



KINE 5325
Sport Facility Management
Summer 2026

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Office Hours:

- Available **by appointment**
- To schedule a meeting, please email or use the online booking link:
[Schedule an Appointment](#)

Course Delivery

Format: Web-Delivered via Blackboard

All course materials, announcements, assignments, and assessments will be managed through the Blackboard learning platform.

Required Texts and Readings

Managing Sport Facilities (5th Edition)

Author: Gil Fried & Matthew Kastel

Publisher: With HKPropel Access

Access: Available through Sully Shelf with HKPropel online resources

Course Materials Access – Sully Shelf Program

All required course materials for this course are included through the Sully Shelf Book Fee (\$250). Digital materials will be available on the first day of class through Kortext.

Accessing Your Digital Materials

Option 1: Email Access

- Check your Sul Ross student email for a message from Kortext
- Click the activation link to access your materials in your Kortext Library

Option 2: Blackboard or Campus Portal

- Log into Blackboard or the campus portal
- Select the “My Materials,” “Bookstore,” or “Course Materials” link
- In Blackboard, students may also access materials through the “Follett Discover LTI 1.3” tab located in the Start Here section

*If you need help at any point, check with your campus store or [submit a request](#).

Course Description

This course is designed to provide students an overview of the major components of both facility and event management: planning, financing, marketing, implementation, and evaluation. The course focuses on a broad range of facilities and events to demonstrate the diversity of the industry, touching on various topics relating to recreation, leisure, health, and fitness. The objective of the course is to provide a working knowledge of how to manage sport facilities and how to plan, manage, implement, and evaluate sport events.

Marketable Skills – The following marketable skills are met in this course:

- **Collaboration** – Students will engage in facility management decision-making through case study analysis and project-based assignments, evaluating operational, financial, marketing, and risk management challenges commonly encountered in sport and event facilities. Students will apply industry best practices and develop recommendations that support effective facility operations and stakeholder engagement.
 - **Communication** – Through written consulting reports, facility analyses, strategic planning documents, and a professional presentation, students will strengthen their ability to communicate complex facility management concepts, operational recommendations, and business strategies to facility owners, stakeholders, and sport industry professionals.
 - **Critical Thinking** – Students will analyze real-world facility management issues involving planning, construction, operations, finance, marketing, security, and risk management. Using the Gil's Sportsplex case study, students will evaluate challenges, interpret data, and develop evidence-based solutions designed to improve facility performance and long-term sustainability.
 - **Career Readiness** – By completing a semester-long facility consulting project, students will gain practical experience in sport facility management, strategic planning, budgeting, marketing, operations, and risk management. These experiences will help prepare students for leadership and management positions within sport facilities, recreation departments, athletic organizations, event venues, and related industries.
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Program Student Learning Outcomes

- 1) Apply the fundamental principles of sport management to various sport management practices
- 2) Examine core professional competencies of sport management and their applications in a practical environment
- 3) Apply basic qualitative and quantitative research skills to sport management practice
- 4) Apply effective written and verbal communication skills appropriate for sport management practice

Course Student Learning Outcomes

- 1) Apply fundamental management principles to sport facility management
- 2) Examine core professional competencies of sport management and their applications in sport facility and event management
- 3) Produce a review of literature as evidence of basic qualitative and quantitative research skills

4) Apply effective written communication skills appropriate for sport business

Grading Policies

Grade calculation	% of Grade	Grading Scale
Pre-Course Assignments	20 points (2%)	895 or more A
Chapter eBook Quizzes	14 @ 25 = 350 points (35%)	795-894 B
Final Exam	1 @ 100 = 100 points (20%)	695-794 C
Assignments	4 @ 70 pts = 280 points (28%)	595-694 D
Final Project Presentation	1 @ 150 points = 150 points (15%)	Less than 594 F
Final Project Replies	2 @ 50 pts = 100 points (10%)	Total Points = 1000

*Letter Grading as per SRSU policy will be used in this course.

Note: Satisfactory progress in the Sports Administration program means a cumulative GPA of 3.0 in all core classes (e.g., everything leading up to the final practicum course). In most cases, this means a 'B' or better in each class is considered satisfactory progress.

