Course: Seminar on American Sports Media, Fall 2014

Professors:

- Adjunct Professor and former President of NBC Sports Ken Schanzer
- Notre Dame Vice President and Director of Athletics Jack Swarbrick
- Assisted by Jody Sadler, Sr. Associate Athletics Director

Class Time: Thursdays, 3:00 pm – 4:50 pm

Class Location: 118 DeBartolo

Course Description: The course is built around three distinct but interrelated goals.

- Providing students with a detailed understanding of the key media forces shaping the modern American sports industry in general and sports media in particular.
- Helping students develop core business competencies, including presentation, management and negotiation skills.
- Broadening student’s knowledge of the process for negotiating major deals and improving negotiation skills through a mock negotiation of a pending media rights deal.

Course Structure: The course will build toward a mock negotiation of a broadcast rights deal. This year it is the pending sale of the Big Ten’s broadcast rights. Students will be assigned the roles they will play in the negotiations – either as the Big Ten or a media company with an interest in bidding on the property. Students will be responsible for conducting the research necessary to develop a full understanding of the entity that they are representing.

As a means of helping to educate each other about the people who have helped to shape the sport and media industries, each student will be responsible for making a presentation to the class on a “game changer.” A game changer is a person who had (or is having) a major impact on the sports or media industries.

Grading Rubric:

20% - Class participation

- Attendance will be taken each week
- Student participation will also be recorded

40% - Class Presentation

- Evaluated on both the selection of the game changer and the quality of the presentation
- Note: Once students have selected a game changer they should inform Jody Sadler of their selection. If a game changer has been featured in a class presentation, another student may not use that same game changer unless the student previously submitted the name to Jody.
40% - Negotiation Exercise

- Request for proposal or offer as appropriate
- Engagement leading up to the negotiation
- Participation in year-end negotiation session
- Outcome of negotiation

**Class Schedule:** [Subject to modification]

Week 1 (8/28) – Introduction to class and professors

Week 2 (9/4) – Making a presentation / Sample game changers

Week 3 (9/11) – Survey of Olympic, collegiate and professional sports

Week 4 (9/18) – History of sports media

Week 5 (9/25) -- Current market for sports media rights

Week 6 (10/2) – Anatomy of a media deal / Presentations begin

Week 7 (10/9) – Negotiation skills / RFP Due from Big Ten / Presentations

Week 8 (10/16) – No Class

Week 9 (10/23) – No Class

Week 10 (10/30) – Building successful bids / Offer sheet due from Media Companies / Presentations

Week 11 (11/6) – Challenges to the collegiate model / NCAA reform / Presentations

Week 12 (11/13) – Keys to effective management / Presentations

Week 13 (11/20) – TBD / Presentations

Week 14 (11/27) – No Class (Thanksgiving)

Week 15 (12/4) – Contemporary issues in sports business / Presentations

Week 16 & 17 -- Negotiation Session on date to be determined