shots</td>
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<td>(713) 468-5100</td>
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<tr>
<td>Houston Sport and Social Club</td>
<td>Stewart</td>
<td>(713) 522-0881</td>
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<tr>
<td>Houston Texans</td>
<td>Marcus</td>
<td>(832) 667-2000</td>
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<tr>
<td>Houstonian</td>
<td>Sean</td>
<td>(713) 812-6915</td>
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<tr>
<td>Kingwood Country Club</td>
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<td>(713) 358-2171</td>
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<tr>
<td>Lake Austin Spa &amp; Resort</td>
<td>Robbie</td>
<td>(512) 372-7271</td>
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<td>Metropolitan Club</td>
<td>Renee</td>
<td>(713) 652-0700</td>
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<tr>
<td>Nancy Liberman-Cline, Inc.</td>
<td>Nancy</td>
<td>(972) 596-3522</td>
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<td>North Dallas Athletic Club</td>
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<tr>
<td>Pasadena City Parks/Rec</td>
<td>Bob</td>
<td>(713) 477-6739</td>
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<tr>
<td>Plano Family YMCA</td>
<td>Lindsi</td>
<td>(972) 378-9622</td>
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<td>Prince William's Canons</td>
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<td>Raceworks, Inc.</td>
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<tr>
<td>Round Rock Express</td>
<td>Jay</td>
<td>512-252-255 ext 202</td>
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<tr>
<td>San Antonio Corporate Y's</td>
<td>Susanna</td>
<td>(210) 246-9631</td>
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<tr>
<td>San Antonio Dragons Hockey</td>
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<tr>
<td>San Antonio Golf Association</td>
<td>Johanna</td>
<td>(210) 341-0823</td>
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<tr>
<td>San Antonio Missions Baseball</td>
<td>Jimi</td>
<td>(210) 675-7275</td>
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<tr>
<td>San Antonio Spurs</td>
<td>Dave</td>
<td>(210) 444-5589</td>
<td><a href="mailto:dwalsh@sbccenter.net">dwalsh@sbccenter.net</a></td>
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<tr>
<td>SCA Promotions</td>
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<tr>
<td>SMU Athletics Facilities</td>
<td>Dave</td>
<td>(214) 768-2879</td>
<td><a href="mailto:dsmiller@mail.smu.edu">dsmiller@mail.smu.edu</a></td>
</tr>
<tr>
<td>SMU Athletics Tickets</td>
<td>Will</td>
<td>(214) 768-2904</td>
<td><a href="mailto:wsimpson@mail.smu.edu">wsimpson@mail.smu.edu</a></td>
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<tr>
<td>Stephen F. Austin Athletics</td>
<td>Greg</td>
<td>(409) 468-3501</td>
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<td>Streetball Partners</td>
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<tr>
<td>Sugarcreek Country Club</td>
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<tr>
<td>TAMU 12th Man Foundation</td>
<td>Reagan</td>
<td>846-8892</td>
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<tr>
<td>TAMU Association of Former Students</td>
<td>Kathryn</td>
<td>845-7514</td>
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<tr>
<td>TAMU Baseball</td>
<td>Jason</td>
<td>845-4810</td>
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<tr>
<td>TAMU Career Center</td>
<td></td>
<td>845-5127</td>
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<tr>
<td>TAMU Compliance</td>
<td>David</td>
<td>845-1904</td>
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<tr>
<td>TAMU Facilities/Fields</td>
<td>Leo</td>
<td>845-3333</td>
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<tr>
<td>TAMU Football</td>
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<tr>
<td>TAMU John Thornton</td>
<td>John</td>
<td>845-1159</td>
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<tr>
<td>TAMU Marketing</td>
<td>Dave</td>
<td>845-3248</td>
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## Sport Management Approved Internship Sites (Tentative)