TENTATIVE COURSE CALENDAR

Week	Content	Due
1 7/6 to 7/12 <u>7/8 Last Day for late registration and Schedule Changes</u>	Blackboard <ul style="list-style-type: none"> Start Here: Course Information SRSU BlackBoard Student Support Links Pre-Course Assignments Chapter 1 – History and Future of Sport and Public Assembly Facilities Chapter 2 – Facility Management Chapter 3 – Employee Management	Sunday 7/12/26 <ul style="list-style-type: none"> Introduce Yourself Discussion Introduce Yourself Responses Pre-Course Check & Quiz eBook Ch. 1-3 Assignment 1
2 7/13 to 7/19	Chapter 4 – Facility Planning Chapter 5 – Facility Site and Design Chapter 6 – Facility Construction Chapter 7 – Facility Systems Operation and Management	Sunday 7/19/26 <ul style="list-style-type: none"> eBook Ch. 4-7 Assignment 2

<p style="text-align: center;">3</p> <p>7/20 to 7/26</p>	<p style="text-align: center;">Chapter 8 – Facility Technology Chapter 9 – Marketing and Sales Chapter 10 – Finance and Budgeting Chapter 11 – Legal and Responsibilities</p>	<p style="text-align: center;">Sunday 7/26/26</p> <ul style="list-style-type: none"> • eBook Ch. 8-11 • Assignment 3
<p style="text-align: center;">4</p> <p>7/27 to 8/2 <u>Last Day to Withdraw 'W' 7/31</u></p>	<p style="text-align: center;">Chapter 12 – Developing and Implementing a Security Plan Chapter 13 – Facility Preparation for an Event Chapter 14 – Midevent and Postevent Facility Management</p>	<p style="text-align: center;">Sunday 8/2/26</p> <ul style="list-style-type: none"> • eBook Ch. 12-14 • Assignment 4 • <u>Final Exam (Ch. 1-10)</u>
<p style="text-align: center;">5</p> <p>8/3 to 8/9</p>	<p style="text-align: center;">Final Project Report and Presentation</p>	<p style="text-align: center;">Sunday 8/9/26</p> <ul style="list-style-type: none"> • Final Project Report • <u>Final Project Presentation</u>
<p style="text-align: center;">6</p> <p>8/10 to 8/12</p>	<p style="text-align: center;">Final Project Presentation Responses</p>	<p style="text-align: center;">Sunday 8/12/26</p> <ul style="list-style-type: none"> • <u>Final Project Presentation Responses</u>

*****Recommend copy/save all discussions from yourself and others, and all submitted work so you can have this material for your COMP exam at the end of the program.**

Pre-course Assignments (20 points total).

To ensure a strong and successful start to the course, students must complete the following pre-course assignments:

1. **Syllabus Check & Quiz** – 10 points
 - **Format:** 10 multiple-choice questions, worth 1 point each
 - **Purpose:** This quiz confirms that you have thoroughly read and understood the syllabus, including course policies, expectations, grading structure, and due dates.
 - **Attempts:** Unlimited attempts are allowed; your highest score will be recorded.
 - **Note:** Submission of this quiz indicates that you acknowledge and understand all course expectations as outlined in the syllabus.

2. **Introduce Yourself Discussion** – 10 points total
 - **Initial Post (6 points):** Write a thoughtful introduction using the provided prompts to share information about yourself, your background, goals, and interest in leadership in sports.
 - **Replies (4 points):** Respond meaningfully to at least two classmates' introductions (2 points each).
 - **Purpose:** This activity builds class community and helps foster connections in our online learning environment.

Chapter Quizzes (350 Points Total)

To reinforce learning and assess your understanding of key leadership concepts, you will complete a quiz for each of the ten chapters covered in the course.

Quiz Details:

- **Total Quizzes:** 14 (Chapters 1–14)
- **Points per Quiz:** 25 points
- **Question Format:** 10 multiple-choice and/or true/false questions
- **Points per Question:** 2.5 points

Quiz Guidelines:

- You will have unlimited time to complete each quiz once started.
- You are allowed three attempts per quiz; the highest score will be recorded.
- You are encouraged to use your e-textbook, PowerPoint slides, and personal notes as references while taking each quiz.

Late Policy:

- **Late submissions will not be accepted under any circumstances.** Please plan accordingly and complete all quizzes by the posted deadlines.
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Final Exam (100 Points Total)

There will be one final exam in this course.

Exam Details:

- **Final Exam:** Covers Chapters 1–14
- **Format:** 50 multiple-choice and true/false questions per exam, worth 2 points each
- **Total Points:** 100 points
- **Time Limit:** Unlimited time; must be completed in one sitting
- **Attempts:** 3 possible; keep the highest grade
- **Availability:** Exam must be submitted online by Sunday at 11:59 p.m.

Late Policy:

- Exams submitted late will incur a 50% deduction, up to 7 days late.
- After 7 days, no late submissions will be accepted.

