



# INSTRUCTIONAL PACKAGE

SPT 102

Customer Service in Sports Tourism

202010

Fall 2020

# INSTRUCTIONAL PACKAGE

## Part I: Course Information

Effective Term: Fall 2020

COURSE PREFIX: SPT 102

COURSE TITLE: Customer Service in Sports Tourism

CONTACT HOURS: 3.0

CREDIT HOURS: 3.0

### **RATIONALE FOR THE COURSE:**

SPT 101 is a required course in the Sports Tourism Associate Degree Program. SPT 101 will help prepare you for your internship by providing for you the basic knowledge and tools necessary for success during your internship

### **COURSE DESCRIPTION:**

This course focuses on the fundamentals of effective, interpersonal communication and awareness of the diverse needs of sports tourism audiences

### **PREREQUISITES/CO-REQUISITES:**

COMPASS Reading 78 and Writing 65 or Credit level [ENG 032](#) Minimum Grade of C or SAT Critical Reading 420 and COMPASS Pre-Algebra 40 or SAT Math 370 or ACT 16 or Credit level [MAT 032](#) Minimum Grade of C

### **REQUIRED MATERIALS:**

Please visit the Bookstore online site for most current textbook information. Use the direct link below to find textbooks.

[BOOKSTORE](#).

Enter the semester, course prefix, number and section when prompted and you will be linked to the correct textbook.

### **ADDITIONAL REQUIREMENTS:**

Basic writing supplies, computer access on and off campus. You must be able to have access to D2L and check it regularly. I will use this platform to communicate with you regarding classroom conversations, schedule and more. Class cancellation, assignment due dates and class updates will always be posted on D2L.

### **TECHNICAL REQUIREMENTS:**

Access to Desire2Learn (D2L), HGTC's student portal for course materials.  
WaveNet and D2L email access.

## **STUDENT IDENTIFICATION VERIFICATION**

Students enrolled in online courses will be required to participate in a minimum of one (1) proctored assignment and/or one (1) virtual event to support student identification verification. Please refer to your Instructor Information Sheet for information regarding this requirement.

## **Part II: Student Learning Outcomes**

### **COURSE LEARNING OUTCOMES:**

Upon completion of this course students will be able to:

- Discuss the importance of adopting a consumer perspective to examine sport consumer behavior.
- Differentiate essential and challenging aspects of branding sport products and services based on targeted audiences and consumer need/interests.
- Recognize the psychological implications related to brand personality and its relation to customer decisions, loyalty and support of sports products and services.
- Utilize the Psychological Continuum Model as a means to support a consumer's connection to sports and sports tourism.
- Understand the relevance of consumer expectations prior to participation in a sports product/service and their perception upon completion of participation in a sports product/service.

***\*Students – please refer to the Instructor's Course Information sheet for specific information on assessments and due dates.***

## **Part III: Grading and Assessment**

### **EVALUATION OF REQUIRED COURSE ASSIGNMENTS**

Students' performance will be assessed and the weight associated with the various measures/artifacts are listed below.

#### **EVALUATION**

Introduction Discussion	10 points
Identification Verification Activity	10 Points
Weekly Internet Exercises (14 @ 15 points each)	210 points
Unit Tests (4 @ 50 points each)	200 points
Weekly Discussions (14 @ 5 points each)	70 points
Oral Presentation	200 points
Final Exam	300 points
Total	<hr/> 1000 points

**Final grades will be assigned as follows:**

900-1000 points (90% and higher) = A  
800-899 points (80%-89%) = B  
700-799 points (70%-79%) = C  
600-699 points (60%-69%) = D  
less than 600 points/60% = F

Details for each assignment will be provided throughout the semester. Grades will be recorded on D2L. It is your responsibility to check there frequently for accuracy and report any discrepancies/concerns to me ASAP. You may also contact me any time with questions or concerns about your progress in the course.

