

AMERICAN SPORTS

Program Description

An overview of the sport industry in the United States, which explores and analyzes the sport and leisure fields from philosophical, historical, and organizational perspectives.

Support of Conceptual Framework

This program supports the Kemmons Wilson School's commitment to preparing students for diverse communities by addressing varied research issues presented to academics and practitioners in similar, yet disparate, sport and hospitality-related disciplines. It further bolsters the global promotion of the University of Memphis and the Kemmons Wilson School of Hospitality and Resort Management brands through international outreach efforts

Methods of Instruction

Lecture, Discussion, Films, Field Trips

Program Objectives

Upon completion of this program, students are expected to:

- Demonstrate understanding of the significance of sport and leisure in the United States
- Demonstrate familiarity with general philosophical principles influencing the management of sport and leisure organizations in the United States
- Discuss the size and scope of the U.S. sport and leisure industry and its many segments
- Develop essential cross-cultural understanding and communication skills necessary for effective management in a global marketplace;
- Critically evaluate the nature and role of contrasting political and socioeconomic systems



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TENTATIVE PROGRAM SCHEDULE

WEEK	TOPICS COVERED	FIELD TRIPS
1 TOPIC 1	PROGRAM AND FACULTY INTRODUCTION	
TOPIC 2	LECTURE: INTRODCUTION TO SPORT MANAGEMENT IN THE UNITED STATES	UNIVERSITY OF MEMPHIS CAMPUS TOUR
TOPIC 3	LECTURE: MANAGEMENT CONCEPTS AND LEADERSHIP	BASS PRO AT THE PYRAMID
TOPIC 4	LECTURE: EVENT MANAGEMENT	SOUTHWIND GOLF COURSE
TOPIC 5	LECTURE: OUTDOOR RECREATION AND TOURISM IN THE UNITED STATES	SHELBY FARMS PARK
2 TOPIC 6	LECTURE: SPORT LAW IN THE UNITED STATES	
TOPIC 7	LECTURE: COLLEGIATE SPORT IN THE U.S. SPORT SYSTEM	UNIVERSITY OF MEMPHIS ATHLETICS
TOPIC 8	LECTURE: PROFESSIONAL SPORT IN THE UNITED STATES	MEMPHIS GRIZZLIES AND FEDEX FORUM
TOPIC 9	LECTURE: MARKETING U.S. SPORT	
TOPIC 10	LECTURE: PROMOTING THE SPORT PRODUCT	MEMPHIS REDBIRDS
3 TOPIC 11	LECTURE: STRATEGIC MANAGEMENT OF U.S. SPORT ORGANIZATIONS	GRACELAND
TOPIC 12	LECTURE: FINANCIAL CONSIDERATIONS OF U.S. SPORT	LIBERTY BOWL MEMORIAL STADIUM
TOPIC 13	LECTURE: SPORT POLICY AND GOVERNANCE IN THE UNITED STATES	THE PEABODY HOTEL AND RENDEZVOUS BBQ
TOPIC 14	LECTURE: POPULAT CULTURE AND U.S. SPORT	NATIONAL CIVIL RIGHTS MUSEUM
TOPIC 15	STUDENT PRESENTATIONS AND PROGRAM CLOSING	

(SUBJECT TO CHANGE)