<table>
<thead>
<tr>
<th>Site</th>
<th>Contact Name</th>
<th>Contact Number</th>
<th>Email</th>
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<tbody>
<tr>
<td>TAMU Men's Basketball</td>
<td>Kevin Hurley</td>
<td>845-4531</td>
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<tr>
<td>TAMU Men's Golf</td>
<td>Bobbie Ellis</td>
<td>845-4533</td>
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<tr>
<td>TAMU NYSP</td>
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<tr>
<td>TAMU NYSP (Summer Only)</td>
<td>Dottiedee Agnor</td>
<td>862-2945</td>
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<tr>
<td>TAMU Promotions</td>
<td>Mike Caruso</td>
<td>845-3248</td>
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<tr>
<td>TAMU Rec. Sports</td>
<td>Mike Waldron</td>
<td>845-9672</td>
<td></td>
</tr>
<tr>
<td>TAMU Reed Arena</td>
<td>Mary Helen Bowers</td>
<td>862-7330</td>
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<tr>
<td>TAMU SID</td>
<td>Alan Cannon</td>
<td>845-0563</td>
<td></td>
</tr>
<tr>
<td>TAMU Video Lab</td>
<td>Andy Richardson</td>
<td>845-2690</td>
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<tr>
<td>TAMU Women's Athletics</td>
<td></td>
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<tr>
<td>Texas Motor Speedway</td>
<td>Sarona Winfrey</td>
<td>(817) 215-8520</td>
<td></td>
</tr>
<tr>
<td>Texas Rangers Baseball Club</td>
<td></td>
<td>(817) 273-5200</td>
<td></td>
</tr>
<tr>
<td>Texas Sport Medicine Center</td>
<td>Tom Dolan</td>
<td>(281) 351-6300</td>
<td></td>
</tr>
<tr>
<td>Tri Star Productions</td>
<td>Mandy Fuerst</td>
<td>(713) 666-9595 ext. 1108</td>
<td><a href="mailto:fuerst@tristarproductions.com">fuerst@tristarproductions.com</a></td>
</tr>
<tr>
<td>U.S.O.C.</td>
<td></td>
<td>(713) 578-4508</td>
<td></td>
</tr>
<tr>
<td>University Club-Houston</td>
<td>Ryan Earley</td>
<td>(713) 621-4811</td>
<td></td>
</tr>
<tr>
<td>University of Texas Rec. Sports</td>
<td>Barbara Brimi</td>
<td>(512) 471-1155</td>
<td></td>
</tr>
<tr>
<td>UTSA Athletics</td>
<td>Liz Dalton</td>
<td>(210) 458-4666</td>
<td><a href="mailto:edalton@utsa.edu">edalton@utsa.edu</a></td>
</tr>
<tr>
<td>West Side Tennis Club</td>
<td>Linda McIngvale</td>
<td>(713) 783-1620</td>
<td></td>
</tr>
<tr>
<td>Woodcreek Athletic Club</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Woodlands Resort &amp; Conf. Center</td>
<td>Bob King</td>
<td>(281) 364-6240</td>
<td></td>
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<tr>
<td>YMCA Northeast</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>YMCA of Baytown</td>
<td>Jim Haugen</td>
<td>(281) 427-1797</td>
<td></td>
</tr>
<tr>
<td>YMCA of Cypress Creek</td>
<td>Susie Bruce</td>
<td>(281) 469-1481 ext. 733</td>
<td></td>
</tr>
<tr>
<td>YMCA of Downtown Dallas</td>
<td>Eric Capel</td>
<td>(214) 954-0500</td>
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<tr>
<td>YMCA of Ft. Worth</td>
<td>Shannon Forcythe</td>
<td>8173323281 ext. 2289</td>
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<tr>
<td>YMCA of North Harris County</td>
<td>Ricky Hernandez</td>
<td>(281) 444-3550</td>
<td></td>
</tr>
<tr>
<td>YMCA of San Antonio</td>
<td>Jeanie Slavynski</td>
<td>(210) 681-9770</td>
<td></td>
</tr>
<tr>
<td>YMCA of South Montgomery (Woodland)</td>
<td>Trisha Martinez</td>
<td>(713) 367-9622</td>
<td></td>
</tr>
<tr>
<td>YMCA of Waco</td>
<td>Cindy Kubacak</td>
<td>(254) 776-6612</td>
<td></td>
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<tr>
<td>YMCA on Lake Houston</td>
<td></td>
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</tr>
<tr>
<td>Frisco Rough Riders</td>
<td>Lynn Wittenburg</td>
<td>(972) 731-9200</td>
<td><a href="mailto:wittenburg@ridersbaseball.com">wittenburg@ridersbaseball.com</a></td>
</tr>
<tr>
<td>Tennessee Secondary Schools Athletic</td>
<td>Ronnie Carter</td>
<td>(615) 889-6740</td>
<td><a href="mailto:carter@tssaa.org">carter@tssaa.org</a></td>
</tr>
<tr>
<td>Briar Club</td>
<td>Kevin Smith</td>
<td>(713) 622-3667</td>
<td><a href="mailto:fitness@thebriarclub.com">fitness@thebriarclub.com</a></td>
</tr>
<tr>
<td>Velocity Sports</td>
<td>John Heussner</td>
<td>281-992-SPED (7733)</td>
<td><a href="mailto:jheussner@velocitysp.com">jheussner@velocitysp.com</a></td>
</tr>
</tbody>
</table>
Dear Dr. Hatfield,