*With the exception of some bonus assignments that may be offered to the class throughout the semester, there is no opportunity for extra credit in this course.*

***\*Students, for the specific number and type of evaluations, please refer to the Instructor's Course Information Sheet.***

Grades earned in courses impact academic progression and financial aid status. Before withdrawing from a course, be sure to talk with your instructor and financial aid counselor about the implications of that course of action. Ds, Fs, Ws, WFs and Is also negatively impact academic progression and financial aid status.

The Add/Drop Period is the first 5 days of the semester for **full term** classes. Add/Drop periods are shorter for accelerated format courses. Please refer to the academic calendar for deadlines for add/drop ([ACADEMIC CALENDAR](#)). You must attend at least one meeting of all of your classes during that period. If you do not, you will be dropped from the course(s) and your Financial Aid will be reduced accordingly.

**EFFECTIVE PROFESSIONAL AND INTERPERSONAL COMMUNICATION (EPIC):**

This course fulfills HGTC's Quality Enhancement Plan for Effective Professional and Interpersonal Communication. Upon completion of this course, students will be able to:

- Utilize appropriate communication formats when conveying professional and interpersonal thoughts and ideas.
- Apply appropriate language when speaking and writing for their chosen field of study or Industry.
- Demonstrate appropriate communication techniques when engaging audiences.

**Part IV: Attendance**

Horry-Georgetown Technical College maintains a general attendance policy requiring students to be present for a minimum of 80 percent (80%) of their classes in order to receive credit for any course.

Due to the varied nature of courses taught at the college, some faculty may require up to 90 percent (90%) attendance. Pursuant to 34 Code of Federal Regulations 228.22 - Return to Title IV Funds, once a student has missed over 20% of the course or has missed two (2) consecutive weeks, the faculty is obligated to withdraw the student and a student may not be permitted to reenroll. **Instructors define absentee limits for their class at the beginning of each term; please refer to the Instructor Course Information Sheet.**

**For online and hybrid courses**, check your Instructor's Course Information Sheet for any required on-site meeting times. Please note, instructors may require tests to be taken at approved testing sites, if you use a testing center other than those provided by HGTC, the center may charge a fee for its services.

## Part V: Student Resources

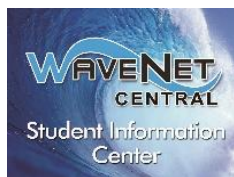


### The Student Success and Tutoring Center (SSTC)

The SSTC offers to all students the following **free** resources:

1. **Academic coaches** for most subject areas, **Writing Center Support**, and **college success skills**.
2. **On-line student success and academic support resources**.

Visit the SSTC website: [Student Success & Tutoring Center](#) and visit the student services tab in your WaveNet account to schedule appointments using TutorTrac. For more information, call: SSTC Conway, 349-7872; SSTC Grand Strand, 477-2113; and SSTC Georgetown, 520-1455 or go to the [Online Resource Center](#) to access on-demand resources any time.



### Student Information Center: TECH Central

TECH Central offers to all students the following **free** resources:

1. **Getting around HGTC**: General information and guidance for enrollment!
2. Use the [Online Resource Center \(ORC\)](#) for COMPASS support, technology education, and online tools.
3. **Drop-in technology support or scheduled training** in the Center or in class.
4. **In-person workshops, online tutorials and more services** are available.

Visit the TECH Central website: [TECH Central](#). Live Chat and Center locations are posted on the website. Or please call one of the following locations: Conway, 349-5182; Grand Strand, 477-2076; and Georgetown, 520-1473.

## **Student Testing:**

Testing in an **online/hybrid** course may be accomplished in a variety of ways:

- Test administered within D2L
- Test administered in writing on paper
- Test administered through Publisher Platforms

Further more tests may have time limits and/or require a proctor.

Proctoring can be accomplished either face-to-face at an approved site or online through RPNOW, our online proctoring service. To find out more about proctoring services, please visit the [Online Testing](#) section of the HGTC's Testing Center webpage.

