
Catalog Description: Marketing concepts, theories and practices in the sports industry. Topics include the unique qualities of the sports industry in relation to business and marketing strategy, including the product, promotion, pricing and distribution practices of sports marketing.

Program Learning Outcomes: Program learning outcomes define the knowledge, skills, and abilities students are expected to demonstrate upon completion of an academic program. These learning outcomes are regularly assessed to determine student learning and to evaluate overall program effectiveness. You may access the program learning outcomes for your major and particular courses at [http://www.sfasu.edu/cob/ug-plo.asp](http://www.sfasu.edu/cob/ug-plo.asp).

Student Learning Outcomes:
1) Identify the Marketing, sports and business terms and concepts that are significant within the fields of Marketing and Sports Marketing, to be measured by performance on examinations.
2) Understand the ideas and reasoning that underlie these concepts, to be measured by performance on examinations.
3) Demonstrate how to apply and use these concepts in Marketing, Sports Marketing, and/or business, to be measured by performance on examinations and the term project.
4) Demonstrate preparation for entry into a career in Sports Marketing, to be measured by overall performance in meeting the course requirements.

Student's Responsibility: The student should come to class prepared to discuss the assigned readings.

Attendance Policy: Attendance is not mandatory but missed assignments and quizzes cannot be made up.

Grading Policy: The course grade for this class will be determined from the scores on three exams (two exams for modules 1 and 2, and one comprehensive final exam [covering modules 1–3]), a marketing plan, reading quizzes, Kahoot.it in class assignments, and professionalism and participation. All grades will be averaged with the following weights:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exams</td>
<td>400 pts (2 exams = 100pts each, 200pts final exam)</td>
</tr>
<tr>
<td>Marketing Plan or Ticketing Project</td>
<td>350 pts</td>
</tr>
<tr>
<td>Reading Quizzes</td>
<td>135 pts (9 x 15 pts)</td>
</tr>
<tr>
<td>Kahoot.it In-Class Assignments</td>
<td>50 pts</td>
</tr>
<tr>
<td>In-Class Assignments &amp; Homework</td>
<td>65 pts</td>
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<tr>
<td><strong>Total Points</strong></td>
<td>1000 pts</td>
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*Final grades will be determined using the policy outlined by the University:

A = 894.5-1000 (89.45 – 100%)
B = 794.5-894.4 (79.45 – 89.44%)
C = 694.5-794.4 (69.45 – 79.44%)
D = 594.5-694.4 (59.45 – 69.44%)
F = 594.4 or below (59.44% or below)

Course Requirements:

Exams: There will be three exams. The first exam, worth 100 points (10%), will only cover material in module 1. The second exam, worth 100 points (10%), will only cover material in module 2. The final exam, worth 200 points (20%), is comprehensive but will focus mostly on module 3. Exams will be a combination of multiple choice, matching, true/false, short answer, and essay questions.

Marketing Plan or Ticketing Project: Students will complete one of two possible projects. These projects should be selected by the students based on their interests.

Marketing Plan:
Students will complete an overview of a Marketing Plan for a sports brand. This sports brand can include sports properties (e.g. teams or leagues) or firms that are marketing through sports (e.g. sponsors). This overview will include elements described in the lecture notes and will follow additional guidelines supplied by the instructor.

Ticketing Project:
Students will complete an overview of a ticketing plan. A variety of topics can be selected from. This overview will include elements described in the lecture notes and will follow additional guidelines supplied by the instructor. Topics include: ticketing technology, priority systems, ticket pricing, the ticket sales process, ticket distribution, secondary ticket markets, and legal aspects of ticketing. Regardless of the topic, each student will need to address securing jobs in ticketing (including internship and job preparation) in their project.

Deadlines:
All projects will be selected by February 18th. Students will work on the overview throughout the semester, and complete the 2-page written brief by April 21st (the first date of presentations), regardless of the project selected.

Grading:
The written plan (60%, or 210 points) and presentation (40%, or 140 points) are worth 350 points toward your final grade. A major emphasis should be placed on presentation design during the oral presentations. This includes finding a unique but appropriate style to the presentation slides (example: PowerPoint slides). An oral presentation grading rubric is located on the learning management system.