Host Communications, Inc. (HOST) creates opportunities for corporations to connect with specific audiences, who ultimately impact their growth and success. Through its multi-faceted operations and ability to integrate complete marketing services with a variety of demographic-specific assets, HOST seeks to capture the affinity marketing customer base desired by Corporate America. HOST has received a distinguished accolade from SportsBusiness Journal, which named the Company one of the top five in the world of sports marketing.

The Events Division of Host Communications is located in Dallas, Texas and is the primary base of management and production for a Grassroots 25-City Basketball Tour, Hoop-It-Up Basketball Tour, and the got Milk? 3-v-3 Soccer Shootout, events that are all the largest of their kind. HOST would like to provide an opportunity for students who are eligible to receive academic credit to learn and gain valuable experience through an unpaid internship. All of the national traveling tours mentioned above, which serve more than 300,000 customers, are searching for qualified individuals from Texas A & M to participate as interns in the following categories:

- Grassroots 25-City Basketball Tour (2 Internships)
- The Hoop-It-Up Basketball Tour (1 Internship)
- The got Milk? 3-v-3 Soccer Shootout (2 Internships)
- Marketing - All properties (3 Internships)
- Customer Relations - All properties (6 Internships)
- Client Services (1 Internship)
- Managed Events (2 Internships)

All of the above mentioned internship opportunities are available January-May (session 1) and May-August (session 2). The deadline to apply for Session 1 is December 15, 2003. The deadline for Session 2 is February 2, 2004.

Due to the high volume of interested students, please submit cover letter and resume that specify the session and internship(s) that you are interested in to:

Leroy E. Mosley  
Customer Relations Manager  
HOST Communications  
17300 Dallas Parkway Suite 1000  
Dallas, Texas 75248  
Direct: 972.392.5610  
Fax: 972.981.1135  
Email: leroy.mosley@hostcommunications.com

Internship descriptions and related details are listed on the following pages, please feel free to post or distribute to prospective Internship candidates.
Host Communications, Inc. identified by Sports Business Journal as one of the top five marketing companies in the world, is seeking a candidate for the following seasonal positions.

