

Course Syllabus
PEHR 2990 – Intro to Intercollegiate Athletic Administration
Dixie State University
Fall 2013

Instructor: **Jason Herbers**

Office: **North Instructional Building 144**

Office Hours: **10:00-11:00 am Tues, Thurs**

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Course Times: **Tuesdays & Thursdays from 9:00-9:50 am in the North Instructional Building 144 with additional lab hours outside of class, including evenings and weekends, depending on student availability.**

Course Credits: **2**

Department Objectives:

All PEHR courses have the following objectives:

- A. Enhance development of physical, mental, social, and emotional well-being through physical education;
- B. Be supported to develop personal, lifelong commitment to physical activity for the long range health benefits;
- C. Develop competencies in athletic activities that will bring greater satisfaction to participation in athletics;
- D. Demonstrate an understanding of physiology that promotes safety in physical exercise;
- E. Develop a fitness plan pertinent to the physical activity of the course, as applicable

Course Description

PEHR 2990 – Intro to Intercollegiate Athletic Administration is designed to give students with an interest in collegiate athletic administration hands on experience in the field of college athletics. Topics covered will include administration, coaching, marketing, event and game management, fundraising, corporate sponsorships, business services (budget), media relations, academic services, compliance and athletic training.

Course Objectives

- A. Demonstrate an understanding, and be able to define, athletic administration
- B. Understand the structure of an intercollegiate athletic department
- C. Be able to identify the necessary components of an intercollegiate athletic department
- D. Be able to identify and describe the 4 p's: product, price, placement and promotion of marketing.
- E. Demonstrate an understanding of the construct of a sporting event and the details that coincide with an intercollegiate athletic event.
- F. Be able to identify the forms of fundraising

Required Materials

There are no required materials for this course. Handouts will be provided from *Sports Marketing*, Second Edition, Sam Fullerton, 2010 and *The Handbook of College Athletics and Recreation Administration*, First Edition, George S. McClellan, Chris King and Donald L. Rockey, Jr., 2012.

Grades & Assessment

Your grade will be assigned based on your attendance, assignments and a final exam.

Hands On Experience	40%
Class Attendance	20%
Assignments	30%
Final Exam & Project	10%

Completing all of the requirements for this class, will help you accomplish the course objectives.

Hands On Experience: Participation in hands on experience is required. You will need to work Dixie State University Athletic Events throughout the semester providing practical, hands on experience. A work schedule will be determined the first week of classes.

Class Attendance: Roll will be taken at the beginning of the class, so make sure to come on time. A majority of the materials for the final exam will be covered in class.

If you are late, please let me know that you are here. If you miss class, you are responsible to turn in assignments that were due that day. If you are sick or have an emergency, please e-mail that day with the circumstances of your absence.

Assignments/Projects: During the semester, you will be assigned different projects / activities / assignments that will have a due date. Any assignment turned in late (except for an excused absence) will be deducted points for each week it is late. Assignments will not be accepted 15 days past the due date. You are expected to keep all handouts and take notes from the class, including information provided by guest speakers. All of this information can be used during the final exam.

Final Exam: To make sure that you understand the main principles of the course, a final exam will be given. You will receive a review sheet and we will go over it in class prior to the exam. The final will be given during exam week.

Letter grades will be assigned based on % of points earned on the scale shown below:

A = 95-100%	B+ = 88-90%	C+ = 78-80%	D+ = 68-70%	F = Below 60%
A- = 91-94%	B = 84-87%	C = 74-77%	D = 64-67%	
	B- = 81-83%	C- = 71-73%	D- = 60-63%	

A grade of "incomplete" will only be given in circumstances where a student has been doing well in the class but has a difficulty such as serious illness during the last week or two of the semester.

