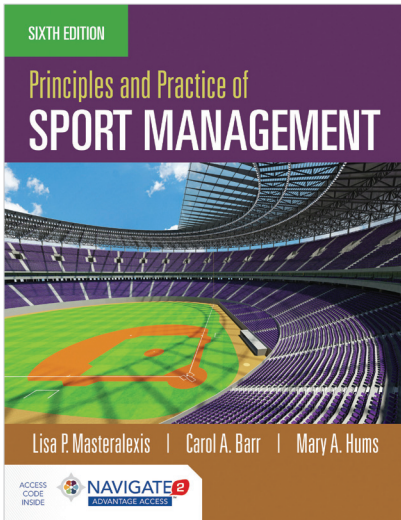


TRANSITION GUIDE



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This transition guide serves to outline the updates and new content found in ***Principles & Practice of Sport Management, Sixth Edition***.

SUMMARY

This *Sixth Edition* offers a mix of contributions from scholars and practitioners. Based on feedback from faculty using the text, each chapter has undergone a thorough review and revision, and chapter authors have been attentive to providing new material and the most current information and data. Key changes focus on the following topics:

- Social media's prevalence today and its usage, role, and impact on sport.
- Sport safety concerns, with a focus on the attention concussions are receiving from youth sports to professional sports and the NFL.
- International sport, with the chapter on this topic having been completely rewritten.
- Examples of ethical issues confronting sport managers, which have been woven into the text in order to prompt classroom discussions.

WHAT IS NEW?

Global changes include the following:

- Statistics and financial figures have been updated throughout the text to give a sense of the sport industry landscape at the time of the *Sixth Edition's* publication.
- New case studies have been incorporated into Chapters 1-6, and case studies in other chapters have either been replaced or refreshed to match the new chapter content.

CHAPTER-BY-CHAPTER UPDATES

Chapter 1 "History of Sport Management"

- Includes revised section on inclusion and innovators, discussing "heroes and heroines" of sport management including E.B. Henderson, Effa Manley, Billie Jean King, and Mark H. McCormack.
- Incorporates updated information about Sport Management academic programs.
- Features updated timeline that includes recent developments in the sport industry.

Chapter 2 "Management Principles Applied to Sport Management"

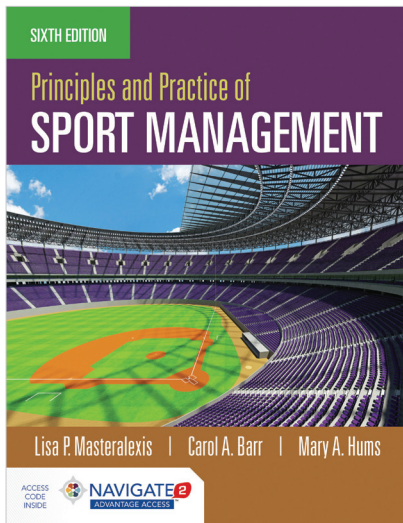
- Features updated examples pertaining to diversity in the workforce, technology, and international sport management in the section on current issues.
- Includes extensively updated statistics in section on managing diversity.

Chapter 3 "Marketing Principles Applied to Sport Management"

- Incorporates a new discussion of business analytics practices in sports marketing.
- Updates section on current issues to include eSports, "cord-cutting," and youth engagement initiatives.

Chapter 4 "Financial and Economic Principles Applied to Sport Management"

- Updates section on current issues to include new examples pertaining to the future growth of the recreation and leisure market, as well as the challenges facing college sports.



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Chapter 5 "Legal Principles Applied to Sport Management"

- Updates section on current issues to include new examples pertaining to collegiate sport and government scrutiny.

Chapter 6 "Ethical Principles Applied to Sport Management"

- Incorporates an outline of warning signs that indicate whether a sport manager is facing an ethical dilemma.
- Includes discussion of Muhammad Ali in section on morality versus the law.
- Adds example of "Fat Leonard" Navy scandal in section on morality and corruption, as well as Chris Correa in the section on moral reasoning.

