



SUL ROSS
KINESIOLOGY DEPARTMENT

KINE 4390 001
Digital Sports Marketing
Fall 2023

Dr. Billy Jack Ray
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Office Hours: Monday 10am-2pm, Tuesday 11am-2pm, Wednesday 10am-2pm, Thursday 11am-2pm, and Friday 10am-12pm
Meeting: MWF 10 am – 10:50 am
Required Text: Digital Marketing, 1st Edition, Sachdev, R.
ISBN: 9781266224287

COURSE DESCRIPTION

Whether you are watching a famous athlete make an unbelievable play or witnessing a sensational singing performance, the world of sports and entertainment is never boring. Although it may seem impossible for you to be a part of this glittery world, it's not! The Sports and Entertainment Marketing field offers careers that combine entertainment with traditional marketing, but with a whole lot more glamour. Explore basic marketing principles while delving deeper into the multi-billion-dollar sports and entertainment industry. Learn how professional athletes, sports teams, and famous entertainers are marketed as commodities and how the savvy people who handle these deals can become very successful. This course will show you exactly how things work behind the scenes of a major entertainment event and how you can be part of the act.

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 –
- **Creativity** – students will develop the knowledge necessary to properly design and manage the digital marketing aspects of sports and sports related fields

STUDENT LEARNING OUTCOMES

SLO 1 – implement marketing principles for sports and entertainment marketing;

SLO 2 – execute the common responsibilities and duties for managing and marketing large sports and entertainment events;

SLO 3 – demonstrate an informed understanding of the sports and entertainment industries;

SLO 4 – analyze and evaluate endorsements and sponsorships.

Course Format

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

Technical Requirements

- Internet access – preferably high speed (for accessing Blackboard)
- Email
- Word processing software such as Microsoft Word
- Adobe Reader (download from Adobe.com)
- Audio and video capabilities (for watching/listening to course content)
- PDF app (free options available)
- Canva
- Photoshop

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	10% (1 @ 100 = 100 Points)	900 or more A
Weekly SmartBook (12)	30% (12 @ 25 = 300 points)	800 – 899 B
Unit Test (3)	30% (3 @ 100 = 300 points)	700 - 799 C
Unit Project (2)	15% (2 @ 75 = 150 points)	600 - 699 D
Final Project	15% (1 @ 150 = 150 Points)	Less than 599 F
	Total Points = 1000	

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

Course Schedule

		<u>BlackBoard Assignment</u>
<u>Week 1</u>	Course Introduction	SmartBook 1 09/03/23
<u>Week 2</u>	Chapter 1: Digital Marketing in a Digital World	SmartBook 2 09/10/23
<u>Week 3</u>	Chapter 2: Creating Value through Digital Marketing Strategy	SmartBook 3 09/17/23
<u>Week 4</u>	Chapter 3: Digital Consumer Behavior and Customer Relationship and Experience Management	SmartBook 4 09/24/23
<u>Week 5</u>	Chapter 4: Website Marketing Strategy	SmartBook 5 Test 1 10/01/23 Project 1 10/06/23
<u>Week 6</u>	Chapter 5: Search Engine Optimization (SEO) Strategy	SmartBook 6 10/08/23
<u>Week 7</u>	Chapter 6: Search Engine Marketing (SEM) Strategy	SmartBook 7 10/15/23
<u>Week 8</u>	Chapter 7: Email Marketing Strategy	SmartBook 8 10/22/23
<u>Week 9</u>	Chapter 8: Social Media and Community Marketing Strategy	SmartBook 9 Test 2 10/29/23 Project 2 11/03/23
<u>Week 10</u>	Chapter 9: Mobile Marketing Strategy	SmartBook 10 11/05/23
<u>Week 11</u>	Chapter 10: Digital Brand, Trust, and Reputation Management Strategy	SmartBook 11 11/12/23
<u>Week 12</u>	Chapter 11: Digital Marketing Legal, Ethical, Privacy, and Security Considerations	SmartBook 12 10/22/23
<u>Week 13</u>	Chapter 12: Trends and the Future of Digital Marketing	Test 3 11/29/23
<u>Week 14</u>	Work on Final Project	
<u>Week 15</u>	Work on Final Project	Final Project 12/06/23
<u>Week 16</u>	Final Exam Week No Class	Final Exam Week No Class

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, SUI Ross State University, Alpine. Texas, 79832.