



TRANSITION GUIDE TO

Principles and Practice of Sport Management

SEVENTH EDITION

Lisa P. Masteralexis, JD

Mary A. Hums, PhD

Paperback with Navigate Advantage Access

ISBN: 978-1-284-25430-3 | 600 pages | © 2024

Navigate Advantage Access only

ISBN: 978-1-284-25436-5 | © 2024

Offering an overview of the sport industry and coverage of the foundational knowledge and skills required of the today's sport manager, ***Principles and Practice of Sport Management*** is devoted to educating students on the various industry segments where they can focus their careers. After detailing the history and various principles - from management and marketing to finance, legal and ethical - the book delves into key sports management segments, discussing the skills needed in those sectors, the types of positions available, and the current issues facing those sectors.

KEY FEATURES TO THE NEW EDITION

- **NEW** Chapter 12: eSports
- **NEW** Digital Workbook with over 570 activities
- Coverage of the impact of the COVID-19 pandemic on the sport industry
- Revamped Ethics chapter that addresses newly emerging issues
- Revised Communications chapter looks and emerging and innovative forms of sport media.

CHAPTER-SPECIFIC UPDATES

Chapter 1 History of Sport Management: added discussion of diversity, equity, and inclusion in sport participation; reserve clause; historical leaders in the sport industry; sport management program accreditation.

Chapter 2 Management Principles: section on Managing Diversity significantly revised to add statistics around people of color, and discussion of people of color in significant roles in the industry; management of technology section significantly revised to reflect current platforms, ticketing mechanisms; updated content on managing change and motivation.

Chapter 3 Marketing Principles Applied to Sport Management: updated examples of user of technology in managing corporate sponsorships.

Chapter 4 Financial and Economic Principles Applied to Sport Management: addition of section on MLS Franchise Valuation.

Chapter 5 Legal Principles Applied to Sport Management: new examples added from case law in the sport industry; discussion of examination of Title IX at 50 year anniversary; MLB antitrust exemption challenges; college athlete compensation; transgender athlete participation; and sports gambling.

Chapter 6 Ethics in Sport Management: entirely revamped to address newly emerging issues and how sport managers should address them.

Chapter 7 High School and Youth Sport: new sections on Mission of School and Youth Sports; Youth Sport Specialization; discussion of NFHS Network, LGBTQIA+ youth.

Chapter 8 Collegiate Sport: discussion of equitable funding of women's sports; NCAA governance, Conference realignments, unionization and compensation of college athletes, and abuse in college athletics.

Continues on next page.

TRANSITION GUIDE TO

Principles and Practice of Sport Management

SEVENTH EDITION

Chapter 9 International Sport: new information on the International Olympic Committee as it moves beyond Agenda 2020; expanded discussion on sport for development of peace; section added on Ongoing War Ukraine.

Chapter 10 Professional Sport: discussion of wages across professional sport; role of NFL commissioner; LIV Golf circuit; competitive balance tax; expanded discussion of race, gender, and protest in sports; completely revised section on Globalization; added content on new athlete wearables.

Chapter 11 Sports Agency: added discussion of agent fees; agent work with minor league athletes; Name, Image, and Likeness; recruiting issues; section on Media and Front Office Personnel.

Chapter 12 eSports (new chapter): introduces students to this rapidly developing, billion-dollar industry, which draws in a wealth of gamers, spectators, teams, leagues, and sponsors, and will increasingly need sport managers' expertise. Includes content on a Historically Black College or University that has a concentration in eSports and an esports innovation lab to prepare students for careers in eSports as an attempt to address the need for diversity and inclusion in the esports industry. Includes a law and ethics section that discusses social justice issues in eSports.

Chapter 13 Facility Management: significant updates related to how the COVID-19 pandemic affected facilities and venues; explores some new venues now operating around North America; venue scheduling options to maximize usage and revenue; venue partnership with medical facilities; sustainability and environmental concerns; ADA Title III lawsuits; section on Venue Analytics.

Chapter 14 Event Management: discussion of online registration platforms; new ticketing options; effect of war in Ukraine; new section on Increased Event Costs and Lack of Resources.

Chapter 15 Sport Sales: added content on NFL Washington Commanders' combines; selling a high-quality experience; Five-Step PRO method, CRM software; membership model; trends in sport industry.

Chapter 16 Sport Sponsorship: new content on sponsorship partnerships, cryptocurrency and betting partnerships; sponsorship during a global pandemic; use of metrics; new sections on Legal Considerations in Sport Sponsorship; Reaching New Markets through Sport Sponsorship; Investment in Women's Sport, Authentic Multicultural and Community Building Promotions; discussions of Latinx- and Asian American and Pacific Islander heritage (AAPI)-focused events, and efforts related to Black History Month and social equity.

