

**UNIVERSITY OF MIAMI SCHOOL OF EDUCATION AND HUMAN  
DEVELOPMENT**

**COURSE OUTLINE**

**A. DESIGNATION:**

Department and Number: KIN 490/590  
Credits: 3  
Title: Sport Industry in South Florida  
Time: 9:00 AM – 5:00 PM, January 4<sup>th</sup>-8<sup>th</sup>  
Room: MB 308A

**B. BULLETIN DESCRIPTION:**

This course is designed to examine the various sport-based organizations that comprise the sport industry in South Florida. Areas examined will include products/services offered, marketing opportunities and challenges, public relations, gaming, economic impact on the local community, physical facilities, internship/employment opportunities, strengths, weaknesses, opportunities, threats, and the unique aspects and challenges of the South Florida market compared to others across the country.

**C. FACULTY MEMBER:**

Dr. Tywan G. Martin  
Assistant Professor  
Merrick Bldg. 319-B  
305-284-1168  
E-mail: t.martin@miami.edu

**D. COURSE OBJECTIVES:**

*Upon completion of this course students are expected to successfully:*

1. Understand the current and future trends of the sport industry in South Florida
2. Interact with key management personnel from local sport organizations
3. Appreciate the complexity of, and be able to discuss, current issues/trends in the industry and South Florida
4. Participate in site visits to local sport venues and corporate headquarters

**E. COURSE CONTENT:**

See Course Schedule

**G. COURSE POLICIES:**

1. Assignments: Each assignment must be turned in at the beginning of class on the date it is due. **No late assignments will be accepted.** You are responsible for

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keeping a copy of your work until you have received a grade for all written assignments.

2. Written Assignments: Written assignments must be typed/computer printed (12-point font, double-spaced, Times New Roman, and one inch margins) and stapled. **No handwritten assignments will be accepted.** It is important for students in this class to properly express themselves through writing. Written assignments will be graded on both the quality of writing and the subject matter. Problems with spelling, grammar, and punctuation will result in a lower grade. In addition, please pay special attention to page lengths for all written assignments. For example, if the assignment asks for 3-4 pages, the assignment should be 3-4 FULL pages. 2 ½ pages is **NOT** 3 pages. The following link is suggested for students to use to cite sources for written assignments:  
<http://owl.english.purdue.edu/owl/resource/560/01/>
3. Students are expected to arrive **on time** prepared and ready to contribute to the class. Arriving to class late will be an automatic deduction of a **full letter grade**.
4. Students are expected to exhibit professionalism in all class at all times.
5. Special Needs: Any student that requires special needs for assistance and/or accommodation that has registered with the Office of Accessibility Services, should meet with the instructor at the close of the first day of class.
6. Plagiarism: Plagiarism includes, but is not limited to, the use, by paraphrase or direct quotation, of published or unpublished work of another person without full or clear acknowledgement. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials. Should any student on written assignments or exams mislead, deceive, and/or cheat will be sent before the University's Honor Council. Please refer to the Honor Council's information at the following link:  
[http://www.miami.edu/sa/index.php/dean\\_of\\_students/undergraduate\\_honor\\_council/](http://www.miami.edu/sa/index.php/dean_of_students/undergraduate_honor_council/)
7. Technology: To help facilitate a productive learning environment each student is expected to **turn off** any personal communication devices during class time. **Students using cellular phones for text messaging will be asked to leave the class and will be considered absent for the day.** Students **may not** use personal computers during class time, unless otherwise instructed. Unauthorized use of mobile devices will result in the loss of a **full letter grade**.
8. Wikipedia may not be used to reference your work.
9. Due to potential extenuating circumstances, the instructor reserves the right to change the syllabus with written notice.

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- G. COURSE REQUIREMENTS:** The following assignments will be used to assess/evaluate the student's academic standing in KIN 490/590.

**Site Visit/Guest Speaker Paper: 50%**

During this course we will take site visits to various sport and entertainment organizations throughout South Florida and meet with various personnel from the respective organizations. In addition, we will have guest speakers attend class.

The site visits and guest lectures serve as an interview and should be cited as such in the submission of the final paper. Students are required to write an analysis which should include the following information: The name(s) of the individuals we meet with, title(s), organization for which they work, how long they have been in their current position, educational information, general information on the duties they perform, previous jobs they held before their current position. The bulk of information included in the analysis should be based on the presentation, the question and answer portion of the site visit/guest lectures, and any related readings on the respective site visits/guest lectures. Therefore, each class visit and guest lecture students are heavily encouraged to ask questions aimed at the uniqueness of their organization, the distinctiveness of the South Florida sport marketplace, and the impact of sport in the area. Additionally, students must synthesize and interpret the information obtained from the various site visits/guest lectures in the paper. This could include, but not limited to, exclusive elements of the sport organization, differentiating factors employed by the sport organization, the opportunities and challenges they face due to the market, how they keep pace or stay ahead of the competition, social media use, what kind of impact the organization has on the local community and economy, what it takes to work for one of these organizations, current trends, what is it like to work in South Florida compared to jobs in other markets, etc. It is the responsibility of the class to ask speakers' questions, as it will allow students to develop a complete and thorough analysis for the final paper. Undergraduate students should discuss what they learned from the visit about the sport industry in South Florida. Graduate students must provide a comprehensive analysis that tie in the class visits, guest lectures, course readings, and any outside, reliable sources that will strengthen the final paper. Reliable sources constitute as published academic journal manuscripts, newspapers and magazine articles, books, and published reports to name only a few.

