## Assessment Plan for Bachelor of Science in Sport Management

<table>
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<th>PLO</th>
<th>What is Evaluated</th>
<th>Analysis of fairness, consistency, and accuracy</th>
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| Describe how sport is a medium for integrating gender issues, ethnic and religious diversity, and social behavior. | Youth Sport Observation (PHED 328)  
Book Analysis (PHED 328) | Minimum score of 3/4 |
| Identify and understand the concepts of strategic planning, resource allocation, and leadership theory of a variety of sport organizations | Sport Travel Budget (SMGT 124)  
Interview Synopsis paper/presentation (SMGT 124)  
Practicum/Internship Evaluation Rubric (SMGT 300,301, 302,497) | Minimum score of 3/4 |
| Describe and apply sport marketing principles to construct a marketing plan for a local sport entity | Paper and Presentation of Sport Organization marketing strategies (SMGT 200) | Minimum score of 3/4 |
| Describe the concept and creation of an event including the process of sponsorship solicitation, event staffing, and selection of event location. | Sport facility analysis paper and presentation (SMGT 222)  
Sport Event paper and presentation (SMGT 315) | Minimum score of 3/4 |
| Identify the various types of sport facilities and describe effective management procedures. | Sport facility analysis paper and presentation (SMGT 422)  
Sport entity risk analysis paper and presentation (SMGT 422) | Minimum score of 3/4 |

## Schedule for Data Analysis and Review

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<tr>
<th>Major Assessment</th>
<th>When Analyzed</th>
<th>Reviewed by</th>
<th>Action Taken</th>
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| Youth Sport Observation (PHED 328)  
Book Analysis (PHED 328) | Reviewed yearly. Analyzed every four years | Sport Management Faculty- Fall Semester |
| Sport Travel Budget (SMGT 124)  
Interview Synopsis paper/presentation (SMGT 124)  
Practicum/Internship Evaluation Rubric (SMGT 300,301, 302,497) | Reviewed yearly. Analyzed every four years | Sport Management Faculty- Fall Semester/Spring Semester |
| Paper and Presentation of Sport Organization marketing strategies (SMGT 200) | Reviewed yearly. Analyzed every four years | Sport Management Faculty- Spring Semester |
| Sport facility analysis paper and presentation (SMGT 222)  
Sport Event paper and presentation (SMGT 315) | Reviewed yearly. Analyzed every four years | Sport Management Faculty- Spring/Fall Semester |
| Sport facility analysis paper and presentation (SMGT 422)  
Sport entity risk analysis paper and presentation (SMGT 422) | Reviewed yearly. Analyzed every four years | Sport Management Faculty- Spring Semester |