Reading Quizzes: There will be a quiz for each chapter and will be due by class time on the first day that chapter is covered. Therefore, the student will need to read the chapter before class in order to be prepared to participate in class discussions. Each quiz is worth 15 points (1.5% of their final grade), totaling 135 points.

Quizzes will be administered on D2L. Students can find these listed under the quizzes tab. Students must complete the quiz, and submit it, before coming to class the first day we cover the chapter. Due dates are listed on D2L. Students may take each quiz as early as they wish; they are opened to everyone on the first day of the semester. Quizzes will consist of 15 questions. The quizzes also have a 10 minute time limit.
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Quizzes are closed book; academic integrity is expected. In the event the instructor deems the integrity of the quizzes to be in jeopardy, the instructor reserves the right to change the format of the quizzes at any time. This would include the changing of quizzes to “in-class” format.

**Kahoot.it In Class Assignments:** Every day we cover a chapter, there will be a Kahoot game played. This game could happen at any point of the class (including the beginning of class). This game resembles a trivia style game. However, the questions asked will relate to the material in the chapter being covered. This is separate and apart from the reading quizzes (see below). The game will be played using an electronic device that can connect to the internet (e.g. smartphone, computer, tablet, etc.). Any student who is unable to participate because they do not have access to a device that can connect to the internet should let the instructor know before the first day of Kahoot games. The instructor will then make every effort to accommodate that student (including but not limited to moving that student to a group with someone else who has a device).

This game will be played in groups. Students will self-assign themselves to a group at the beginning of the semester (potential the same group as their final projects) and will stay in that group for the entire semester. Each student will get a completion grade for each Kahoot they participate in (a sign in sheet will be given to each group), regardless of the score at the end of the game. In other words, as long as the student participates, they will receive a 100% for that day, even if their group gets every question wrong. However, the group with the highest score at the end of the day will receive bonus points (5 points out of 1000, or 0.5% toward their final grade) for each student present. Students are not allowed to earn more than 20 points (2%) toward their final grade.

**In-Class Assignments and Homework:** Six and one half percent (65 points) of the student’s final grade will come from their participation in class assignments and homework. Please keep in mind; it is very hard to participate if you are not in class on a regular basis.

**Late Work / Make-Up Policy:** Assignments turned in late will not be accepted. Students missing class for university excused absences must make arrangements to turn in assignments on or before the due date.

**Class Policies:** *Cell Phones, Computers, & Devices Used in Class* – Use of cell phones for texting, social media, etc., during class is disrupting. If you need to make/received a phone call, text message, or the like, please step outside. In addition, please feel free to bring any electronic devices that will aid in your learning. However, please refrain from using these devices for anything other than class related activities.

Note: This syllabus is provided to you as a guide for the class content and expectations this semester. *It is not a contract, and is subject to change as necessary.*
Module 1: *Introduction to Sports Marketing*
Reading Assignments: Chapters 1 – 3

January 19  
Introduction / Syllabus / Assignments Overview
January 21  
Chapter 1 Emergence of Sports Marketing
January 26  
Chapter 1 Emergence of Sports Marketing
January 28  
Chapter 1 Emergence of Sports Marketing & Chapter 2
February 2  
Chapter 2 Contingency Framework for Strategic Sports Marketing

**February 4**  
**Guest Speaker – Lesley Berry** – VP Marketing, Dallas Mavericks (SFA Alum)
February 9  
Chapter 3 Research Tools for Understanding Sports Consumers & Exam Review
February 11  
**Module 1 Exam** – Location: Comp. Classroom 2 (3rd Floor)

Module 2: *Sports Market Selection Decisions*
Reading Assignments: Chapters 4 – 6

February 16  
Chapter 4 Understanding Participants as Consumers
February 18  
**NO CLASS – Alternative Assignment (Brand Ideas Due)**
February 23  
Chapter 5 Understanding Spectators as Consumers
February 25  
Chapter 5 Understanding Spectators as Consumers