Properties and Positions Available

**got milk? 3v3 Soccer Shootout**
The festival-like Tour attracts soccer players of all ages and travels to 65 cities April-August. All qualifying teams are invited to the National Finals at Disney’s Wide World of Sports Complex.
Available Positions: Event Planning (2)
Marketing (1)
Customer Relations (2)
*Client Services (1)

**Hoop-It-Up Basketball Tour**
The Tour attracts the competitive weekend player and travels to 15 U.S. and 8 Canadian markets April-August.
Available Positions: Event Planning (1)
Marketing (1)
Customer Relations (2)

**Grassroots Basketball Tour**
The Tour attracts the serious player who participates in organized play and travels to 25 U.S markets March-October.
Available Positions: Event Planning (2)
Marketing (1)
Customer Relations (2)

* Position will split responsibilities between all properties.

**Managed Events Division**
Managed Events division provides clients (NCAA, Sony, Army, MLBI, etc.) with turnkey service using a variety of tactics based on client strategies.
Available Positions: Event Planning (1)
Marketing (1)

**Detailed Position Descriptions:**

**Client Services, Intern**
The qualified candidate will assist with day-to-day client management of assigned accounts, help generate creative special event concepts for sponsors to reach desired target audience, and assist in the process of creating each tour’s sponsor manual to be distributed internally and used as training resource for road crew and volunteers. The selected individual will also develop weekly pre and post event reports that meet clients needs, communicate with all departments on an on-going basis, and source equipment and supplies if necessary. Additional responsibilities include travel as needed to events, management of VIP tent, if applicable and present on-site, and other duties as assigned.

Qualified candidates must be currently enrolled or on break from an accredited four-year college/university, and within two (2) years of receiving four-year degree, or enrolled in a graduate level program. Must be eligible to receive college credit. Preference will be given to those students studying Business, preferably with a strong interest or background in Sports Marketing. Some knowledge and understanding of the basketball or soccer industry is helpful, and strong organizational skills and attention to detail is needed. Candidates must have polished written and verbal skills, be energetic, possess a positive attitude, and be a team player. Solid knowledge of Microsoft Word, Excel and Power Point is required. Must be willing to travel and work some weekends.

**Customer Relations, Intern**
The selected applicant will coordinate with event personnel to ensure smooth and timely preparation of the event, assist with collection and processing of team entry forms for events and assist with seeding and scheduling of the got milk? 3v3 Soccer Shootout, Hoop-It-Up, and a Grassroots Basketball Event.
The qualified applicant will also assist the CR coordinator with compiling post-event information and developing event recap, while also creating all documents required for the upcoming event(s). All paperwork necessary to finalize the event. Additional responsibilities include, but are not limited to, supporting other HOST A and E departments when needed.

Qualified candidates must be currently enrolled or on break from an accredited four-year college/university, and within three (3) years of receiving four-year degree, or enrolled in a graduate level program. Must be eligible to receive college credit. Some knowledge and understanding of the basketball/soccer industry is helpful, and strong organizational skills and attention to detail is needed. Candidates must have polished written and verbal skills, be energetic, possess a customer-first attitude, and be a team player. Solid knowledge of Microsoft Word, Excel and Power Point is needed. Must be willing to travel and work some weekends.

Marketing Intern-Basketball and Soccer
Excellent opportunity to work with a major sports marketing agency and gain experience by learning from and contributing to one of the largest grassroots marketing tours in the nation. This position will work directly with upper-level managers and directors highly involved in the sports business industry.

The qualified individual will assist in the execution of marketing plans for the Hoop-It-Up, got milk? 3v3 Soccer Shootout and a new Grassroots 25-City basketball Tour with direction from the Marketing Coordinator. Candidate will assist in the ordering and trafficking of marketing materials for all Tour events, and aid the marketing team in the implementation and delivery of marketing tools for Tour events, including: direct mail pieces, e-mail and viral tools, and any promotional items.

Selected individual will be responsible for phone and website customer service, including weekly website updates and content management and event photo gallery organization and management. He/she may conduct market research and assist on special projects and event functions as assigned by Marketing Coordinator and/or the Marketing Director, as well as be required to travel to weekend events and assist with event operations as assigned.