Chapter 7 "High School and Youth Sport"

- Features significantly expanded discussion of concussions and the impact of this issue on youth football.
- Describes employment opportunities in national youth sport organizations.
- Expands discussion of financial concerns as a key player in the decline in youth sports participation.
- Includes new section on expanding the relevance of track and field.
- Features expanded section on increasing participation opportunities for home-schooled students.
- Includes new section on LGBT athletic participation.

Chapter 8 "Collegiate Sport"

- Incorporates a discussion of the financial "arms" race in college athletics as part of the section on current issues.
- Adds an exploration of the "Pay for Play" debate and the unionization of college athletes as part of the section on current issues.

Chapter 9 "International Sport"

- This chapter has been largely rewritten to better focus on the continuing growth in international sport.
- Includes a new section on the emerging area of Sport for Development and Peace whereby managers use sport as a tool to address social issues in communities worldwide.

Chapter 10 "Professional Sport"

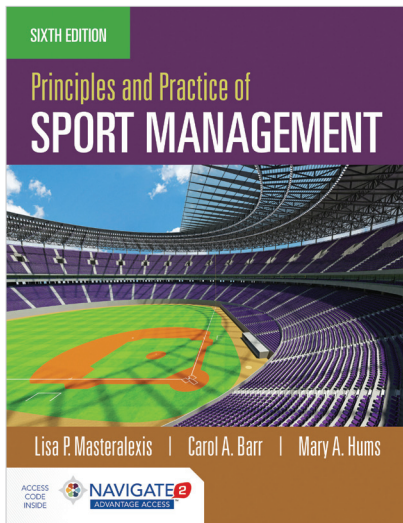
- Includes the 2012 lockout of referees as an example in the section on labor relations.
- Adds discussion of MLB's competitive balance tax as part of discussion of league revenues.
- Features updated section on concussion litigation.
- Includes updated section on technology, particularly wearable technology.

Chapter 11 "Sports Agency"

- Includes updated statistics and financial figures for the impact of sports agents, including the increase in top-level Olympic and Paralympic athletes seeking agents.

Chapter 12 "Facility Management"

- Features a new section on technology in stadiums.
- Includes a new section on forces behind team relocation.
- Adds new section on sports facilities as part of entertainment districts, as well as additional literature on why cities subsidize sports facilities.



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Chapter 13 "Event Management"

- Includes new examples of sport marketing and event management agencies.
- Incorporates new section on project management.
- Adds new section on social and political concerns impacting the hosting of events as part of its coverage on current issues.
- Features expanded section exploring the emergence of new events involving niche and extreme sports, including a discussion of their spectator appeal.

Chapter 14 "Sport Sales"

- Includes descriptions of popular CRM systems, including Microsoft Dynamics and Salesforce, as well as online data enhancement platforms like Prospecter.
- Incorporates discussion of "membership model" within the sports ticket sales landscape.
- Emphasizes "client retention" as part of aftermarketing.

Chapter 15 "Sport Sponsorship"

- Includes updated section on multicultural marketing through sport sponsorship as part of the section on current issues.
- Includes new section on eSports, with an emphasis on the massive engagement opportunities they present to sponsors.

Chapter 16 "Sport Analytics"

- This chapter is a new addition, introducing students to the concept of sport analytics and its growing use in all aspects of sport business and player development.

Chapter 17 "Sport Broadcasting"

- Discusses the recent history of sport broadcasting, including the impact of sports programming on the value of other sports-related assets as well as the disruption caused by "cord-cutting" and new technologies.
- Revises the section on value to discuss how rights-fee value components have grown increasingly complex.
- Includes brief new section on "TV Everywhere."

Chapter 18 "The Sporting Goods and Licensed Products Industries"

- Incorporates 2017 boycott of Under Armour as an example of a management misstep.
- Discusses the "end of traditional retail" in a new section.
- Includes new coverage of the "Change the Mascot" initiative.
- Features discussion of theft and sports collectibles.

Chapter 19 "Golf and Recreational Sport"

- This chapter brings together content that was previously presented in two distinct chapters, emphasizing the commonalities between golf club management and recreational sport.

Chapter 20 "Strategies for Career Success"

- Features significant revisions reflecting how to begin a career in today's job-search environment, with an emphasis on "developing a personal brand."