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| For Academic Affairs and Research Use Only | |
| CIP Code: |  |
| Degree Code: |  |

**New Course Proposal Form**

**[X] Undergraduate Curriculum Council**

**[ ] Graduate Council**

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| **[X] New Course or [ ]Experimental Course (1-time offering) (Check one box)** |

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

Email completed proposals to [curriculum@astate.edu](mailto:curriculum@astate.edu) for inclusion in curriculum committee agenda.

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| Amanda A. Wheeler Gryffin 2/28/2019 **Department Curriculum Committee Chair** | Julie Lamb Milligan 3-26-19 Enter date…  **COPE Chair (if applicable)** |
| Paul Finnicum 2/28/2019 **Department Chair:** | Mary Jane Bradley 3/27/2019  **Head of Unit (If applicable)** |
| Wayne W. Wilkinson 3/25/2019 **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| Mary Jane Bradley 3/25/2019 **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
| |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **General Education Committee Chair (If applicable)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |

1. Contact Person (Name, Email Address, Phone Number)

Claudia Benavides Ambs, cbenavides@astate.edu, 870-680-8104

2. Proposed Starting Term and Bulletin Year

Spring 2020 (2019-20 Bulletin)

3. Proposed Course Prefix and Number (Confirm that number chosen has not been used before. For variable credit courses, indicate variable range. *Proposed number for experimental course is 9*. )

PE 4763

4. Course Title – if title is more than 30 characters (including spaces), provide short title to be used on transcripts. Title cannot have any symbols (e.g. slash, colon, semi-colon, apostrophe, dash, and parenthesis). Please indicate if this course will have variable titles (e.g. independent study, thesis, special topics).

Sport Analytics

5. Brief course description (40 words or fewer) as it should appear in the bulletin.

Measure, manage, and analyze sport marketing data to guide strategic decision making, maximize effectiveness, and optimize return on investment.

6. Prerequisites and major restrictions. (Indicate all prerequisites. If this course is restricted to a specific major, which major. If a student does not have the prerequisites or does not have the appropriate major, the student will not be allowed to register).

1. **Yes** Are there any prerequisites?
   1. If yes, which ones?

Enrollment in this course is open to all junior level students

* 1. Why or why not?

The content and ability level is geared for juniors and seniors.

1. **No** Is this course restricted to a specific major?
   1. If yes, which major? Enter text...

7. Course frequency(e.g. Fall, Spring, Summer). *Not applicable to Graduate courses.*

Spring

8. Will this course be lecture only, lab only, lecture and lab, activity, dissertation, experiential learning, independent study, internship, performance, practicum, recitation, seminar, special problems, special topics, studio, student exchange, occupational learning credit, or course for fee purpose only (e.g. an exam)? Please choose one.

Lecture

9. What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental, or other [please elaborate])

Standard letter

10. **No**  Is this course dual listed (undergraduate/graduate)?

11. **No** Is this course cross listed?

*(If it is, all course entries must be identical including course descriptions. Submit appropriate documentation for requested changes. It is important to check the course description of an existing course when adding a new cross listed course.)*

**11.1** – If yes, please list the prefix and course number of cross listed course.

Enter text...

**11.2** – **No** Are these courses offered for equivalent credit?

Please explain. Enter text...

12. **No** Is this course in support of a new program?

a. If yes, what program?

Enter text...

13. **No** Does this course replace a course being deleted?

a. If yes, what course?

Will replace PE 3893 Sport in Society in the major requirements, but PE 3893 will not be deleted from bulletin completely.

14. **No** Will this course be equivalent to a deleted course?

a. If yes, which course?

Enter text...

15. **Yes** Has it been confirmed that this course number is available for use?

*If no: Contact Registrar’s Office for assistance.*

16. **No** Does this course affect another program?

If yes, provide confirmation of acceptance/approval of changes from the Dean, Department Head, and/or Program Director whose area this affects.

Enter text...

**Course Details**

17. Outline (The course outline should be topical by weeks and should be sufficient in detail to allow for judgment of the content of the course.)

Week 1 - Sport marketing analytics: Interdisciplinary of analytics

Week 2 - Sport marketing analytics (cont.): Analytics, information, and knowledge

Week 3 - Sport marketing analytics (cont.): Analytical marketing professional practices

Week 4 - Sport marketing analytical models & methodology: Models

Week 5 - Sport marketing analytical models & methodology (cont): Synergistic media and last-in methodology

Week 6 - Sport analytics & technology: New technology

Week 7 - Sport analytics & technology(cont)::Information technology, information systems & social media

Week 8 - Analytics and sport marketing: Strategic decision making

Week 9 - Analytics and sport marketing(cont):: Marketing uniqueness

Week 10 - Analytics and sport marketing(cont):: Branding

Week 11 - Analytics and sport marketing(cont):: Segmentation

Week 12 - Analytics & the sport consumer: Consumer behavior & optimum price promotions

Week 13 - Analytics & the sport consumer (cont): CRM – Consumer relationship marketing

Week 14 - Analytics & the sport consumer(cont):: Bonsumer retention

Week 15 - Sport marketing analytics challenges: Privacy concerns

18. Special features (e.g. labs, exhibits, site visitations, etc.)

Experiential learning. Students will use google analytics to obtain, analyze, and interpret sport related data.

19. Department staffing and classroom/lab resources

Existing classroom and labs in the HPESS department will be used to teach this class

1. Will this require additional faculty, supplies, etc.?

No, the existing faculty are qualified to teach this course

20. **No** Does this course require course fees?