Qualified candidates must be currently enrolled or on break from an accredited four-year college/university, and within one (1) year of receiving four-year degree, or enrolled in a graduate level program. Must be eligible to receive college credit. Preference will be given to those students studying Business and/or Marketing, preferably with a strong interest or background in Sports Marketing. Some knowledge and understanding of the basketball/soccer industry is helpful, and strong organizational skills and attention to detail is needed. Candidates must have polished written and verbal skills, be energetic, possess a positive attitude, and be a team player. Solid knowledge of Microsoft Word, Excel and Power Point is needed. Must be willing to travel and work some weekends.

National Grassroots Basketball Tour, Intern
The selected candidate will assist event personnel with planning and execution of key marketing initiatives (including but not limited to market research, player mailings, promotion of 4-on-4 division, cause marketing promotional efforts etc.). Daily responsibilities of the intern will include fielding general web, email and telephone inquiries, assisting event directors with securing pre-event operational needs, and the recruitment and coordination of volunteers and officials. Additional responsibilities include working with other departments (Customer Relations, Marketing and Client Development) as needed to help achieve tour and event related objectives and traveling, possibly from March to October, to assist event staff on-site as needed.

Qualified candidates must be currently enrolled or on break from an accredited four-year college/university, and within two (2) years of receiving four-year degree, or enrolled in a graduate level program. Must be eligible to receive college credit. Preference will be given to those students studying Business and/or Marketing, preferably with a strong interest or background in Sports Marketing. Some knowledge and understanding of the basketball/soccer industry is helpful, and strong organizational skills and attention to detail is needed. Candidates must have polished written and verbal skills, be energetic, possess a positive attitude, and be a team player. Solid knowledge of Microsoft Word, Excel and Power Point is needed. Must be willing to travel and work some weekends.

got milk? 3v3 Soccer Shootout Intern
The selected candidate will provide assistance in pre-event, event and post event experience and contribute to the development and implementation of a customer-focused environment for all HOST Affinity and Event tours. The qualified individual will assist with weekly recap of events, which will detail the areas of success, and areas of improvement, manage the essential paperwork to finalize tournaments, and the coordination with event personnel to ensure smooth and timely pre-event preparation of soccer tournaments.

Qualified candidates must be currently enrolled or on break from an accredited four-year college/university, and within three (3) years of receiving four-year degree, or enrolled in a graduate level program. Must be eligible to receive college credit. Preference will be given to those students studying Business and/or Marketing, preferably with a strong interest or background in Sports Marketing. Some knowledge and understanding of the basketball/soccer industry is helpful, and strong organizational skills and attention to detail is needed. Candidates must have polished written and verbal skills, be energetic, possess a positive attitude, and be a team player. Solid knowledge of Microsoft Word, Excel and Power Point is needed. Must be willing to travel and work some weekends.

**Hoop-It-Up Intern**

The selected candidate will assist event personnel with planning and execution of key Tour initiatives (including but not limited to market research, player mailings, promotion of 4-on-4 division). Daily responsibilities will include fielding general web, email and telephone inquiries, assisting event directors with securing pre-event operational needs, and the recruitment and coordination of volunteers and officials. Additional responsibilities include working with other departments (Customer Relations, Marketing and Client Development) as needed to help achieve Tour and event related objectives.

Qualified candidates must be currently enrolled or on break from an accredited four-year college/university, and within three (3) years of receiving four-year degree, or enrolled in a graduate level program. Must be eligible to receive college credit. Some knowledge and understanding of the basketball industry is helpful, and strong organizational skills and attention to detail is needed. Candidates must have polished written and verbal skills, be energetic, possess a positive attitude, and be a team player. Solid knowledge of Microsoft Word, Excel and Power Point is needed. Must be willing to travel and work some weekends.

All positions are available in two sessions, Session 1 is Mid-January through Mid-May, and Session 2 is Mid-May through Mid-August. The deadline to apply for Session 1 is December 15, 2003. The deadline for Session 2 is February 2, 2004.

