



SUL ROSS
KINESIOLOGY DEPARTMENT

KES 4361 001
Sports Marketing
Spring 2022

Dr. Billy Jack Ray
Assistant Professor - Kinesiology

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Office Hours: Monday 1-4, Tuesday 1-4, Wednesday 1-4, Thursday 1-4, and Friday 11-2
By appointment (email to set an appointment)
Meeting: TR 11:00 am – 12:15 pm
Required Text: Sport Marketing 5th Edition E-book with HKPropel Access

COURSE DESCRIPTION

This course is a requirement for the Bachelor of Science degree with a concentration in Sport Administration. The course is designed to be an application of analytical concepts and principles to the development of effective strategies for solving sport marketing issues. Students learn the principles of organizing and promoting events and activities associated with the sport industry.

EXPECTATION OF STUDENTS

Students are responsible for keeping up with the reading and are expected to read the assigned chapters and/or other posted readings prior to class in order to contribute to online discussion. Handouts distributed through Blackboard should be kept in a notebook in order to be referred to as necessary.

Marketable Skills – The following marketable skills are met in this course:

- **Collaboration** – students will interact with one another through a multitude of class discussions and activities
- **Communication** –
- **Critical Thinking** – students will be asked to critically decipher a multitude of real-world scenarios
- **Career Management** – students will develop the knowledge necessary to properly design and manage effective sports facilities
- **Creativity** –

STUDENT LEARNING OUTCOMES

The course offers a broad introduction to the basic concepts of marketing in sport. Special emphasis will be placed on the following areas: the marketing concept, the marketing mix, consumer behavior, market segmentation, positioning, strategic planning and the development of a comprehensive marketing plan. Students will be challenged to interpret these marketing concepts and to formulate creative applications to a wide range of industries including, but not limited to the sport industry and the health fitness maintenance business sectors of the economy. One of the main objectives of this course is to develop fundamental skills of marketing analysis and managerial decision making. Having completed this course, the student is expected to:

- Understand unique nature of Sport-Derived products.
- Develop skills of critical analysis and problem solving.
- Understand the role of marketing in the business of sport.
- Apply marketing theory and concepts to what marketers do in "the real world."
- Conduct primary and secondary marketing analysis to develop strategic plans.
- Clearly write and present a report with recommendations that can be incorporated into strategic plans or other marketing actions.

The above outcomes will be assessed through various activities throughout the semester, including individual and group assignments, case study reflection, personal presentations. Readings to support the achievement of the above outcomes will be a shared responsibility of the instructor and the students.

Course Format

The format for this course will include, but is not limited to – face to face delivery and on-line components.

Attendance

Attendance for class is mandatory. Every class day is a grade. You will receive 100% credit for being on time, 75% credit for being tardy. **One letter grade will be deducted for every absence after four (4). Students with zero (0) absences (not including athletic related absences) and with no missing assignments will be exempt from the final exam.**

GRADING POLICIES / TESTING / ASSIGNMENTS / ATTENDANCE / EXPECTATIONS

| Grade calculation | % of Grade | Grading Scale |
|--------------------------|----------------------------|-----------------|
| Attendance/Participation | 9% (100 points) | 985 or more A |
| Weekly Quizzes (15) | 34% (15 @ 25 = 375 points) | 875 – 984 B |
| Unit Test (4) | 36% (4 @ 100 = 400 points) | 765 - 874 C |
| Final Project | 9% (100 Points) | 655 - 764 D |
| Final Exam | 12% (125 points) | Less than 654 F |
| | Total Points = 1100 | |

Late Assignments WILL NOT Be Accepted. Also, No Credit Will Be Given For Any Late Assignments

Course Schedule

| | <u>Tuesday/Thursday</u> | <u>BlackBoard Assignment</u> |
|----------------|---|---|
| <u>Week 1</u> | Syllabus / Chapter 1. The Special Nature of Sport Marketing | Quiz 1 01/14/2022 |
| <u>Week 2</u> | Chapter 2. Strategic Marketing Management | Quiz 2 01/21/2022 |
| <u>Week 3</u> | Chapter 3. Understanding the Sport Consumer | Quiz 3 / Test 1 01/28/2022 / 01/30/2022 |
| <u>Week 4</u> | Chapter 4. Market Research and Analytics in the Sport Industry | Quiz 4 02/04/2022 |
| <u>Week 5</u> | Chapter 5. Market Segmentation and Target Marketing | Quiz 5 02/11/2022 |
| <u>Week 6</u> | Chapter 6. The Sport Product | Quiz 6 02/18/2022 |
| <u>Week 7</u> | Chapter 7. Managing Sport Brands | Quiz 7 02/25/2022 |
| <u>Week 8</u> | Chapter 8. Promotion and Paid Media | Quiz 8 / Test 2 03/04/2022 / 03/06/2022 |
| <u>Week 9</u> | Chapter 9. Public Relations | Quiz 9 03/18/2022 |
| <u>Week 10</u> | Chapter 10. Sponsorship, Corporate Partnerships, and the Role of Activation | Quiz 10 03/25/2022 |
| <u>Week 11</u> | Chapter 11. Social Media in Sports | Quiz 11 / Test 3 04/01/2022 / 04/03/2022 |
| <u>Week 12</u> | Chapter 12. Sales and Service | Quiz 12 04/08/2022 |
| <u>Week 13</u> | Chapter 13. Delivering and Distributing Core Products and Extensions | Quiz 13 04/15/2022 |
| <u>Week 14</u> | Chapter 14. Legal Aspects of Sport Marketing | Quiz 14 /Final Project 04/22/2022 / 04/24/2022 |
| <u>Week 15</u> | Chapter 15. The Evolving Nature of Sport Marketing | Quiz 15 / Test 4 04/28/2022 / 04/28/2022 |
| <u>Week 16</u> | Final Exam Week No Class | Final Exam Week No Class |
| | | Final Exam 05/02/2022 08:00am – 10:00am |

