



KINE 5325-W01
Applied Marketing in Sports
Spring 2024

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Office Hours: MW: 11:00 am-noon, 1:00-2:30 pm; TT: 11:00 am-noon, 1:00-2:30 pm; or by appointment (email to set an appointment)
Meeting: Web-Delivered Course via Blackboard
Required Text: Inclusive Access: Dees, W., Walsh, P., McEvoy, C., McKelvey, S., Mullin, B.J., Hardy, S., and Sutton, W.A. 2022. *Sport Marketing* (5th edition). Human Kinetics.
Author: Dees, W., Walsh, P., McEvoy, C., McKelvey, S., Mullin, B.J., Hardy, S., and Sutton
Publisher: With HKPropel Access

This class requires eBook/textbook access –

You do not need to purchase the eBook or textbook; this class is a part of Inclusive Access. Inclusive Access is a course material affordability program, designed by institutions and guided by the Department of Education to deliver digital learning resources to students, at a significantly reduced cost. The materials will be automatically provided to you digitally on or before the first day of class. All students should be sent instructions on how to access the material the day before the first day of class via email. If not the link to login to HKPropel is <https://hkpropel.humankinetics.com/>.

If you have any issues, you can connect with the [Learner Experience](#) team and submit emails or call the Sul Ross helpline at: **800-758-0592**. This video can also help you get started: [Video: Student Registration for Blackboard with Inclusive Access](#).

COURSE DESCRIPTION

Sport Marketing presents an overview of the various techniques and strategies used in meeting the wants and needs of consumers in the sport industry as well as understanding how sport can be used to assist in the marketing of other companies and products. Areas to be addressed are the uniqueness of sport marketing in comparison with traditional marketing, an overview of the segments of the sport industry, the importance of market research and segmentation in identifying the right sport

consumer, the use of data-based marketing in reaching the sport consumer, an overview of the marketing mix as individual units and the relationship between those units, and the development of sponsorship and endorsement packages.

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

- **Collaboration** – students will interact with one another through a multitude of class discussions.
- **Critical Thinking** – students will be asked to critically decipher a multitude of real-world scenarios.
- **Career Readiness** – students will develop the skills necessary to thrive in a management role in their chosen profession.

Course Objectives

Upon completion of this course, students will be able to do the following:

- Demonstrate usage of marketing terminology and theory related to the sport industry.
- Explain sport marketing theory and how it can be used in the sport industry to meet the wants and needs of the sport consumer.
- Recognize and design sport marketing research tools.
- Develop effective sport marketing plans based on data-driven decision-making and time-tested marketing principles.
- Analyze case studies in sport to recognize sound marketing decisions and to articulate sport marketing solutions for various constituents.
- Evaluate the sport marketing strategies of professionals as well as those of fellow students by critiquing the professionals' work and students' assignments.
- Synthesize course material into a marketing plan for a sport organization.

GRADING POLICIES/TESTING/ASSIGNMENTS EXPECTATIONS

Grade calculation	% of Grade	Grading Scale
Chapter eBook Quizzes	15 @ 15 = 225 (22.5%)	900 or more A
Tests	2 @ 150 = 300 points (30%)	800-899 B
Semester Long Project Sports Marketing Plan	425 points (42.5%)	700-799 C
Pre-Course Assignments	50 points (5%)	600-699 D
		Less than 599 F
		Total Points = 1000

*Letter Grading as per SRSU policy will be used in this course.

Note: Satisfactory progress in the Sports Administration program means a cumulative GPA of 3.0 in all core classes (e.g., everything leading up to the final practicum course). In most cases, this means a 'B' or better in each class is considered satisfactory progress.

TENTATIVE COURSE CALENDAR

Week	Content	Due
1 1/17 to 1/21	Blackboard - Start Here, Pre-Course Assignments Choose Leadership Book	Introduce Yourself Discussion - 1/19 ; Response – 1/21 Pre-Course Check & Quiz – 1/21 <u>Sports Marketing Plan 1 - 1/24 (Due Wednesday)</u>
2 1/22 to 1/28	Chapter 1 - Introduction to the special nature of sport marketing Chapter 2 - Strategic marketing management Chapter 3 – Understanding the Sport Consumer	<u>Last day to drop – 1/24</u> Chapter 1 eBook Quiz – 1/28 Chapter 2 eBook Quiz – 1/28 Chapter 3 eBook Quiz – 1/28 <u>Sports Marketing Plan 2 - 1/28</u>
3 1/29 to 2/4	Chapter 4 – Market research and analytics within sport marketing Chapter 5 – Marketing segmentation and target marketing Chapter 6 – Sport product	Chapter 4 eBook Quiz – 2/4 Chapter 5 eBook Quiz – 2/4 Chapter 6 eBook Quiz – 2/4 <u>Sports Marketing Plan 3 - 2/4</u>
4 2/5 to 2/11	Chapter 7 – Managing Sport Brands Chapter 8 – Promotion and paid media Chapter 9 – Public relations	Chapter 7 eBook Quiz – 2/11 Chapter 8 eBook Quiz – 2/11 Chapter 9 eBook Quiz – 2/11 Mid-term Exam – 2/11
5 2/12 to 2/18	Chapter 10 – Sponsorship, corporate partnerships, and the role of activation Chapter 11 – Social media in sports Chapter 12 – Sales and service	Chapter 10 eBook Quiz – 2/18 Chapter 11 eBook Quiz – 2/18 Chapter 12 eBook Quiz – 2/18 <u>Sports Marketing Plan 4 - 2/18</u>
6 2/19 to 2/25	Chapter 13 – Delivering and distributing the core product and extensions Chapter 14 – Legal aspects of sport marketing Chapter 15 – The evolving nature of sport marketing	<u>Last Day to Withdraw ‘W’ 2/21</u> Chapter 13 eBook Quiz – 2/25 Chapter 14 eBook Quiz – 2/25 Chapter 15 eBook Quiz – 2/25 <u>Sports Marketing Plan 5 - 2/25</u>