**To be considered for these positions, please submit cover letter indicating the session and property that you are applying for and a resume to:**

Leroy E. Mosley  
Subject: Internship Application  
HOST Communications  
17300 Dallas Parkway Suite 1000  
Dallas, Texas 75248  
Direct: 972.392.5810  
Fax: 972.991.1135

Email: leroy.mosley@hostcommunications.com
INTERNSHIP OPPORTUNITY

Established in 1997 by Tom Hicks, Southwest Sports Group is the holding company for the Stanley Cup Champion Dallas Stars, the Texas Rangers Baseball club and the Mesquite Championship Rodeo. Offices are based out of The Ballpark in Arlington and are just 20 minutes away from both downtown Dallas and Fort Worth.

We are currently looking for an intern in the Sales/Marketing department for the Fall 2001 and/or Spring 2002. Main duties may include, but are not limited to:

- Setting up and working sales booths for trade shows, sporting events and other sales related events in the Metroplex
- Handle correspondence with Season Ticket Holders for the Dallas Stars and Texas Rangers (ticket renewals, mailings, family shows, etc.)
- Assist with event planning for Dallas Stars and Texas Rangers functions (Winter Carnival, Season Ticket Holder Picnics and Parties, etc.)
- Collaborate and write monthly internal newsletter
- Assist with Season Ticket Holder VIP Card discount program
- Assist with sales and marketing materials (flyers, etc.)
- Help generate leads for sales team
- Research for various marketing materials
- Assist with various special projects as assigned
- General clerical/office tasks (filing, copying, data entry, etc.)

Qualifications include:

- Must work a minimum of 40 hours per week
- Game day duties required on some nights and weekends
- Enrolled as a undergraduate or graduate student in an accredited college or university (business or communication majors preferred)
- Good computer skills
- Proficiency with Microsoft Office (Word, Excel, Power Point, Outlook)
- Experience with publishing, layout and photo editing programs preferred
- Excellent verbal and written skills
- Ability to multi-task
- Reliable transportation

Benefits offered:

- Opportunity to gain valuable work experience in the sports/entertainment industry by working for three professional sports teams
- Hourly pay of $6.00 for no more than 40 hours per week
- Free tickets to selected games and events and priority purchase opportunities for some events

If interested, please send your resume with cover letter to Amber Morgan by email at amorgan@swsportsgroup.com or by fax at (817) 273-5186.
Thank you for your interest in the Southwest Sports Group internship Program. The goal of the SSG Internship Program is to provide career experience in the sport entertainment/media field. The program seeks to provide students with a broad understanding of the various positions available within the industry and the types of skills needed in order to be a competitive prospect for future employment.

This program is designed for college students who are preparing for a career in the sports entertainment/media field. Individuals who are selected to be Southwest Sports Group interns will acquire practical knowledge through hands-on experience and will gain skills beneficial in competing for jobs in the sports industry. Internships are open to any college undergraduate or graduate student.

Most internship positions are paid but participants are not entitled to benefits (i.e., insurance, vacation, etc.). All applicants should be available for Texas Rangers or Dallas Stars game duties. Interns are not entitled to job placement with SSG at the conclusion of the Internship program.

Southwest Sports Group consists of the following entities: Texas Rangers Baseball Club, Dallas Stars Hockey Club, and the Mesquite Championship Rodeo. We offer internships in the following, in addition to some other areas:

- Accounting
- Community Relations
- Marketing
- Media Relations
- Ticket Office
- Sales

Most positions are for 6 month-1 year. This timeline varies by department and position. Travel and living expenses are the responsibility of the individual.