Chapter 17 Sport Analytics: discussion of technology changes such as mobile ticketing, fan data collection, player performance data.

Chapter 18 Sport Broadcasting, Communications, and Media Relations: completely revised; expands on emerging and innovative forms of sport media that extend beyond the traditional forms of the past decades.

Chapter 19 The Sporting Goods and Licensed Products Industries: updated to include information on different elements in those two areas.

Chapter 20 Recreation and Golf Club Management: content added on lack of diversity/equity in recreation.

Chapter 21 Strategies for Career Success: content added regarding impact of COVID-19 pandemic on working in the sport industry, sport manager skills.

STUDENT RESOURCES

Each new print copy includes Navigate Advantage Access that unlocks:

- **NEW** workbook with over 570 digital activities for practice and reinforcement. The Workbook is also available in LMS-compatible formats.
- Interactive eBook with embedded Knowledge Check questions and gradable quizzes in each chapter, and an interactive glossary
- Terminology Flashcards
- Slides in PowerPoint format
- Weblinks to Open Educational Resources

INSTRUCTOR RESOURCES

Qualified Instructors will receive a full suite of Instructor Resources, including the following:

- Test bank in LMS-compatible formats
- Slides in PowerPoint format
- Instructor Manual
- Lecture Outlines
- Answer Keys for Case Study Questions
- Answer Key to the Workbook
- Sample Syllabus
- Image bank

Continues on next page.

TRANSITION GUIDE TO

Principles and Practice of Sport Management

SEVENTH EDITION

CHAPTER OUTLINE

This chapter outline will help you easily transition to the Seventh Edition. Changes are denoted in **red**.



SIXTH EDITION

PART I Foundations of Sport Management

- CHAPTER 1 History of Sport Management
- CHAPTER 2 Management Principles Applied to Sport Management
- CHAPTER 3 Marketing Principles Applied to Sport Management
- CHAPTER 4 Finance and Economic Principles Applied to Sport Management
- CHAPTER 5 Legal Principles Applied to Sport Management
- CHAPTER 6 Ethical Principles Applied to Sport Management

PART II Amateur Sport Industry

- CHAPTER 7 High School and Youth Sport
- CHAPTER 8 Collegiate Sport
- CHAPTER 9 International Sport

PART III Professional Sport Industry

- CHAPTER 10 Professional Sport
- CHAPTER 11 Sports Agency

SEVENTH EDITION

PART I Foundations of Sport Management

- CHAPTER 1 History of Sport Management
- CHAPTER 2 Management Principles Applied to Sport Management
- CHAPTER 3 Marketing Principles Applied to Sport Management
- CHAPTER 4 Finance and Economic Principles Applied to Sport Management
- CHAPTER 5 Legal Principles Applied to Sport Management
- CHAPTER 6 **Ethics in Sport Management**

PART II Amateur Sport Industry

- CHAPTER 7 High School and Youth Sport
- CHAPTER 8 Collegiate Sport
- CHAPTER 9 International Sport

PART III Professional Sport Industry

- CHAPTER 10 Professional Sport
- CHAPTER 11 Sports Agency

Continues on next page.

TRANSITION GUIDE TO

Principles and Practice of Sport Management

SEVENTH EDITION



SIXTH EDITION

PART IV Sport Industry Support Segments

(no corresponding chapter – new to Seventh Edition)

CHAPTER 12 Facility Management

CHAPTER 13 Event Management

CHAPTER 14 Sport Sales

CHAPTER 15 Sport Sponsorship

CHAPTER 16 Sport Analytics

CHAPTER 17 Sport Broadcasting

CHAPTER 18 The Sporting Goods and Licensed Products Industries

PART V Lifestyle Sports

CHAPTER 19 Sport Sponsorship

PART VI Career Preparation

CHAPTER 20 Strategies for Career Success

SEVENTH EDITION

PART IV Sport Industry Support Segments

CHAPTER 12 eSports

CHAPTER 13 Facility Management

CHAPTER 14 Event Management

CHAPTER 15 Sport Sales

CHAPTER 16 Sport Sponsorships

CHAPTER 17 Sport Analytics

CHAPTER 18 Sport Broadcasting, **Communications,**
and Media Relations

CHAPTER 19 The Sporting Goods and Licensed Products Industries

PART V Lifestyle Sports

CHAPTER 20 Recreation and Golf Club Management

PART VI Career Preparation

CHAPTER 21 Strategies for Career Success