**February 25 (night)**  
**Dallas Sports Career Fair** (Attendance Required, some excused)
March 1  
**Guest Speaker – Johnathan Fletcher** – Sales Exec, Frisco Roughriders (SFA Alum)
March 3  
Chapter 6 Segmentation, Targeting, & Positioning & Exam Review
March 8  
**Module 2 Exam** – Location: Comp. Classroom 2 (3rd Floor)

Module 3: *Sports Marketing Mix & Marketing Plan*
Reading Assignments: Chapters 7, 8, & 12

March 10  
**Marketing Plan Workday** – Location: Comp. Classroom 2 (3rd Floor)
March 14 – 18  
**NO CLASS – SPRING BREAK**
March 22  
Chapter 7 Sports Product Concepts
March 24 – 28  
**NO CLASS – EASTER HOLIDAY**
March 29  
**Marketing Plan Workday** – Location: Comp. Classroom 2 (3rd Floor)
March 31  
Chapter 8 Managing Sports Products
April 5  
Chapter 8 Managing Sports Products
April 7  
Place Marketing

April 9 (Sat.)  
**EXTRA CREDIT** – Red Dirt Mud Run
April 12  
Chapter 12 Pricing Concepts & Strategies
April 14  
Chapter 12 Pricing Concepts & Strategies
April 19  
**Marketing Plan Workday** – Location: Comp. Classroom 2 (3rd Floor)
April 21  
**Marketing Plan Presentation (#1)** – Marketing Plan Papers Due
April 26  
Marketing Plan Presentation (#2)
April 28  
Marketing Plan Presentation (#3)
May 3  
Marketing Plan Presentation (#4)
May 5  
Marketing Plan Presentation (#5) & Review for Final Exam
May 12  
**Final Exam 8:00am – 10:00am** – Location: Classroom 2 (3rd Floor)

Note: The schedule may be altered at the discretion of the professor. Students will be informed in advance of scheduling changes that affect student grades.
General Student Policies:

Student Academic Dishonesty (University Policy 4.1)
Abiding by university policy on academic integrity is a responsibility of all university faculty and students.

Definition of Academic Dishonesty
Academic dishonesty includes both cheating and plagiarism. Cheating includes, but is not limited to (1) using or attempting to use unauthorized materials on any assignment or exam; (2) falsifying or inventing of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were one’s own. Examples of plagiarism include, but are not limited to (1) submitting an assignment as if it were one’s own work when is at least partly the work of another person; (2) submitting a work that has been purchased or otherwise obtained from the Internet or another source; and/or (3) incorporating the words or ideas of an author into one’s paper without giving the author credit. Penalties may include, but are not limited to reprimand, no credit for the assignment or exam, re-submission of the work, make-up exam, failure of the course, or expulsion from the university. Please read the complete policy at http://www.sfasu.edu/policies/student_academic_dishonesty.pdf.

Course Grades (University Policy 5.5)
At the discretion of the instructor of record and with the approval of the academic unit head, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F, except as allowed through policy related to active military service. If students register for the same course in future semesters, the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average. Please refer to the complete policy at http://www.sfasu.edu/policies/course-grades.pdf.

Students with Disabilities
To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Room 325 in the Human Services Building, 468-3004/468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

Student Conduct (University Policy 10.4)
Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the full Student Conduct Code at http://www.sfasu.edu/policies/student-conduct-code.pdf.) Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic, or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/ inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/ exams may be referred to the iCare Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.
Syllabus Statement of Understanding

I have read, understand, and agree with the policies and requirements for the fulfillment of this class (MKT 358 001). The policies and procedures were explained thoroughly by the instructor and I have been given the opportunity to clarify any questions concerning these policies. I understand the instructor’s policy on make-up work and missed assignments. It has been explained and I understand that my final grade will be determined exactly according to the grading system set forth in this syllabus. I have been provided with a copy of the class syllabus for future reference.

Signature: ________________________________

Name (printed): __________________________________________________________

Date: ________________________________