If you are interested in an internship with SSG, please send the following:

- Cover letter explaining why you are seeking employment with Southwest Sports Group, including the dates you are available to work.
- Resume
- List of references
- Official College Transcript

Internship Coordinator
Southwest Sports Group
1000 Ballpark Way, Suite 400
Arlington, TX 76011
817-273-5195
ATTACHMENT 6

Abbreviated Curriculum Vitae for Faculty with Expertise in Sport Management
Education

December 2001
Texas A&M University
Ed. D., Physical Education

Academic Experience
Texas A&M University

Sept. 2002-Present
Department of Health and Kinesiology
Assistant Professor
Sport Management Program

Teaching Experience

Sport Management Courses

Undergraduate
Sport Management
Internship Field Experience in Sport Management

Graduate
Research Methods in Sport Management
Sport Marketing
Seminar in Social Issues of Sport
Seminar in Sport Ethics
Research Seminar

Publications

Refereed Journal Manuscripts (23 total-Recent/Relevant listed)


**Refereed Conference Proceedings**

**International/National-(33 total- recent/relevant listed)**


VITA

George B. Cunningham

Assistant Professor
Dept. of Health and Kinesiology
Texas A&M University
TAMU 4243
College Station, TX 77843-4243
Phone: (979) 458 8006
FAX: (979) 847 8987
Email: gbcunningham@hlkn.tamu.edu

EDUCATION

Ph.D. The Ohio State University, June 2002
Physical Activity and Educational Services
Emphasis in Sport and Exercise Management
Cognate: Management and Human Resources

PROFESSIONAL EXPERIENCE

July, 2003 – present: Assistant Professor, Dept. of Health and Kinesiology, Texas A&M
University

June 2002 – June 2003: Assistant Professor, Department of Kinesiology, Indiana University

MOST RECENT REFEREED JOURNAL ARTICLES (Of 32)

Cunningham, G. B., & Mahoney, K. L. (in press). Self-efficacy of part-time employees in
university athletics: The influence of organizational commitment, valence of training, and

International Journal of Sport Management.


Revised: 10/27/03
MOST RECENT NATIONAL / INTERNATIONAL PRESENTATIONS (Of 28)


TEACHING ACTIVITIES AND COURSES TAUGHT

Texas A&M University

KINE 689: Special Topics: Advanced Financial Analysis in Sport (Graduate)

KINE 682: Seminar in Advanced Organizational Theory I (Graduate)

KINE 622: Supervision of Health and Kinesiology (Graduate)

Indiana University

HPER K 510: Administrative Theory in Competitive Sports Programs (Graduate)

HPER K 518: Special Topics: Governance in Sport Management (Graduate)

HPER K 615: Advanced Financial Analysis in Sport (Graduate)

HPER P 425: Sport Governance in the Global Community (Undergraduate)

The Ohio State University

PAES 607: Legal Aspects of Sport and Physical Activity (team taught)
Laura Miller Hatfield

Clinical Assistant Professor
Department of Health & Kinesiology, Sport Management
Texas A&M University
TAMU 4243
College Station, TX 77843-4243

Office (979) 845-5497
Home (979) 774-5889
Email LMHatfield@hlkn.tamu.edu

Education

Ph.D. Human Performance, Emphasis: Administration and Teaching
The University of Southern Mississippi, Hattiesburg, Mississippi
August 2003

M.S. Sport Administration, Specialization: Sport Management
The University of Southern Mississippi, Hattiesburg, Mississippi
December 2000

B.S. Sport Management
Liberty University, Lynchburg, Virginia
January 1997

B.S. Community Health Promotion
Liberty University, Lynchburg, Virginia
May 1993

Professional Record

Sept. 2003-Present Clinical Assistant Professor, Department of Health and Kinesiology, Sport
Management, Texas A&M University, College Station, Texas A&M University
  • Teach classes in Sport Management
  • Coordinate the undergraduate internship program in Sport Management

August 2002-August 2003 Instructor, Coaching and Sport Administration, School of Human Performance
and Recreation, The University of Southern Mississippi, Hattiesburg, Mississippi
  • Teach classes in Coaching and Sport Administration, academic advisement
  for students with Sport Administration emphasis

