

— INTRODUCTION TO SPORT MANAGEMENT

History of Sport Management

Arcadia University Sport Management · Week 2-1

— PART ONE

Technology in Sports

Required Reading

- "Facing the data: Facial recognition tech presents way to tailor fan experience"

Source – <https://www.sportsbusinessdaily.com/Journal/Issues/2018/03/05/In-Depth/Facial-recognition.aspx>

Face Scanning Technology

- Fancam — a high-resolution 360° stadium image.
- ["Tag yourself" — fancam.com](https://fancam.com)



Fans tagged and located within a 360° stadium capture (Fancam)



An animated 360° Fancam rotation

Source — <https://www.nytimes.com/2018/03/13/sports/facial-recognition-madison-square-garden.html>

Face Scanning Technology

Once fans are identified in the data, what can a venue learn?

- *How many games do season-ticket holders actually attend?*
- *Is the crowd aging, or getting younger?*
- *Which demographic paid the most attention to the jumbotron ad?*
- Gender & race distribution
- Unpopular seating areas
- Fan sentiment
- Security screening at the entrance



Crowd analytics can be layered onto any broadcast crowd shot – like this Wimbledon crowd

Face Scanning Technology, cont.

- *How can you use the facial expression of spectators to measure team-sponsorship effectiveness?*
- Quantify facial expression to calculate sport fans' reactions to a team sponsor's advertising.
- Score each face +1 (positive), 0 (neutral), or -1 (negative).
- Scan all attendees' facial expressions and calculate the mean score.
- Compare the scores by gender, age group, seat location, home vs. away fans, and more.



Facial-recognition IDs overlaid on a Wimbledon crowd – the same technique applied to sponsorship research

Technology in Sport

- Equipment innovation — aerodynamic and protective gear engineered with the same data-driven mindset.
- Ball tracking, officiating review, and real-time stats now shape how games are called and watched.
- [Watch: equipment & tracking technology in action](#)



Engineered equipment: an aerodynamic time-trial helmet



Hawk-Eye ball-tracking review at Wimbledon



Sports Consumption

- Radio → television → social interaction → the internet.
- Live scores, instant replay, and live streaming now travel with the fan everywhere.



A family gathered around the television – once the center of sports consumption



Today, each family member consumes sport through their own screen

Betting & Virtual Reality

- Betting while watching games, in real time.
- Virtual reality lets fans feel courtside or pitch-side from home.
- [Read: watching NBA playoffs courtside from home](#)



VR viewing lets fans choose their own seat inside a live match (Livelike)

— PART TWO

History of Sport Management

Walter O'Malley — Owner of the Dodgers (1950–1979)

- Brooklyn — later Los Angeles — Dodgers owner and president.
- Studied at the University of Pennsylvania and Columbia; earned a law degree from Fordham in 1930.
- Progressed from team lawyer to both owner and president of the franchise.



Walter O'Malley surveying the Los Angeles Memorial Coliseum, the Dodgers' first LA home

In 1958...

- *Walter O'Malley was influential in getting the rival _____ to move west to become the _____.*



Brooklyn Dodgers



Los Angeles Dodgers

Los Angeles Dodgers



No Team West of Kansas City

- Before 1958, no major-league team played west of Kansas City, Missouri.
- The Kansas City Athletics were, at the time, the westernmost franchise in the majors.