Technical Issues:

If you encounter any technical issues (e.g., quiz shuts down, errors occur, submission fails), you must notify the instructor immediately. Failure to report issues promptly may be considered academic dishonesty.

Exam Preparation Tips:

To perform well on your exams, follow these best practices:

1. Create a study schedule and stick to it.
2. Read each chapter thoroughly—do not skim.
3. Take detailed notes and highlight key concepts.
4. Review your notes before taking the exam.
5. Use quizzes and discussions as study tools.

Semester Project: Gil's Sportsplex Consulting Project (280 Points Total)

Throughout the course, you will serve as a professional sport facility consultant hired to evaluate and improve Gil's Sportsplex, a six-field softball and baseball complex featured in the course case study. This semester-long project is designed to provide practical experience applying sport facility management concepts to real-world operational, financial, marketing, and risk management challenges.

The project is divided into four assignments that build toward a comprehensive Final Consulting Report. Each assignment focuses on specific areas of facility management covered in the course and will become part of the final project submission.

Project Components

Assignment 1: Facility Assessment & Strategic Analysis

- Points: 70
- Evaluate the facility's strengths, weaknesses, opportunities, and threats.
- Analyze demographics, competition, and market demand.
- Develop strategic recommendations for future success.

Assignment 2: Facility Development & Operations Analysis

- Points: 70
- Evaluate facility planning, construction, operations, technology systems, and sustainability initiatives.
- Recommend improvements to enhance facility performance and customer satisfaction.

Assignment 3: Marketing & Financial Analysis

- Points: 70
- Analyze revenue sources, budgeting, marketing efforts, sponsorship opportunities, and financial sustainability.
- Develop recommendations for increasing revenue and improving long-term viability.

Assignment 4: Risk Management & Facility Policies

- Points: 70
- Develop risk management, security, maintenance, and operational policy recommendations.
- Evaluate safety procedures and facility operations.

Project Guidelines

- All assignments should be submitted in a professional report format.
- APA formatting is required for all assignments.
- Outside research is encouraged to support recommendations and conclusions.
- Instructor feedback from each assignment should be incorporated into the Final Project.

- The Final Project should demonstrate a comprehensive understanding of sport facility management principles and industry best practices.

Late Policy

- Assignments submitted 1–7 days late will receive a 50% deduction.
- Assignments submitted more than 7 days late will not be accepted.
- The Final Project must be submitted by the posted deadline and will not be accepted late without prior approval from the instructor.

Final Project Presentation (150 Points Total)

You will create and submit a recorded presentation based on your **Gil's Sportsplex Strategic Improvement Plan**. This presentation serves as the culminating assignment for the course and provides an opportunity to professionally present your facility analysis, recommendations, and strategic plan.

Discuss key areas including:

- Facility Assessment and SWOT Analysis
- Operations and Facility Improvements
- Marketing and Revenue Strategies
- Financial Analysis
- Risk Management and Security Recommendations
- Five-Year Strategic Plan

Guidelines:

- Your presentation should summarize the major findings and recommendations from your Final Project. Include visuals (e.g., PowerPoint slides) to support your presentation
- Presentation should be clear, organized, and professional in tone
- Recommended length: 8–12 minutes
- Accepted recording platforms include: Microsoft Teams, PowerPoint with voiceover, Kaltura Capture, Screencastify, Zoom, YouTube (unlisted), or other approved tools

Submission:

- Presentations will be due during week 5 of the 6-week semester
- A discussion board will be provided where students will upload their video or link and respond to peer presentations

This presentation is designed to strengthen professional communication skills while simulating the type of presentation a sport facility consultant would provide to a facility owner, board of directors, investors, or other stakeholders.

Leadership Presentation Responses (100 Points Total)

After viewing classmates' Final Project Presentations, students are required to submit two written responses worth 50 points each. Responses should demonstrate critical thinking,

engagement with the presentation content, and application of sport facility management concepts discussed throughout the course.

Guidelines:

- Respond to two classmates' presentations
 - Each response must be a minimum of 250 words
 - Responses should provide meaningful analysis, insights, recommendations, or constructive feedback regarding the student's facility management recommendations.
 - Discuss strengths of the project and identify at least one additional recommendation, consideration, or alternative strategy that could improve the facility.
 - Responses should connect observations to course concepts such as facility planning, operations, marketing, finance, risk management, technology, sustainability, or security.
 - Responses must go beyond simple agreement or compliments
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Course Requirements Deadline

To allow adequate time for grading, ****all course requirements must be submitted by the final deadline:**

- **Wednesday of Week 6 at 11:59 PM (Central Time).**

Any work submitted after this deadline will not be accepted or counted toward your final grade—no exceptions.