ALL COURSE REQUIREMENTS DEADLINE

All test and assignments will be due on the date shown by 11:59 pm. The final exam will be due by the date and time shown.

Distance Education Statement

Students enrolled in distance education courses have equal access to the university's academic support services, such as Smarthinking, library resources, online databases, and instructional technology support. For more information about accessing these resources, visit the SRSU website. Students should correspond using Sul Ross email accounts and submit online assignments through Blackboard, which requires secure login information to verify students' identities and to protect students' information. The procedures for filing a student complaint are included in the student handbook. Students enrolled in distance education courses at Sul Ross are expected to adhere to all policies pertaining to academic honesty and appropriate student conduct, as described in the student handbook. Students in web-based courses must maintain appropriate equipment and software, according to the needs and requirements of the course, as outlined on the SRSU website.

Accidents & Injuries

In the case of bodily or personal property damage, the Kinesiology Department will not be held responsible. The student must report any field experience related injury or illness to the Instructor immediately. Any expense incurred due to injury or illness will be the student's responsibility.

Academic Integrity Statement

Students in this class are expected to demonstrate scholarly behavior and academic honesty in the use of intellectual property. A scholar is expected to be punctual, prepared, and focused; meaningful and pertinent participation is appreciated. Examples of academic dishonesty include but are not limited to: Turning in work as original that was used in whole or part for another course and/or professor; turning in another person's work as one's own; copying from professional works or internet sites without citation; collaborating on a course assignment, examination, or quiz when collaboration is forbidden. The Student Handbook can be found at:

<https://www.sulross.edu/catalog/undergraduate-academic-regulations-2/#1605412215143-c8b265dc-3e01>

In addition, please note that plagiarism detection software will be used in this class for written assignments.

Academic Civility Statement

Students are expected to interact with professors and peers in a respectful manner that enhances the learning environment. Professors may require a student who deviates from this expectation to leave the face-to-face (or virtual) classroom learning environment for that particular class session (and potentially subsequent class sessions) for a specific amount of time. In addition, the professor might consider the university disciplinary process (for Academic Affairs/Student Life) for egregious or continued disruptive behavior.

Academic Affairs Service Statement

Sul Ross faculty, staff, and students are expected to model responsible citizenship through service activities that promote personal and academic growth while enhancing the university, local, regional, national, and global communities. These activities will foster a culture of academic/public engagement that contributes to the achievement of the university's mission and core values.

Libraries

The Bryan Wildenthal Memorial Library in Alpine.

Offers FREE resources and services to the entire SRSU community. Access and borrow books, articles, and more by visiting the library's website, library.sulross.edu. Off-campus access requires logging in with your LoboID and password. Librarians are a tremendous resource for your coursework and can be reached in person, by email (srsulibrary@sulross.edu), or phone (432-837-8123).

Academic Excellence Statement

Sul Ross holds high expectations for students to assume responsibility for their own individual learning. Students are also expected to achieve academic excellence by:

- Honoring the core values of Sul Ross.
- Upholding high standards of habit and behavior.
- Maintaining excellence through class attendance and punctuality.
- Preparing for active participation in all learning experiences.
- Putting forth their best individual effort.
- Continually improving as independent learners.
- Engaging in extracurricular opportunities that encourage personal and academic growth.
- Reflecting critically upon feedback and applying these lessons to meet future challenges.

ADA Statement

SRSU Disability Services. Sul Ross State University (SRSU) is committed to equal access in compliance with Americans with Disabilities Act of 1973. It is SRSU policy to provide reasonable accommodations to students with documented disabilities. It is the student's responsibility to initiate a request each semester for each class. Students seeking accessibility/accommodations services must contact Rebecca Greathouse Wren, LPC-S, SRSU's Accessibility Services Coordinator at 432-837-8203 (please leave a message and we'll get back to you as soon as we can during working hours), or email rebecca.wren@sulross.edu. Our office is located on the first floor of Ferguson Hall (Suite 112), and our mailing address is P.O. Box C-122, Sul Ross State University, Alpine, Texas, 79832.