7 2/26 to 3/3	Use this week to study/complete the Final Exam and to finalize your Sports Marketing Plan	<u>Sports Marketing Plan 6 - 3/3</u> <u>Final Sports Marketing Plan – 3/3</u>
8 3/4 to 3/8	Final Exam	Final Exam – 3/8 <u>Sports Marketing Responses – 3/8</u>

*****Recommend copy/save all discussions from yourself and others, and all submitted work so you can have this material for your COMP exam at the end of the program.**

PRE-COURSE ASSIGNMENTS (40 points total).

- Pre-Course Check & Quiz – 10 questions worth 10 points total, 1 point for each question. The Syllabus Quiz will demonstrate that you have read and understand the content located in various headings of the syllabus. By submitting the syllabus quiz, you are indicating that you have completely read the syllabus and understand what is expected of a student of this online course. Unlimited attempts are allowed; keep the attempt with the highest grade.
- Introduce Yourself Discussion – worth 30 points total (post your reply 20 points and 2 replies 10 points). This assignment will help you, your instructor, and your fellow class members get to know each other. Use the prompts that are given to introduce yourself to your classmates, and respond to at least 2 of your classmate's posts.

TESTS (150 points per Exam; 300 total points)

Two exams, a midterm and a final, will be given during the semester to measure comprehension and application of the course material. Each Test is worth 150 points that focuses on the material from 7 or 8 chapters. You only get one attempt for each Test. Tests include multiple-choice and true/false questions. Once you start a test, you will have unlimited time to complete 75 questions, worth 2 points each. The questions are automatically scored after you take the Test and are available after quiz completion. Tests that are turned in late carry a 30% deduction for 1-7 days late. Feel free to use any notes taken, e-textbook, or chapter PowerPoints for the tests.

Computer Problems During Quiz: Any problem that causes your quiz to close, submit with an error, or shutoff/disappear must be immediately reported to me. Otherwise, your actions can constitute academic dishonesty.

Helpful Tips: Since the Chapter Quizzes are an important part of your final grade, here are some helpful tips.

1. Set a schedule
2. Read the entire chapter, do not skim
3. Take notes and/or highlight
4. Review the notes, re-read if necessary
5. Take the Test.

Chapter Quizzes (15 points per quiz; 225 total points)

The professor will administer quizzes throughout the semester to evaluate comprehension of course content. There will be a chapter quiz for every chapter 1-15. The quizzes will consist of 10 multiple-choice or true and false questions worth 1.5 points each, 15 quizzes, which total 225 total points. Once you start the quizzes, you will have unlimited time to finish. The e-textbook, PowerPoint, and any notes that were taken while reading the chapters will be helpful while taking the quizzes. Unlimited attempts are allowed; keep the attempt with the highest grade. **CHAPTER QUIZZES WILL NOT BE ACCEPTED LATE.**

Semester-Long Project: Sport Marketing Plan (425 total points)

You will prepare a marketing plan for a sporting event or organization. You will apply all theories, skills, and strategies presented in class in preparing the plan. There will be 6 components of the marketing plan, worth 60 points each. You will submit a PDF of the final document for classmates to view and reply to 2 classmates' projects at the end of the semester.

ALL COURSE REQUIREMENTS DEADLINE

Due to the time requirement for grading purposes, all course requirements must be submitted/completed by the 'Course Requirements Deadline' of *Friday of Week 8 at 11:59 pm* to be counted for credit towards the final letter grade in this course. There will be no exceptions to this policy.

Be sure to complete all assignments by the due date.

Depending on the assignment, late assignments may not be accepted or may be accepted but will have points deducted!

LATE WORK POLICY

All coursework must be submitted by the provided due dates in Blackboard. **Will not accept chapter quizzes late.** All other work: **pre-course assignments, weekly Marketing Plan, and Tests carry a 30% deduction for 1-7 days late.** For consideration to turn in work passed 1 week late, must be approved by the professor for grading consideration. If approved by the professor, assignments turned in over 1 week late will carry a minimum 50% deduction.

UNIVERSITY POLICIES

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 to 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.

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 Info

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 LobolD 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.

Classroom Climate of Respect

Importantly, this class will foster free expression, critical investigation, and the open discussion of ideas. This means that all of us must help create and sustain an atmosphere of tolerance, civility, and respect for the viewpoints of others. Similarly, we must all learn how to probe, oppose and disagree without resorting to tactics of intimidation, harassment, or personal attack. No one is entitled to harass, belittle, or discriminate against another based on race, religion, ethnicity, age, gender, national origin, or sexual preference. Still, we will not be silenced by the difficulty of fruitfully discussing politically sensitive issues.

Diversity Statement

I aim to create a learning environment for my students that supports a diversity of thoughts, perspectives and experiences, and honors your identities (including race, gender, class, sexuality, religion, ability, socioeconomic class, age, nationality, etc.). I also understand that the crisis of COVID, economic disparity, and health concerns, or even unexpected life events could impact the conditions necessary for you to succeed. My commitment is to be there for you and help you meet the learning objectives of this course. I do this to demonstrate my commitment to you and to the mission of Sul Ross State University to create an inclusive environment and care for the whole student as part of the Sul Ross Familia. If you feel like your performance in the class is being impacted by your experiences outside of class, please don't hesitate to come and talk with me. I want to be a resource for you.