The **Instructor Information Sheet** will have more details on test requirements for your course.

## **Disability Services:**

HGTC is committed to providing an accessible environment for students with disabilities. Inquiries may be directed to Beth Havens, Director of Student Development on the Conway Campus Jaime Davis, Counselor/Advisor on the Georgetown Campus or Kristin Griffin, Counselor on the Grand Strand Campus. These individuals will review documentation of the student's disability and, in a confidential setting with the student, develop an educational accommodation plan.

Note: It is the student's responsibility to self-identify as needing accommodations and to provide acceptable documentation. After a student has self-identified and submitted documentation of a disability, accommodations may be determined, accepted, and provided.

## **Statement of Equal Opportunity/Non-Discrimination Statement**

Horry-Georgetown Technical College prohibits discrimination and harassment, including sexual harassment and abuse, on the basis of race, color, sex, national or ethnic origin, age, religion, disability, marital or family status, veteran status, political ideas, sexual orientation, gender identity, or pregnancy, childbirth, or related medical conditions, including, but not limited to, lactation in educational programs and/or activities.

Inquiries regarding the non-discrimination policies: Students and prospective student inquiries concerning Section 504, Title II, and Title IX and their application to the College or any student decision may be directed to the Vice President for Student Affairs, Dr. Melissa Batten, VP Student Affairs, Title IX Coordinator, Building 1100, Room 107A, Conway Campus, PO Box 261966, Conway, SC 29528-6066, 843-349-5228, [Melissa.Batten@hgtc.edu](mailto:Melissa.Batten@hgtc.edu). Employee and applicant inquiries concerning Section 504, Title II, and Title IX and their application to the College may be directed to the Vice President for Human Resources, Jacquelyne Snyder, VP Human Resources, Section 504, Title II, and Title IX Coordinator, Building 200, Room 212A, Conway Campus, PO Box 261966, Conway, SC 29528-6066, 843-349-5212, [Jacquelyne.Snyder@hgtc.edu](mailto:Jacquelyne.Snyder@hgtc.edu).

## **Title IX Requirements**

All students (as well as other persons) at Horry-Georgetown Technical College are protected by Title IX—regardless of their sex, sexual orientation, gender identity, part- or full-time status, disability, race, or national origin—in all aspects of educational programs and activities. Any student, or other member of the college community, who believes that he/she is or has been a victim of sexual harassment or sexual violence may file a report with the college’s Chief Student Services Officer, campus law enforcement, or with the college’s Title IX Coordinator, or designee.

\*Faculty and Staff are required to report incidents to the Title IX Coordinators when involving students. The only HGTC employees exempt from mandatory reporting are licensed mental health professionals (only as part of their job description such as counseling services).

<p><b>Inquiries regarding the non-discrimination policies:</b></p>	
<p>Student and prospective student inquiries concerning Section 504, Title II, and Title IX and their application to the College or any student decision may be directed to the Vice President for Student Affairs.</p>	<p>Employee and applicant inquiries concerning Section 504, Title II, and Title IX and their application to the College may be directed to the Vice President for Human Resources.</p>
<p><b>Dr. Melissa Batten, VP Student Affairs</b>  <i>Title IX Coordinator</i></p> <p>Building 1100, Room 107A, Conway          Campus          PO Box 261966, Conway, SC 29528-6066          843-349-5228  <a href="mailto:Melissa.Batten@hgtc.edu">Melissa.Batten@hgtc.edu</a></p>	<p><b>Jacquelyne Snyder, VP Human Resources</b>  <i>Section 504, Title II, and Title IX Coordinator</i></p> <p>Building 200, Room 212A, Conway Campus          PO Box 261966, Conway, SC 29528-6066          843-349-5212  <a href="mailto:Jacquelyne.Snyder@hgtc.edu">Jacquelyne.Snyder@hgtc.edu</a></p>