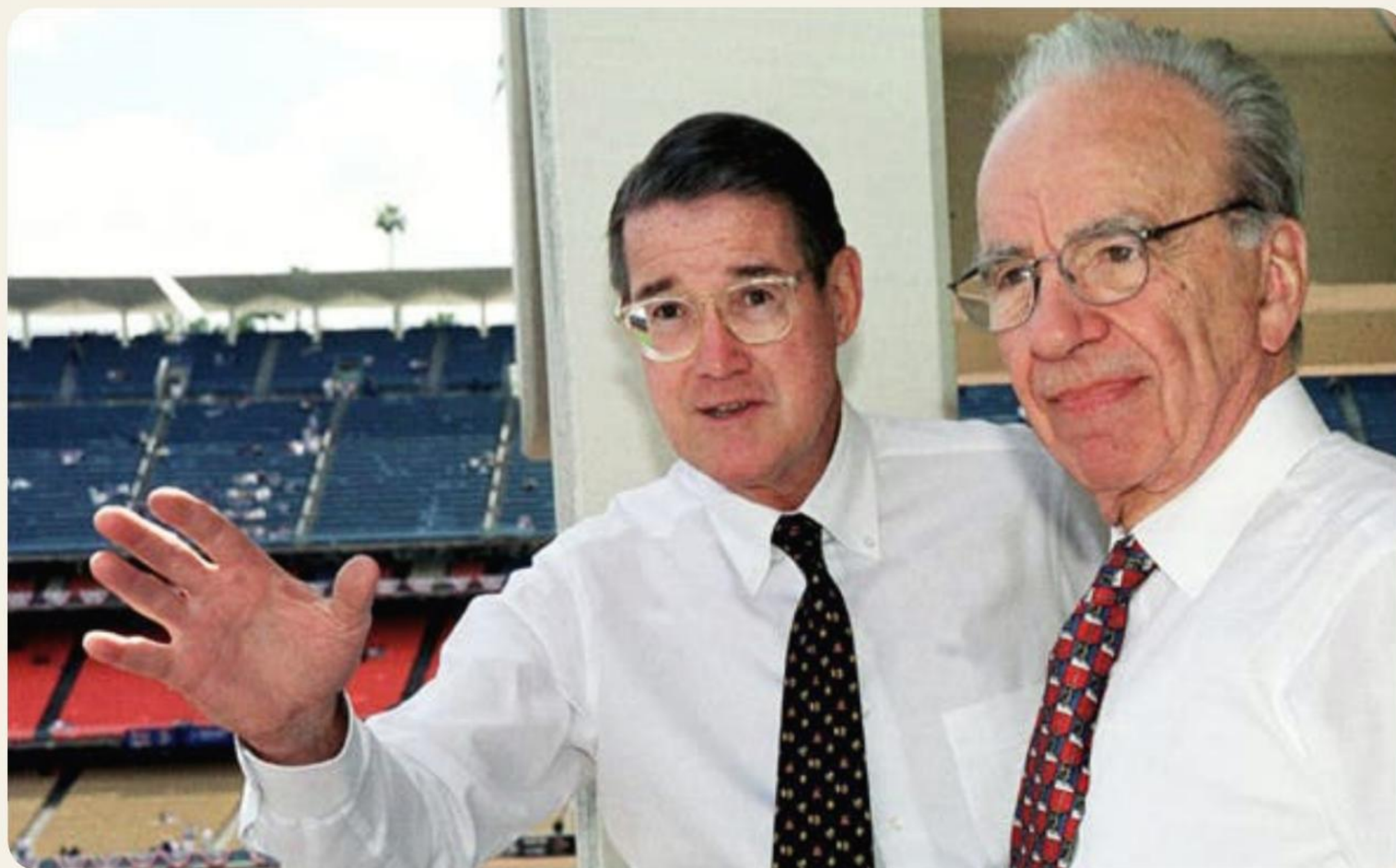
The pre-1958 major-league map – nothing west of Kansas City



Kansas City Athletics

The Sale — 1998

- *Discussion: what is the current value of the Los Angeles Dodgers?*



Peter O'Malley with Fox's Rupert Murdoch at Dodger Stadium, announcing the 1998 sale

