

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

SPMT 556— The Global Soccer Industry

DAY/TIME:	M 7:20-10:00pm	LOCATION:	Fine Arts B112
INSTRUCTOR:	Professor John Nauright	EMAIL ADDRESS:	jnaurigh@gmu.edu
OFFICE LOCATION:	BRH 227	PHONE NUMBER:	703-993-2061
OFFICE HOURS:	TH 9am-1pm	FAX NUMBER:	703-993-2025

PREREQUISITES: none

COURSE DESCRIPTION

This course provides sport management and sport studies students with an in depth understanding of the organization, administration, marketing, sponsorship, law, and policy issues in international soccer with particular reference to the major soccer leagues such as the Premier League (England), La Liga (Spain), Serie A (Italy), Bundesliga (Germany), etc., The European Champions League, and major governing bodies such as FIFA and UEFA. The interface with MLS and soccer in the United States and the global soccer industry also will be explored.

COURSE OBJECTIVES

1. Students gain an understanding of how the global soccer industry operates at local, regional, national and international levels.
2. Students will be able to conduct a research project on a key issue in international soccer.
3. Students will understand different models of professional sport organization.
4. Students will learn how soccer is governed at league, national and international levels.
5. Students will learn how soccer in the United States links to the global soccer system.

COURSE OVERVIEW

We will explore the history, organization, marketing and cultural significance of soccer worldwide. Class will be conducted in seminar format. Students are expected to complete readings prior to class sessions. Students will complete a research project on a key issue facing soccer internationally.

HONOR CODE:

Students are held to the standards of the George Mason University Honor Code. You are expected to attend all class sections, actively participate in class discussions, complete in-class exercises and fulfill all assignments. Assignments must be turned in at the beginning of class on the specified date due or **no credit will be given**.

REQUIRED READINGS

(readings from the following and academic journals such as *Soccer and Society*, *Football Studies*, *Culture, Sport, Society*, *International Journal of Sports Marketing and Sponsorship*):

Books:

- Foer, F. (2005). *How soccer explains the world*. New York: Harper Perennial.
- Foot, J. (2007). *Winning at all costs: A scandalous history of Italian soccer*. New York: Nation Books.
- Hamil, S. & Chadwick, S. (2010). *Managing football: An international perspective*. London: Butterworth-Heinemann.
- Winner, D. (2010). *Brilliant orange: The neurotic genius of Dutch soccer*. New York: Overlook Press.

RECOMMENDED READINGS:

Giulianotti, R. & Robertson, R. (2009). *Globalization and football*. London: Sage.

Goldblatt, D. (2008). *The ball is round: A global history of soccer*. New York: Riverhead Books.

Kuper, S. (2006). *Soccer against the enemy*. New York: Nation Books.

EVALUATION

This course will be graded on a point system, with a total of 100 possible points.

	Points
Requirements	
Exam	
#1	30
<i>Research Project</i>	50
<i>Participation</i>	<u>20</u>
TOTAL	100

Grading Scale

A = 94 – 100	B+ = 88 – 89	C+ = 78 – 79	D = 60 – 69
A- = 90 – 93	B = 84 – 87	C = 74 – 77	F = 0 – 59
	B- = 80 – 83	C- = 70 – 73	

TENTATIVE COURSE SCHEDULE

(This course meets once a week in seminar format).

August 29: **Introduction and Overview**

Sept. 12: **The English Origins and Spread of the Global Game**

Introductory Lecture. Suggested Reading: Goldblatt, Chapters 1-4.

Sept. 19: **Understanding the Meanings of Soccer/Football Around the World**

Reading: Foer, *How Soccer Explains the World*.

Sept. 26: **Case Study: Brilliant Orange: The Dutch and Football**

Reading: Winner, *Brilliant Orange*.

Oct. 3 **Carlos-Zirin Event and Develop Research Projects (200 word proposal due Oct. 11)**

Guidelines: Choose within one of the following themes and present a case study at national, regional or club level. You may choose a different topic subject to approval.

Papers should be around 3500-4500 words in length or about 8-12 pages (double spaced). You can use APA or Chicago (endnote) referencing style.

1. Examine the style and culture of a nation or club and relate that to the history, culture and politics of the area.
2. Examine the marketing strategies of a club or league.
3. Examine the impact of globalization on a club or league. Discuss how the case is an example of a theory of globalization.
4. Compare and contrast community and fandom between European soccer and American professional sports.
5. Examine the role of politics in soccer in a particular region or nation.

Oct. 11 (note Mon. schedule) **Case Study: Calcio Italia**

Reading: Foot, *Winning at All Costs*.

Oct. 17 **Managing Football: Governance and Media**

Reading: Chadwick & Hamil, Chapters 1-5

Oct. 24 **Understanding the Impact of the FIFA World Cup**

Guest Speaker: Risto Rasku, Finland School of Sports Business

Oct. 31 **Marketing Football**

Reading: Chadwick & Hamil, Chapters 6-9

Nov. 7 **Week to work on research projects**

Nov. 15-16 **Sport in the Global South Conference (Football and Developing Nations)**

No class this week. Students are expected to attend at least one session of the Sport and the Global South Conference (though I realize most of you are already working at the event).

Nov. 21 **Infrastructure in Football and Discussion of FIFA**

Reading: Chadwick & Hamil, Chapters 10-13

Nov. 28 **The “Big 5” Leagues**

Reading: Chadwick & Hamil, Chapters 14-18

Dec. 5 **Work on Research and Final Essays**

Dec. 12 **Research Essays Due**

Dec. 14 **Final Exam Essays Due**

Note: Faculty reserves the right to alter the schedule as necessary.

Table must be included



- ❖ All students are held to the standards of the George Mason University Honor Code [See <http://www.gmu.edu/catalog/apolicies/#Anchor12>]
- ❖ University policy states that all sound emitting devices shall be turned off during class unless otherwise authorized by the professor
- ❖ Students with disabilities who seek accommodations in a course must be registered with the Disability Resource Center (DRC) and inform the instructor, in writing, at the beginning of the semester [See www.gmu.edu/student/drc]
- ❖ For additional School of Recreation, Health, and Tourism information, please visit the website at <http://rht.gmu.edu>