*If yes: please attach the New Program Tuition and Fees form, which is available from the UCC website.*

**Course Justification**

21. Justification for course being included in program. Must include:

a. Academic rationale and goals for the course (skills or level of knowledge students can be expected to attain)

Students in this course are Juniors and Seniors. They are expected to have completed courses in the administration, study, management, and marketing of sport products. This course will require students to possess fundamental skills in research, critical thinking, analysis, and written and oral communication. The ability to synthetize information and interpret information is vital.

b. How does the course fit with the mission established by the department for the curriculum? If course is mandated by an accrediting or certifying agency, include the directive.

The Commission for Sport Management Accreditation (COSMA)’s principle 3.2 - Common Professional Components (CPC), letter D – Sport Management Environment, item 4 – Technological advances in sport management requires programs to teach students in technological advancements use in the field. A-State’s B. S. Sport Management program scored the lowest in the technology CPC, as such, this course proposal is one step in our corrective action.

c. Student population served.

Juniors and senior undergraduate students

d. Rationale for the level of the course (lower, upper, or graduate).

Students are expected to contribute insightfully to class discussions. Data analysis as it pertains to sport marketing will be thoroughly explained and practiced in this course, as well as exercises in decision making based on the results of the analysis. Integrating effective strategies for sport products management and marketing will is essential in completing assignments accurately. Students will formally present sport marketing analysis of secondary data; to this effect they must think and communicate critically about sport marketing and management strategies and its impact in strategic decision making, maximize effectiveness, and optimize return on investment

**Assessment**

**Relationship with Current Program-Level Assessment Process**

22. What is/are the intended program-level learning outcome/s for students enrolled in this course? Where will this course fit into an already existing program assessment process?

Program level outcome (PLO) 1: Demonstrate knowledge of fundamental sport management research, principles, strategies, and practices.

PLO2: Effectively apply oral and written business and professional communication skills.

PLO3: Demonstrate understanding and competence with behavioral expectation related to ethical good practice and conduct in the workplace.

Course level outcome (CLO) 1: Demonstrate knowledge of fundamental sport management research, principles, strategies, and practices as reflected in class discussions and presentations.

CLO2: Effectively apply oral and written business and professional communication skills as demonstrated in class papers, presentations, and discussions.

CLO3: Demonstrate understanding and competence with behavioral expectation related to ethical good practice in the workplace as evidenced by their discussion in ethical implications of sport marketing analytics.

23. Considering the indicated program-level learning outcome/s (from question #23), please fill out the following table to show how and where this course fits into the program’s continuous improvement assessment process.

*For further assistance, please see the ‘Expanded Instructions’ document available on the UCC - Forms website for guidance, or contact the Office of Assessment at 870-972-2989.*

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| **Program-Level Outcome 1 (from question #23)** | Demonstrate knowledge of fundamental sport management research, principles, strategies, and practices. |
| Assessment Measure | Midterm exam |
| Assessment  Timetable | Spring |
| Who is responsible for assessing and reporting on the results? | Course instructor and/or B. S. Sport Management Faculty |

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| **Program-Level Outcome 2 (from question #23)** | Effectively apply oral and written business and professional communication skills |
| Assessment Measure | Final research project |
| Assessment  Timetable | Spring |
| Who is responsible for assessing and reporting on the results? | Course instructor and/or B. S. Sport Management Faculty |

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| **Program-Level Outcome 3 (from question #23)** | Demonstrate understanding and competence with behavioral expectation related to ethical good practice and conduct in the workplace |
| Assessment Measure | Quiz 3 |
| Assessment  Timetable | Spring |
| Who is responsible for assessing and reporting on the results? | Course instructor and/or B. S. Sport Management Faculty |

*(Repeat if this new course will support additional program-level outcomes)*

**Course-Level Outcomes**

24. What are the course-level outcomes for students enrolled in this course and the associated assessment measures?

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| **Outcome 1** | Demonstrate knowledge of fundamental sport management research, principles, strategies, and practices as reflected in class discussions and presentations. |
| Which learning activities are responsible for this outcome? | Assigned readings  In class discussion  In class presentation |
| Assessment Measure | Final project paper |

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| **Outcome 2** | Effectively apply oral and written business and professional communication skills as demonstrated in class papers, presentations, and discussions. |
| Which learning activities are responsible for this outcome? | Assigned readings  In class discussion  In class presentation |
| Assessment Measure | Final project presentation |

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| **Outcome 3** | Demonstrate understanding and competence with behavioral expectation related to ethical good practice in the workplace as evidenced by their discussion in ethical implications of sport marketing analytics. |
| Which learning activities are responsible for this outcome? | Assigned readings on et­hical challenges  In class discussion |
| Assessment Measure | Group discussion |

*(Repeat if needed for additional outcomes)*

**Bulletin Changes**

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| **Instructions** |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Follow the following guidelines for indicating necessary changes.**  **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.**  - Deleted courses/credit hours should be marked with a red strike-through (~~red strikethrough~~)  - New credit hours and text changes should be listed in blue using enlarged font (blue using enlarged font).  - Any new courses should be listed in blue bold italics using enlarged font (***blue bold italics using enlarged font***)  *You can easily apply any of these changes by selecting the example text in the instructions above, double-clicking the ‘format painter’ icon 🡪 , and selecting the text you would like to apply the change to.*  *Please visit* [*https://youtu.be/yjdL2n4lZm4*](https://youtu.be/yjdL2n4lZm4) *for more detailed instructions.* |

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**PE 4763. Sport Analytics Measure, manage, and analyze sport marketing data to guide strategic decision making, maximize effectiveness, and optimize return on investment. Prerequisite, junior level standing. Spring.**