

Course Syllabus
PEHR 2990 – Intro to Intercollegiate Athletic Administration
Dixie State College of Utah
Spring 2013

Instructor: **Jason Herbers**

Office: **North Instructional Building 107**

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 107 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 College 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.

Other Useful Information

Classroom expectations: It is the responsibility of an instructor to manage the classroom environment to ensure a good learning climate for all students. For more details, please see the disruptive behavior policy at <http://www.dixie.edu/humanres/policy/sec3/334.html>.

Academic honesty: Cheating will not be tolerated. If it occurs, a zero grade will be given for that assignment or exam. Repeated or aggravated offenses will result in failing the course. Any time that you take credit for work that you did not do, you are cheating. This includes getting the answers to study questions from someone else, copying information from a library or internet source and presenting it as if it were your own words (plagiarism), looking at someone else's answers on an exam, and asking someone who has already taken a test about what questions it contains (Code of Conduct – see DSC Policy 34.1.1-4)

Americans with Disabilities Act (ADA) Statement

Students with medical, psychological, learning or other disabilities desiring reasonable academic adjustment, accommodations, or auxiliary aids to be successful in this class will need to contact the DISABILITY RESOURCE CENTER Coordinator (Baako Wahabu) for eligibility determination. Proper documentation of impairment is required in order to receive services or accommodations. DRC is located at the ground floor of the Financial Aid Office. Visit or call 652-7516 to schedule an appointment to discuss the process. DRC Coordinator determines eligibility for and authorizes the provision of services.

Baako Wahabu can be reached at 652-7880 or wahabu@dixie.edu if you have any questions.

PEHR 2990 SPRING CLASS SCHEDULE

Date	Activity
January 8	Start of Class - Class Introduction
January 10	Introduction to Athletic Administration
January 15	Duties of Athletic Administrators (A.D., SWA, etc.)
January 17	Coaching - Hiring and Evaluating
January 22	Sports in the Media
January 24	Guest Speaker - Cherry Creek Radio
January 29	Marketing
January 31	Marketing
February 5	Sponsorships
February 7	Sponsorships
February 12	Fundraising
February 14	Fundraising
February 19	Budget
February 21	Budget
February 26	Athletic Training
February 28	Athletic Training
March 5	Game Management
March 7	Game Management
March 11-15	<i>SPRING BREAK - NO CLASS</i>
March 19	Compliance
March 21	Compliance
March 26	Academic Services
March 28	Academic Services
April 2	Media Relations
April 4	Media Relations
April 9	Social Media in Sports
April 11	Social Media in Sports
April 16	Coaching
April 18	Controversial Issues in Intercollegiate Athletics
April 23	Final Exam Review - LAST DAY OF CLASS
April 30	FINAL EXAM - 8:00 AM, NORMAL CLASSROOM

2013 Spring Semester Calendar

Jan. 7	Classes begin
Jan. 10	Last day to Waitlist classes
Jan. 11	Last day to add without signature
Jan. 14	DROP/AUDIT fee begins (\$10 per class)
Jan. 21	Martin Luther King, Jr. Day (<i>no classes</i>)
Jan. 22	\$50 Late registration/payment fee
Jan. 29	Pell Grant Census
Jan. 29	Last day for tuition refund
Jan. 29	Last day to drop without receiving a "W" grade
Jan. 30	Courses dropped for non-payment
Feb. 1	Graduation Application Deadline for Spring 2013 associate degrees
Feb. 1	Last day to ADD or AUDIT classes
Feb. 18	President's Day Holiday (<i>no classes</i>)
Feb. 25	Mid-term grades due
Mar. 1	Graduation Application Deadline for Summer 2013 baccalaureate degrees*
Mar. 1	Last day to DROP individual classes
Mar. 11-15	Semester Break (<i>no classes</i>)
Mar. 18	Fall 2013 class schedule available online
Mar. 18	Summer 2012 Registration begins
Mar. 29	Last day for complete withdrawal from all classes
Apr. 1	Graduation Application Deadline for Fall 2013 baccalaureate degrees
Apr. 8	Fall 2012 Registration begins
Apr. 24	Classes end
Apr. 25	Reading Day
Apr. 26	Final Exams
Apr. 29-30	Final Exams continue
May 1	Graduation Application Deadline for Summer 2013 associate degrees*
May 1-2	Final Exams continue
May 3	Commencement
May 6	Final grades due, 5:00 p.m.

*Summer graduates who wish to participate in the Spring 2013 commencement must comply with the Spring 2012 deadlines.