Please ensure all assignments are completed and submitted on time throughout the course.

Late Work Policy

All coursework must be submitted by the deadlines posted in Blackboard. The following policies apply to late submissions:

- **Chapter Quizzes:**
 - **No late submissions will be accepted.**
- **Other Assignments** (Pre-Course Assignments, Assignments, Exams, and Final Project):
 - **1–7 days late:** 50% deduction
 - **More than 7 days late:**
 - Must receive prior approval from the instructor to be considered for grading.
 - If approved, a minimum 50% deduction will apply.

Note: Extensions are not guaranteed. It is the student's responsibility to communicate proactively if extenuating circumstances arise.

UNIVERSITY POLICIES

Americans with Disabilities Act (ADA Statement)

Sul Ross State University (SRSU) is committed to equal access in compliance with Americans with Disabilities Act of 1973. It is SRSU policy to provide reasonable accommodations to students with documented disabilities.

It is the student's responsibility to initiate a request each semester for each class. Students seeking accessibility/accommodations services must contact counseling@sulross.edu. The counseling office is located on the first floor of Ferguson Hall (Suite 112), and our mailing address is P.O. Box C-122, Sul Ross State University, Alpine, Texas, 79832.

Required Student Responsibilities Statement

All full-time and part-time students are responsible for familiarizing themselves with the [Student Handbook](#) and the [Undergraduate & Graduate Catalog](#) and for abiding by the [University rules and regulations](#). Additionally, students are responsible for checking their Sul Ross email as an official form of communication from the university. Every student is expected to obey all federal, state and local laws and is expected to familiarize themselves with the requirements of such laws.

SRSU Distance Education Statement

Students enrolled in distance education courses have equal access to the university's academic support services, such as library resources, online databases, and instructional technology support. For more information about accessing these resources, visit the SRSU website.

Students should correspond using Sul Ross email accounts and submit online assignments through Blackboard, which requires a secure login. Students enrolled in distance education courses at Sul Ross are expected to adhere to all policies pertaining to academic honesty and appropriate student conduct, as described in the student handbook. Students in web-based courses must maintain appropriate equipment and software, according to the needs and requirements of the course, as outlined on the SRSU website. Directions for filing a student complaint are located in the student handbook.

Academic Integrity Statement

Students in this class are expected to demonstrate scholarly behavior and academic honesty in the use of intellectual property. Students should submit work that is their own and avoid the temptation to engage in behaviors that violate academic integrity, such as turning in work as original that was used in whole or part for another course and/or professor; turning in another person's work as one's own; copying from professional works or internet sites without citation; collaborating on a course assignment, examination, or quiz when collaboration is forbidden. Students should also avoid using open AI sources *unless permission is expressly given* for an assignment or course. Violations of academic integrity can result in failing assignments, failing a class, and/or more serious university consequences. These behaviors also erode the value of college degrees and higher education overall.

Classroom Climate of Respect

Importantly, this class will foster free expression, critical investigation, and the open discussion of ideas. This means that all of us must help create and sustain an atmosphere of tolerance, civility, and respect for the viewpoints of others. Similarly, we must all learn how to probe, oppose and disagree without resorting to tactics of intimidation, harassment, or personal attack. No one is entitled to harass, belittle, or discriminate against another on the basis of race, religion, ethnicity, age, gender, national origin, or sexual preference. Still, we will not be silenced by the difficulty of fruitfully discussing politically sensitive issues.

Counseling

Sul Ross has partnered with TimelyCare where all SR students will have access to nine free counseling sessions. You can learn more about this 24/7/365 support by visiting [Timelycare/SRSU](#). The SR Counseling and Accessibility Services office will continue to offer in-person counseling in Ferguson Hall room 112 (Alpine campus), and telehealth Zoom sessions for remote students and RGC students.

Libraries

The Bryan Wildenthal Memorial Library and Archives of the Big Bend in Alpine offer FREE resources and services to the entire SRSU community. Access and borrow books, articles, and more by visiting the library's website, library.sulross.edu/. Off-campus access requires logging in with your LoboID and password. Librarians are a tremendous resource for your coursework and can be reached in person, by email (srsulibrary@sulross.edu), or by phone (432-837-8123).

