

PROGRAM PLANNING SUMMARY

Doctor of Philosophy with a major in Sport and Entertainment Management

College of Hospitality, Retail, and Sport Management

University of South Carolina Columbia

Harris Pastides

Date: _____

Commission on Higher Education Program Planning Summary

Name of Institution: University of South Carolina Columbia

Designation: New Program Proposal

Name of Degree: Doctor of Philosophy

Name of Program: Sport and Entertainment Management

Number of credit hours in program: 60

If undergraduate, designation as four- or five-year program: N/A

Program qualifies for supplemental Palmetto Fellows Scholarship/LIFE

Scholarship awards: No

Proposed date of implementation: Fall 2013

Justification of need for the proposed program:

According to the most recent Economic Census, sport and entertainment is a \$189.4 billion industry (US Census Bureau, 2010). In South Carolina, the industry generates approximately \$1.4 billion in revenue. The sport and entertainment industry's capacity to spur economic development in South Carolina, the United States, and internationally depends on the creation of a highly skilled workforce who understands the challenges and opportunities of the increasingly global nature of this dynamic industry. The Department of Sport and Entertainment Management (SPTE) is well positioned to provide exemplary academic preparation for its students, conduct seminal research, and generate industry-based knowledge that foster a prosperous industry. The SPTE department's faculty has grown considerably in size as well as academic and industry reputation since its inception in 1987 and includes established researchers and award-winning educators in their respective sub-disciplines.

The sport and entertainment industry grew 5.94% annually from 2002-2007 (US Census Bureau, 2010) with subsequent increased demand for academic degrees focused in these areas. The sport and entertainment industry is likely to continue to expand in the future. A direct byproduct of this continued demand for qualified graduates is the increased need for quality sport and entertainment management programs and qualified faculty (Gillentine, Baker, & Cuneen, 2011). The depth of education in the USC program will allow graduates to teach a wider variety of courses and conduct research in areas suffering from a dearth of experts.

The SPTE department's current faculty is comprised of 1 Professor, 5 Associate Professors, 4 Assistant Professors, 1 Senior Instructor, and 3 Instructors. Two additional tenure-track faculty members, including a Professor, are anticipated to join the SPTE department during the 2013-2014 academic years. In addition to high research productivity, the faculty is committed to innovative instruction. The dual focus on research and teaching will be a beneficial mentorship model for Ph.D. students.

The SPTE department currently offers Bachelors of Science and Masters of Science degrees. The Department has approximately 601 undergraduate majors, 427 minors, and 53 graduate students, and is considered by peers to be among the best programs in the country. The Department is unique in higher education with a comprehensive sport and entertainment business curriculum. It has successfully developed multiple sport and entertainment industry partnerships, notably with Feld Entertainment, Darlington Raceway, AEG and Global Spectrum.

The introduction of the Ph.D. in Sport and Entertainment Management (the "Program") represents the logical next step in the fulfillment of the College's mission and Department's goals, which include national and international recognition as one of the leading graduate programs in the field. Students will be given the opportunity to generate industry-specific knowledge through exposure to and participation in high caliber academic research with a discipline-specific application. Subsequently, as professors, they will be equipped to disseminate such knowledge to the public and other industry stakeholders. Because of the Department's unique focus on both sport and entertainment management (as opposed to only sport

management), students will develop a distinct and more holistic understanding of both sport management and entertainment management. Therefore, they will be better positioned in the academic job market in that the breadth of their training should make them qualified for both sport-specific and entertainment-specific positions within those programs. Furthermore, as more programs incorporate entertainment management, the relative value of our graduates will increase as one of the few existing doctoral programs with this curriculum content. The Program will be designed with a strong emphasis on preparing candidates to conduct both theoretical and applied research within the broadening domain of sport and entertainment management. In addition, a primary goal of the Program is to equip candidates with the skills to be effective teachers and mentors to students, as well as to be a valuable resource for industry professionals.

While academic institutions nationwide offer an array of undergraduate programs, there are only 20 doctoral programs in sport management in the United States, none of which have a focus in sport and entertainment management. Regional competition for recruiting doctoral students does not present a challenge, as each of the four doctoral programs located in the southeast region is different in focus. The focus of the Program in sport and entertainment management makes it unique not only to the region but also nationally among its peers. Existing doctoral programs are only able to offer preparation in sport management. The Program at USC will allow doctoral students to gain expertise in sport management, entertainment management and venue/event management. No other program is able to offer this level of preparation and will allow USC to produce the best prepared graduates in the U.S. and worldwide. This comprehensive preparation should make the graduates of the USC program highly desirable among colleges and universities. The proliferation of undergraduate programs around the United States and South Carolina necessitates producing additional faculty members with doctoral degrees (there are currently 11 colleges or universities in South Carolina offering a baccalaureate degree in sport management or related major).