August 2001-July 2002 Instructor, Physical Education, School of Human Performance and
Recreation, The University of Southern Mississippi, Hattiesburg, Mississippi
  • Taught classes in Physical Education, Coaching, and Sport Administration,
  12 hours per semester
Articles in Refereed Journals


Research Grants

Research Stipend Award, Committee on Services and Resources for Women, The University of Southern Mississippi, Hattiesburg, Mississippi, Status: Awarded

Professional Presentations

Hatfield, L. (2002). Title IX: 30 years later. Symposium conducted at the meeting of the Mississippi Association of Health, Physical Education, Recreation and Dance Annual Conference, Hattiesburg, Mississippi.


Teaching

(HP = Human Performance/Physical Education; C = Coaching,
SA = Sport Administration, SM = Sport Management)
HPR 146 Developmental Skills (Volleyball), HP
HPR 220 Introduction to Human Performance, HP
HPR 314 Instructional Techniques in Team Sports, HP
HPR 326 Instructional Techniques in Individual/Dual Sports, HP
HPR 320 Pre-School and Primary School Physical Education, HP
HPR 327 Coaching Volleyball, C
HPR 332 Sport Information Management, SA
HPR 403 Coaching the Female Athlete, C
HPR 410 Sport Promotion and Fundraising, SA
HPR 414 Ethics in Sport, SA
HPR 419 Practicum in Coaching and Sport Administration, C/SA
HPR 468 Sport Law, SA
HPR 715 Advanced Sport Administration Processes, Graduate, SA
KINE 333 Introduction to Sport Management, SM
KINE 402 Pre-Internship Seminar, SM

Awards and Honors

2003 Doctoral Student of the Year, Administration and Teaching Emphasis, School of Human Performance and Recreation, The University of Southern Mississippi

2001-Present Phi Kappa Phi, The University of Southern Mississippi
ABBREVIATED CURRICULUM VITAE

PAUL J. BATISTA
Attorney at Law

EDUCATION

Trinity University, Texas  Business Administration  B.S.  1973
Baylor University Law School  Law  J.D.  1976

POSTGRADUATE STUDY

Internet Law Program, Berkman Center for Internet & Society, Harvard Law School, 2001

PROFESSIONAL EXPERIENCE

• Assistant Professor, Department of Health and Kinesiology, Texas A & M University, 2000 – Present
• Attorney, Law Office of Paul J. Batista, Caldwell, Texas, 1980 – Present
• Lecturer, Department of Construction Science, Texas A&M University, 1998 – 2000
• Visiting Assistant Professor, Department of Health and Kinesiology, Texas A&M University, 1991 – 1999
• County Judge, Burleson County, Texas, 1995 – 1998
• Attorney, Hollon and Marion, Attorneys at Law, Boerne, Texas, 1976 – 1980

PROFESSIONAL LICENSES AND CERTIFICATIONS

Admitted to Practice Before the United States Supreme Court  1993
Licensed by the State Bar of Texas  1977
Certified as Mediator and Arbitrator  1999

PROFESSIONAL HONORS, AWARDS AND RECOGNITION

• Association of Former Students Distinguished Achievement Award in Teaching (2003-2004)
• Montague – Center for Teaching Excellence Scholar Award, 2003 - 2004
• 2001 Teacher of the Year, Division of Kinesiology, Department of Health and Kinesiology, Texas A & M University
• Elected a Fellow of Texas Bar Foundation in 1996
• Member of the College of the State Bar of Texas

COURSES TAUGHT

Kinesiology 421 – Legal Aspects of Sport
Kinesiology 655 – Recreation and Sports Law
RESEARCH INTERESTS

My primary research interest is sport related liability issues in school settings, and I have also research and published on Internet and technology issues in sport law.

REPRESENTATIVE RESEARCH PUBLICATIONS


RESEARCH PRESENTATIONS


