

Principles and Practice of Sport Management
Lisa P. Masteralexis, Carol A. Barr, Mary A. Hums
ISBN: 9781284034172 ~ Paperback ~ 610 Pages ~ © 2016
Jones and Bartlett Publishers
Transition Guide

What's New to the Fifth Edition!

This *Fifth Edition* is full of current data and information, and offers a mix of contributions from scholars and practitioners. Based on feedback from faculty using the text, each chapter has undergone review and revision, and chapter authors have been attentive to providing new material and updated information. One major topic that has been added throughout this fifth edition is the inclusion of social media and its usage, role, and impact on sport. When the fourth edition was published social media was not as prevalent as it is today. Another current issue topic that is addressed in a couple of chapters is the issue of sport safety concerns, more specifically with the attention concussions are receiving from youth sports through professional sports and the NFL. The ethical and legal implications of the Jerry Sandusky case, the former assistant football coach at Penn State University who was convicted of sexual misconduct involving minors, is also discussed in various chapters as it is important for the student and future sport manager to understand the managerial, legal, ethical implications exemplified in this case.

Specific Chapter Updates:

Chapter 2

- Inclusion of social media into the Managing Technology section.

Chapter 3

- Updated information/data.

Chapter 4

- Inclusion of information on team franchises owned by corporations.
- Updated financial information/data.

Chapter 5

- Provided updates and more recent case law in sections.

Chapter 6

- Included Aaron Hernandez and New England Patriots handling of the case.

Chapter 7

- Inclusion of the focus on head injuries and concussions in youth sport.
- Updated financial issues and the escalating costs in H.S. and youth sports.
- Included section on developing participation opportunities for an even greater number of non-traditional youths including home-schooled and special education students.
- Discussed the impact of the Jerry Sandusky case (former Penn State assistant football coach convicted of sexual misconduct) on H.S. and youth sport organizations including mandatory background checks for youth sport coaches and volunteers.

Chapter 8

- The proliferation of changes involving institutional membership in athletic conferences, financial impacts and even dissolution of conferences is covered with a wonderful diagram representing the complexity of conference realignment added – Figure 8-2.
- Reform in the NCAA enforcement model including a new NCAA infractions process is discussed.
- Social media career opportunities inserted.
- The Jerry Sandusky and Penn State incident is included highlighting the outcome of administrators at Penn State during this time.
- Pay for Play debate added to Current Issues section.

Chapter 9

- Included reference to social media.
- Added discussion of use of the promotion and relegation system in leagues internationally which is a difference between sport in the U.S. and other countries.
- Updated information in section on broadcasting internationally.
- Added section on sport for development and peace.
- Added section on sport Agencies involved in international sport.

Chapter 10

- Updated financial figures
- Added section on concussion litigation in current issues section.

Chapter 11

- Added information about Ted Forstmann’s reinvigoration of IMG.
- Rewritten section on representing coaches and management professionals.
- New section on the Sports Account Executive.

Chapter 12

- Updated information on Facility Financing Mechanisms including more recent examples.
- Added LEED (Leadership in Energy and Environmental Design) certification as the gold standard today for facilities in the Sustainability section of the chapter.
- Added section on Universal Design – a new concept which extends the ADA and makes facilities more accessible for all people.

Chapter 13

- Updated information/data references.
- Included brief description of newest craze – Tough Mudder events.
- Current Issues Section updated with discussion of Event Security and Boston Marathon bombings, and social issues involving the Olympic Games in Russia.

Chapter 14

- Updated approach followed with sales functions in leading-edge sales department.
- Inclusion of customer relationship management systems, as an example of the evolution of sales analytics, used by sport organizations to build and utilize a database of demographic and psychographic information on existing and potential customers.
- Inclusion of social media as an increasingly effective tool for sport organizations to enhance their ticket sales revenues.

Chapter 15

- Updated examples of sponsorship in many areas to make things more current.

- Incorporated emergence of social media sponsorship.
- Updated key sponsorship information and data pieces throughout including Sponsor rosters for the NHL, NFL, MLB.

Chapter 16

- Merged key information from Chapter 18 on New Media from 4th edition into this chapter.
- Included discussion throughout on advances in technology and their impact on the sport communications field.
- The impact of social media sites such as YouTube, Twitter and Instagram and information on social media career opportunities were included in the chapter.

Chapter 17

- The chapter has a new author with significant reorganization to the material being presented – focusing various business model topics into the section on the Business of Sport Broadcasting. This includes the topics of revenue-sharing and advertising and sponsorship.
- The International Sports Coverage section divides the material into International sports programming in the U.S., and U.S. sports programming internationally.
- The Current Issues section explores whether the market might be experiencing a bubble given the significant increase in rights fees during the early 2000s.
- New technologies including mobile devices are also included in the Current Issues section.
- A new case study discussing ESPN as a dominant force in sports television is added.

Chapter 18

- Updated financial data on the sporting goods and licensed products industry.
- Highlighted Under Armour as the fastest-growing sport apparel and footwear brand in the world.
- Discussed the NFL recently joining forces with NIKE for its team apparel.
- New Case Study highlighting New Balance.

Chapter 19

- Included section that discussed golf and country club firms.
- Current issues addresses the recent approaches surrounding changing the format of the product, away from the traditional format of playing 18 holes at one time, so as to appeal to more customers.
- A new section on Golf 2.0 and Player Development has been added.
- The impact of technology and the importance of sustainability practices in the golf industry are also highlighted.

Chapter 20

- Highlights the emergence of technology and how it has impacted the recreation industry including the use of mobile phones with GPS and apps specific to recreational purposes.
- Campus recreation programs and organizations is discussed.
-

Chapter 21

- Included section on social media as a career opportunity as organizations are hiring personnel to work specifically on social media initiatives.

- Included more information on sport-related job websites and career fairs hosted by sport organizations.
- A new section has been added on “The Elevator Speech.”