



KES 4361 – “Sports Marketing”
Tue/Thur: 1230-145pm in GPC 106 + DE
Fall 2020

Dr. Chris Herrera, Assistant Professor - Kinesiology
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Office Hours: MWF: **By appointment** (email to set an appointment)
Required Text: None

Course Description:

The course is designed to provide the student with an overview of key concepts pertaining to the business management and marketing of sports. The course covers key aspects of the sporting landscape to highlight the diverse nature of the decisions involved with sports management. Topics include, but not limited to leadership, branding, league/team administration, players, college sports, broadcasting, and venues. The course will also give student the opportunity to see the role marketing players in facilities/venues, to learn from guest speakers in the industry (i.e., Athletics Directors, head coaches, etc.) and practical first-hand knowledge of the execution of a sports marketing plan from creation to execution.

Student Learning Outcomes:

1. Understand the role of management in the marketing of sports
2. Develop a leadership philosophy
3. Develop professionalism through class participation and guest lecture participation
4. Appraise available job profiles
5. Create a personal career profile in the sports management or marketing field

Attendance & Class Participation: Students are expected to attend class and actively participate in class discussions. Failure to attend a class will result in a deduction from your participation grade for each missed class period. Students will be able to miss one class and receive the full points but will not receive bonus points. Small quizzes will be given each class and will be used to track attendance. The content may come from the lecture or from the assigned weekly reading. No make-up quizzes will be given.

Academic Honesty: “The University expects all students to engage in all academic pursuits in a manner that is beyond reproach and to maintain complete honesty and integrity in the academic experiences both in and out of their classroom. The University may initiate disciplinary proceedings against a student accused of any form of academic dishonesty, including but not limited to, cheating on an examination or other academic work, plagiarism, collusion, and the abuse of resource materials.”
 --Excerpt from the Student Handbook

Special Needs: It is Sul Ross State University policy to provide reasonable accommodations to students with disabilities. If you would like to request such accommodations because of a physical, mental, or learning challenge, please contact the ADA Coordinator in the Counseling office in Ferguson Hall, Room 112. The mailing address is PO Box C-122, Alpine, TX 79832. E-mail: mschwartz@sulross.edu

Late Work: No late work will be accepted without previous conversation.

GRADING POLICIES/TESTING/ASSIGNMENTS/ATTENDANCE/EXPECTATIONS

Grade calculation	% of Grade	Grading Scale
Class Participation	25% (250 points)	895 – 1000 A
One-Page Papers	25% (250 points)	795 – 894 B
Online Assignment	25% (250 points)	695 – 794 C
Class Project - Presentation	25% (250 points)	595 – 694 D
	10% (100 points)	594 and Below F
Personality Test	10% (100 points)	
SRSU Student Organizations	10% (100 points)	
Goals	10% (100 points)	
CSI Paper	20% (200 points)	Total Points = 1000

Course Schedule

Week 1 Intro/Bio

Syllabus

Class introductions (Name, Major, career path after college, dream job)
Expectations and plan for the semester.

Week 2 Overview of Sports

- Professional
- College
- Team Sports
- Individual Sports
- Pro-Environment – League rules/regs and how that affects marketing or promotions
- College Environment – NCAA rules/regs and how that affects marketing or promotions
- Endorsement – Endorsements becoming more valuable than player contracts
- Recruiting/Draft
- Agents/Legal/Financial Advisors – How this affects the relationship between players and teams

Web Guest/Guest Lecturer in one or more of these fields with more detail for Q&A

Marketing/Advertising/Promotions/Ticket Sales/Merchandising
Imaging and branding, from colors to merchandising to collaterals

Community

Competition

Sports/Arts/Theatre/Other Entertainment Forms

Assign: Various ways Sul Ross brands

Week 4

Traditional Media

Social Media

Demographics

Economy

Market Size

Ticket Pricing Philosophies (Scaling/Dynamic Pricing)

Types of Ticket Sales

Season/Group/Single Game/Bundling

- Assign:
- A) Profile of Out of Market Professional Sports Teams on above items
 - B) Given a building size and demographics, scale the building to maximize ticket sales and reach or exceed ticket revenue goals
 - C) Using the steps to build your image

Week 5 Media & Public Relations in Sports

Information Pipeline

Information Management

Public Relations

Assign: How is the managing of your information developed and executed?

Week 7 Facilities and Building Management
 Building Signage
 Image Scenarios
 New Building
 Old Building
 Initial steps to building an image and branding through the clutter

Week 8 Components/Departments involved in Sports Marketing and Management

Week 9
 Areas of Sports Employment

- Sports Marketing
- Business Operations
- Venue and Stadium Management
- Account Executive
- Customer Service
- Game Operations
- Merchandise Manager
- Media/Digital Media

Week 10

- Radio and Television Production
- Foundation
- Group and Ticket Sales
- Sponsorship Sales
- Sponsorship Fulfillment
- Community Relations
- Event Planning
- Internships

Week 11

 Sports Communication

- Teach by Fantasy Teams
- Building Sponsorship
- Selling Sponsorship
- Building Goodwill
- Tying Sponsorships and Community together
- Adding the Bells and Whistles
- Cheer/Dance/Mascot
- On Site Promotion
- Give Aways, etc.
- After the Event

Week 12 Final Presentations

Important University Dates:

8/29	Last day to add a class to your schedule
9/11	Last day to drop a course (without it counting against you)
9/27	University "Meal on the Mall"
11/15	Last day to drop a course with a "W" (by 4pm)
11/21	Res halls close for Thanksgiving at 9am
12/4	Last class day before finals
12/5	"Dead Day"
12/6, 9-11	Final Exams
12/13	Graduation begins at 7pm
12/14	Res halls close at Noon