Structure of the Program:

The Program is based on a three-year period of residential study beyond completion of a Master's degree in sport and entertainment management or a related field. It consists of a minimum of 60 credit hours beyond the master's degree. A total of sixty credit hours is consistent with the number of required hours of Ph.D. programs in sport management at our peer institutions, such as the University of Florida (69 hours), the University of Tennessee (72 hours), and the University of Massachusetts (63 hours). The Program's curriculum will be focused on the following four areas: (1) Core Seminars-15 Hours, (2) Statistics/Research Core-15 Hours, (3) Cognate(s)-12 Hours and (4) Dissertation-18 Hours.

Anticipated program demand and productivity:

An enrollment of approximately nine students is anticipated within three years of the Program's commencement, based on an expectation of three new students in each academic year.

Approximately 10-12 prospective students solicit Program faculty for information regarding a potential doctoral program at the University of South Carolina each year. The Program also receives monthly inquiries from other universities' graduate directors and faculty regarding the development of a Ph.D. The SPTE department will recruit students who represent the diverse, international nature of sport. The candidate pool will be drawn from three primary sources. One group of potential candidates will be recent graduates from existing sport management (and related) master's programs in South Carolina and throughout the United States. A second target market will be practitioners within the sport and entertainment industry who may desire to enter academia. The third target market will be international students interested in studying in the United States. Particular emphasis will be made to recruit candidates from countries in

which the University of South Carolina and the College of Hospitality, Retail & Sport Management have established partnerships and countries that fully fund students through their governments.

During the academic years 2001-06, 652 sport management positions were advertised nationally. Approximately 40% (260) of those advertised positions were new positions or tenure-track lines. Additional research suggests that nearly 40% of advertised positions in sport management go unfilled (Pedersen and Schneider, 2003). Faculty hiring in sport management has remained consistent through the last six years. The number of faculty vacancies in sport management in has increased in the last two years compared to previous years and is expected to continue to rise. The lateral movement of existing faculty has filled the majority of these vacancies in the past. Based upon the relatively small average number of Ph.D. graduates each year, the academy will continue to experience a deficit regarding the number of faculty positions advertised and filled and that deficit will continue to grow annually.

Graduates of the Program will pursue careers primarily at universities and, to a lesser extent, in the private sector. The Program's strong elements of statistics and research design will equip graduates to build strong foundations for future industry research needs and creative solutions to industry challenges. In addition to being qualified for positions nationally and internationally, graduates will be able to seek employment at colleges and universities within South Carolina, for example at Winthrop University and Coastal Carolina University, as well as colleges and universities in the Southeast region (e.g., University of Georgia, University of Tennessee, and University of Florida).

Assessment of extent to which the proposed program duplicates existing programs in the state:

No sport or entertainment management doctoral programs are offered in South Carolina. Seven private colleges have undergraduate programs in the discipline (Clafin, Coker, Erskine, Limestone, Newberry, North Greenville, and Southern Wesleyan), as do four public institutions (The Citadel, Winthrop, Coastal Carolina, and Clemson). There is a Graduate Certificate program at The Citadel in Sport Management with an emphasis on Sport Sales and Marketing. Clemson has both masters and doctoral level programs; however these focus on Parks, Recreation, and Tourism Management, not sport and entertainment management.

Relationship of the proposed program to existing programs at the proposing institution:

There are no comparable programs within the University of South Carolina. The Ph.D. in Business Administration offers various management-related concentrations (e.g., Accounting, Finance, International Business, Management, and Marketing), but no focus on sport and entertainment management. Business Administration Ph.D. courses, however, may provide suitable cognates for qualifying students in the Program who desire greater insight into particular business-related areas. It may also be appropriate to explore cognates in related disciplines, such as Hospitality and Tourism Management, Marketing, Educational Leadership and Policy Studies, Journalism and Mass Communications, and to also encourage faculty members from those departments to serve on Ph.D. committees of the Program.

Relationship of the proposed program to other institutions via inter-institutional cooperation:

The Ph.D. in Sport and Entertainment Management is intended to complement other academic programs in South Carolina public universities. A philosophy of inter-institutional cooperation

will be encouraged with regard to course transferability as well as faculty exchanges, external committee membership, and guest lectures within the state.

Total new costs associated with implementing the proposed program (general estimates):

The SPTE Department anticipates minimal new costs associated with the development of new Ph.D. program following the initial implementation of the program. The department has already secured a new professor faculty line through the Provost's Faculty Replenishment Initiative, eliminating a large portion of start-up costs. The college will provide annual funding for three Ph.D. students as part of its commitment to the establishment of the program. The cost of a full fellowship for each graduate assistant is approximately \$28,916.00 inclusive of tuition and stipend. Faculty of the SPTE department will continue to pursue external funding to supplement costs associated with the program.

Program Revenue

In addition to tuition revenue generated by additional, non-assistantship students (\$10,916 per student), the department also anticipates a positive revenue generation beginning in the second year of the program. This revenue will stem from student credit hours generated from courses taught by doctoral students serving as TAs/GAs. It is anticipated that Ph.D. students will teach one course per semester starting their second year and will be mentored by current faculty. Additionally, third year students may also teach one specialty area course to be determined by the advisor and the department chair.