No matter where you are based, public libraries and many academic and special libraries welcome the general public into their spaces for study. SRSU TexShare Cardholders can access additional services and resources at various libraries across Texas. Learn more about the TexShare program by visiting library.sulross.edu/find-and-borrow/texshare/ or ask a librarian by emailing srsulibrary@sulross.edu.

Mike Fernandez, SRSU Librarian, is based in Eagle Pass (Building D-129) to offer specialized library services to students, faculty, and staff. Utilize free services such as InterLibrary Loan (ILL), ScanIt, and Direct Mail to get materials delivered to you at home or via email.

Supportive Statement

I aim to create a learning environment for my students that supports various perspectives and experiences. I understand that the recent pandemic, economic disparity, and health concerns, or even unexpected life events may impact the conditions necessary for you to succeed. My commitment is to be there for you and help you meet the learning objectives of this course. I do this to demonstrate my commitment to you and to the mission of Sul Ross State University to create a supportive environment and care for the whole student as part of the Sul Ross Familia. If you feel like your performance in the class is being impacted by your experiences outside of class, please don't hesitate to come and talk with me. I want to be a resource for you.

Tutoring Center

[The Lobo Den Tutoring Center](#) offers FREE tutoring support to help you excel in your courses. Whether you need assistance in Writing, Math, Science, or other subjects, we're here to help!

Important Information:

- **Drop-in and Scheduled Appointments:** Flexible options to fit your needs.
- **Hours of Operation:** Monday–Friday, 8:00 AM – 5:00 PM.
- **Workshops:** Attend our regularly hosted academic workshops on STEM topics and professional development, often in collaboration with specialized faculty.
- **Location:** BWML Room 128.
- **Contact Us:** For more information or to book an appointment, email tutoring@sulross.edu or call (432) 837-8726.

Looking for additional support?

- **Tutor.com** offers FREE 24/7 online tutoring in over 200 subjects, including specialized support for ESL and ELL learners with native Spanish-speaking tutors.
- **Access Tutor.com via Blackboard:** Log in to your Blackboard account to get started anytime, anywhere.

Take advantage of these valuable resources to boost your confidence and performance in your classes. We look forward to helping you succeed!

Accidents & Injuries

In the case of bodily or personal property damage, the Kinesiology Department will not be held responsible. The student must report any field experience related to injury or illness to the instructor immediately. Any expense incurred due to injury or illness will be the student's responsibility.

Academic Civility Statement

Students are expected to interact with professors and peers in a respectful manner that enhances the learning environment. Professors may require a student who deviates from this expectation to leave the face-to-face (or virtual) classroom learning environment for that particular class session (and potentially subsequent class sessions) for a specific amount of time. In addition, the professor might consider the university disciplinary process (for Academic Affairs/Student Life) for egregious or continued disruptive behavior.

Academic Affairs Service Statement

Sul Ross faculty, staff, and students are expected to model responsible citizenship through service activities that promote personal and academic growth while enhancing the university, local, regional, national, and global communities. These activities will foster a culture of academic/public engagement that contributes to the achievement of the university's mission and core values.

Academic Excellence Statement

Sul Ross holds high expectations for students to assume responsibility for their own individual learning. Students are also expected to achieve academic excellence by:

- Honoring the core values of Sul Ross.
 - Upholding high standards of habit and behavior.
 - Maintaining excellence through class attendance and punctuality.
 - Preparing for active participation in all learning experiences.
 - Putting forth their best individual effort.
 - Continually improving as independent learners.
 - Engaging in extracurricular opportunities that encourage personal and academic growth.
 - Reflecting critically upon feedback and applying these lessons to meet future challenges.
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AI Policy Statement: Sul Ross State University Kinesiology Department

The Sul Ross State University Kinesiology Department is committed to upholding the highest standards of academic integrity and excellence. As artificial intelligence (AI) tools become increasingly accessible, we recognize their potential as valuable resources for learning and innovation. However, it is imperative that students use AI tools ethically and responsibly.

The improper use of AI in assignments, including but not limited to, generating content without proper attribution, submitting AI-generated work as one's own, or using AI tools to circumvent the learning process, constitutes academic dishonesty. Such actions undermine the educational goals of our programs and violate the University's Code of Conduct.

Students found to be improperly using AI for assignments may face severe consequences, including but not limited to receiving a failing grade for the assignment or course. Additionally, such violations will be referred to the Dean of Students Office for further disciplinary action, which may include probation, suspension, or expulsion from the University.

We encourage students to seek guidance from their instructors if they have any questions about the appropriate use of AI in their coursework. Our department is committed to fostering an environment of integrity, where students can achieve their academic and professional goals through honest and meaningful engagement with their studies.