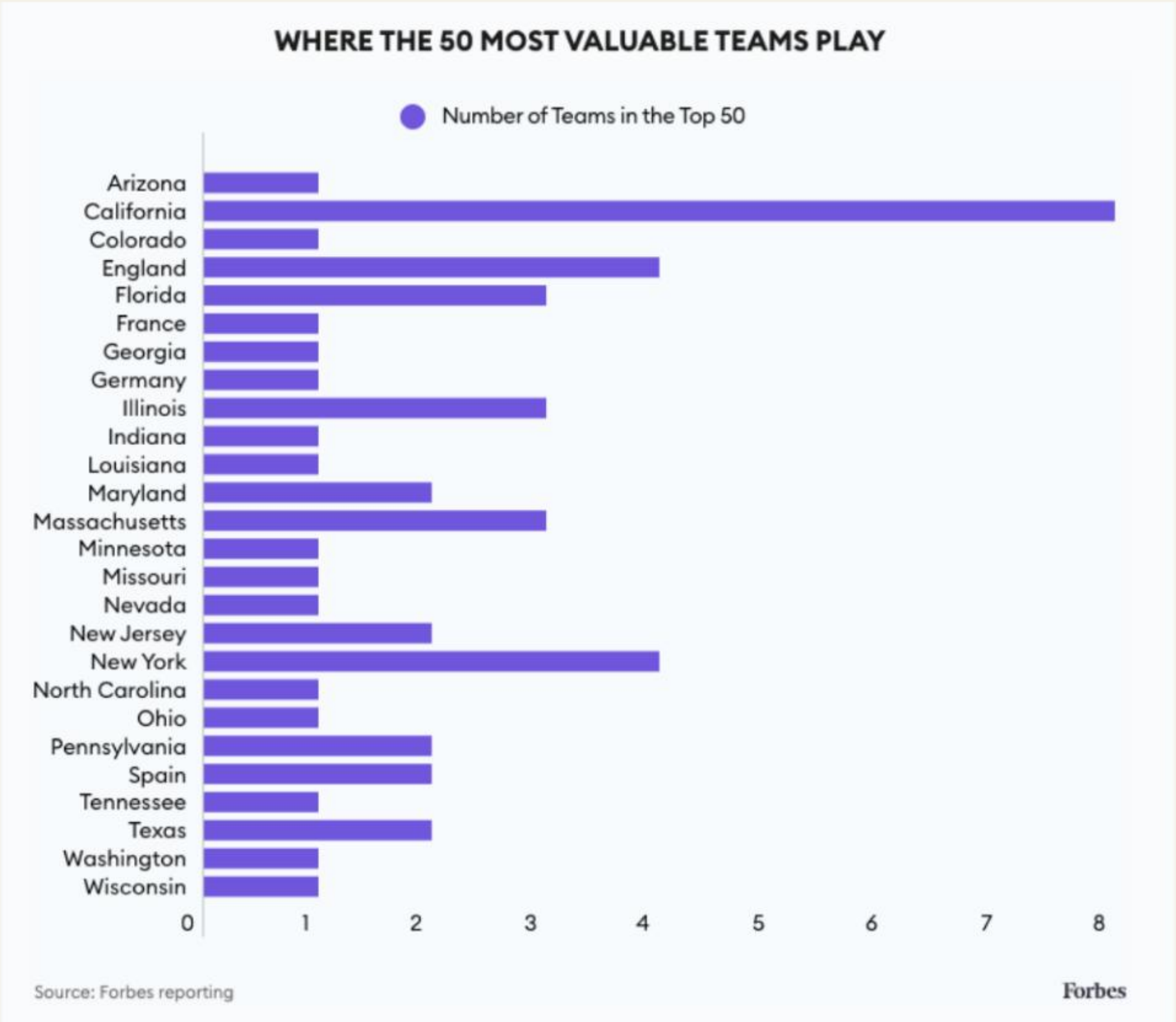


The Dodgers today — built on nearly seven decades of the O'Malley-era foundation

\$293M

Sale price — the O'Malley family sells the Dodgers to the Fox Entertainment Group, 1998

- *In which state are the most highly valued professional sports teams located?*



California is home to more of the world's 50 most valuable sports teams than any other state or country

Source – <https://www.forbes.com/sites/mikeozanian/2022/09/08/the-worlds-50-most-valuable-sports-teams-2022/?sh=559d4f39385c>

The Birth of Sport Management as an Academic Field

- Early sport managers learned entirely through hands-on industry experience.
- As the sport industry grew more complex, formal training became a necessity.
- In 1957, James G. Mason — a physical educator at the University of Miami (FL) — discussed the idea with Walter O'Malley of the Brooklyn (later Los Angeles) Dodgers.

The First Graduate Programs

- The first master's program in sport management launched in 1966.
- The University of Massachusetts–Amherst opened the second master's program in 1971.



Ohio University – home of the first sport management master's program (1966)



UMass Amherst – the second sport management master's program (1971)

The Earliest Undergraduate Programs



St. Thomas University – one of the earliest undergraduate sport management programs (1973)



St. John's University – an early undergraduate program (1976)

1985 — NASPE Reports the Field's Growth

The National Association for Sport and Physical Education (NASPE) surveyed the young field.

38+

Undergraduate programs

31

Graduate programs

10

Programs offering both levels

North American Society for Sport Management (NASSM)

- An academic society formed to promote, stimulate, and encourage study, research, scholarly writing, and professional development in sport management.
- In 1993, NASPE and NASSM jointly approved standards and a protocol for accrediting sport management programs.

Why More Sport Management Programs?

- An effort to meet a recognizable need for professionally trained sport administrators.
- A natural outgrowth of the academic study of sport itself.
- Fewer students pursuing physical-education teaching degrees.
- More colleges and universities entering the sport management field.

NASSM — Why Does It Matter?

- Runs the sport management program/curriculum-approval (accreditation) process.
- Hosts an annual academic conference and is affiliated with the field's leading journals.

Kinesiology vs. Business

Where should a Sport Management program be housed — Kinesiology, or Business?

NASSM Research — nassm.org

Name three U.S. universities or colleges that offer a sport management degree at any level (undergraduate, master's, or doctorate).

What is an essential body of knowledge in sport management? Name about five distinct areas.

In what year did NASSM hold its first annual conference?

What is NASSM's annual membership fee for a student member?

Which city is hosting the 2027 NASSM conference?

Questions?