The paper should be 12-15 pages and be must typed/computer printed in 12-point font, double-spaced, Times New Roman, and one inch margins. Please be sure to include a cover and reference page. The reference page must be in APA format (<http://owl.english.purdue.edu/owl/section/2/10/>). **No handwritten assignments will be accepted.** Students will be graded on thoroughness, depth, clarity, interpretation, grammar, and formatting. This is assignment is due **March 4 at 5 p.m. via email (t.martin@miami.edu)**. Make sure to include the following information in the subject line: **KIN 490/490: Sport Industry in South Florida Final Paper.**

**Exam: 25%**

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There will be one exam that covers lecture materials, course reads, class discussions, guest lectures, and information discussed during each respective site visit. The exam will be multiple choice and take place on Thursday, January 7<sup>th</sup> at 8 a.m. in Merrick 308A.

**Participation and Attendance: 25%**

**In class:** Students are expected to come prepared for class to participate. I truly feel in order to be successful in this, or any industry, students must be able to express their thoughts verbally and with confidence. All opinions introduced in class are valued. Most classes will include discussions, student presentations, and group work in which students will be expected to share their thoughts and ideas with the class. It is important to consistently engage in class discussions in an appropriate manner to earn an “A” grade for participation. Students that simply come to class and do not participate will not earn high marks for this section of the course. Students that desire to earn high marks for this area of the course must be active and respectful participants. All students are required submit a “thank you” email to the individuals that present to the class.

We only meet for 5 days, so students are expected to be in class. **Students that arrive late to class will automatically be penalized a letter grade. In addition, missed class will also result in the deduction of a letter grade. Missing the bus will result in a full letter grade deduction.**

**Site Visits:**

Students will be expected to come prepared to ask questions of the individuals we meet and must act in a professional and respectable manner during our visits to sport organizations. We will be visiting these individuals at their place of business, so professionalism is absolutely required. Any student that does not act in a professional manner during a visit will not be allowed to participate in any of our other visits. If students miss a site visit they will not be permitted to write an analysis of that visit.

**Pet Peeves:**

1. Asking the instructor how long will we be in class
2. Excessive bathroom breaks
3. Requesting the instructor to provide the contact information of individuals from the respective sport organizations that presented in class
4. Falling asleep in class
5. No notebook to take notes during the class visits or guest lectures
6. Disrespectful to the instructor, classmates, and/or guest lectures
7. Missing or arriving to the bus late

**H. METHODS OF EVALUATION:  
Total Points System**

Assignment	Points Possible	Points Earned
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Paper	50%	
Exam	25%	
Participation and Attendance	25%	
<b>Total</b>	<b>100%</b>	

**Grading Standards**

A+ = 100-99%

B+ = 89%

C+ = 79%

D = 69%

F = 59% and below

A = 98-93%

B = 88-83%

C = 78-73%

D = 68-60%

A- = 92-90%

B- = 82-80%

C- = 72-70%

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**J.**

**Department of Kinesiology & Sport Sciences**  
KIN 490/590: Special Topics in Exercise & Sport Sciences  
Sport Industry in South Florida  
January 2016

Travel Schedule

**Monday, January 4**

*Destination -* Magic City Casino  
450 NW 37<sup>th</sup> Ave  
Miami, FL

*Departure -* Stanford Circle near the University Center – University of Miami

*Appointment Time -* 11:00 a.m.

*Return -* 12:30 p.m.- 1:00 p.m.

**Tuesday, January 5**

*Destination -* Miami Heat  
601 Biscayne Blvd.  
Miami, FL  
786-777-1000

*Departure -* Stanford Circle near the University Center – University of Miami

*Appointment Time -* 10 a.m. at Miami Heat

*Return -* Pick-Up time between 12:00 p.m. and 12:15 p.m.

**Tuesday, January 5**

*Destination -* Ransom Everglades School  
3575 Main Hwy  
Miami, FL  
305-460-8800

*Departure -* Miami Heat

*Appointment Time -* 1 p.m. at Ransom Everglades School

*Return -* Pick-Up time between 2:30 p.m. and 2:45 p.m.

**Wednesday, January 6**

*Destination -* Miami Open  
7300 Crandon Blvd

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Key Biscayne, FL 33149  
305-446-2200

*Departure -* Stanford Circle near the University Center – University of Miami

*Appointment Time -* 10 a.m. at Sony Ericsson

*Return -* Pick-Up time between 12:00 p.m. and 12:15 p.m.

**Wednesday, January 6**

*Destination -* Homestead-Miami Speedway  
One Speedway Blvd.  
Homestead, FL 33035  
305-230-5024

*Departure -* Miami Open

*Appointment Time -* 1:30 p.m. at Homestead-Miami Speedway

*Return -* 3 p.m. from Homestead-Miami Speedway

**Thursday, January 7**

*Destination -* Casino Miami Jai-Alai  
3500 NW 37<sup>th</sup> Ave  
Miami, FL 33323  
305-633-6400

*Departure -* Stanford Circle near the University Center – University of Miami

*Appointment Time -* 12:00 p.m. at Casino Miami Jai-Alai

*Return -* Pick-Up time between 11:45 a.m. and 12:00 p.m. from Casino Miami Jai-Alai

**Thursday, January 7**

*Destination -* Marlins Park  
501 Marlins Way  
NW 16<sup>th</sup> Avenue  
Miami, FL 33125  
877-627-5467

*Departure -* Stanford Circle near the University Center – University of Miami

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*Appointment Time* - 2:00 p.m. at Marlins Park

*Return* - Pick-Up time between 3:30 p.m. and 4:00 p.m. from Marlins Park Center

**Friday, January 8 (Tentative)**

*Destination* - Miami Dolphins (Training Facility)  
7500 S.W. 30th  
Davie, FL 33314  
954-452-7100

*Departure* - Marlins Park

*Appointment Time* - 1:30 p.m. at Miami Dolphins (Training Facility)

*Return* - Pick-Up time between 3:30 p.m. and 4:00 p.m. from Marlins Park Center

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