PEHR 2990 SPRING CLASS SCHEDULE

Date	Activity
August 20	Start of Class - Class Introduction
August 22	Introduction to Athletic Administration
August 27	IN CLASS EXPERIENCE
August 29	Duties of Athletic Administrators (A.D., SWA, etc.)
September 3	Coaching - Hiring and Evaluating
September 5	Sports in the Media
September 10	Sports in the Media
September 12	Marketing
September 17	Marketing
September 19	Sponsorships
September 24	Sponsorships
September 26	Fundraising
October 1	Fundraising
October 3	Budget
October 8	Budget
October 10	Athletic Training
October 15	<i>FALL BREAK - NO CLASS</i>
October 17	Game Management
October 22	Game Management
October 24	Strength and Conditioning
October 29	Compliance
October 31	Compliance
November 5	Academic Services
November 7	Academic Services
November 12	Media Relations
November 14	Media Relations
November 19	Social Media in Sports
November 21	Social Media in Sports
November 26	Coaching Experiences
December 3	Controversial Issues in Intercollegiate Athletics
December 5	Final Exam Review - LAST DAY OF CLASS
December 12	FINAL EXAM - 8:00 AM, NORMAL CLASSROOM

2013 Fall Semester Calendar

2013 Fall Semester

Aug 19	Classwork Starts
Aug 22	Last Day to Waitlist
Aug 23	Last Day to Add Without Signature
Aug 28	Drop/Audit Fee Begins (\$10 per class)
Aug 28	Residency Application Deadline
Sep 2	Labor Day
Sep 3	\$50 Late Registration/Payment Fee
Sep 9	Pell Grant Census
Sep 9	Last Day for Refund
Sep 9	Last Day to drop without receiving a "W" grade
Sep 10	Courses dropped for non-payment
Sep 13	Last Day to Add/Audit
Oct 1	Associate's degree Graduation Deadline - Fall 2013
Oct 9	Mid-Term Grades Due
Oct 10-11	Semester Break
Oct 14	Last Day to Drop Individual Class
Oct 21	Spring and Summer 2014 class schedules available online
Nov 1	Bachelor's degree Graduation Deadline - Spring 2014
Nov 8	Last Day for Complete Withdrawal
Nov 11	Spring Registration open to Seniors (90+ credits)
Nov 12	Career Day
Nov 12	Spring Registration open to Juniors (60+ credits)
Nov 13	Spring Registration open to Sophomores (30+ credits)
Nov 14	Spring Registration Open to All Students
Nov 27-29	Thanksgiving Break
Dec 6	Classwork Ends
Dec 9-13	Final Exams

Important Links:

As a student at Dixie State University, you have access to several helpful resources:

- [Library](#)
- Computer Lab (located at the [Smith Computer Center](#) and the [Library](#))
- [Disability Resource Center](#) - Provides services and accommodations to students with disabilities.
- [IT Student Help Desk](#) - We provide support for the following: Blackboard Vista, Dmail, wireless, software resources for students, and student laptop lease program.
- [Online Writing Lab](#) - Many writing classes utilize this site. Among other things, students can use the Online Writing Lab to submit papers electronically to the Writing Center.
- [Testing Center](#)
- [Tutoring Center](#) - Free and open to all students. Improve your study skills and clarify concepts and class material.
- [Writing Center](#) - "Our mission is to help you become a better writer by approaching your assignments as a process of invention, writing, and revision."

See our [Campus Map](#) for the location of these and other resources.

Policies and Statements

- Disability Statement:

If you suspect or are aware that you have a disability that may affect your success in the course you are strongly encouraged to contact the Disability Resource Center (DRC) located at the North Plaza Building. The disability will be evaluated and eligible students will receive assistance in obtaining reasonable accommodations. Phone # 435-652-7516 M.

- [Academic dishonesty / Academic integrity policy](#)
- Reference to "[Policy for Absences Related to College Functions](#)"
- [Disruptive behavior policy](#) / classroom expectations
- Dmail:

You are required to frequently check your Dmail account. Important class and university information will be sent to your Dmail account, including DSU bills, financial aid/scholarship notices, notices of cancelled classes, reminders of important dates and deadlines, and other information critical to your success at DSU and in your courses. To access your Dmail account, visit go.dixie.edu/dmail. If you do not know your Dmail username or you have forgotten your PIN, visit go.dixie.edu/mydixie and follow the respective instructions.