



**KINE 5325-W01**  
**Applied Marketing in Sports**  
**Fall 2024**

**Dr. Hugh Morrissey**

**Assistant Professor - Kinesiology**

**Office:** Grace-Pierce 102a  
**Phone:** 432-837-8213 office  
**Email:** [hugh.morrissey@sulross.edu](mailto:hugh.morrissey@sulross.edu)  
**Office Hours:**

- Mondays: 9:00 am-10:00 am; 11:00 am-12:00 pm; 1:00 pm-3:00 pm
- Tuesdays/Thursdays: 1:00 pm-3:00 pm
- Wednesdays: 9:00 am-10:00 am; 11:00 am-12:00 pm; 2:00 pm-3:00 pm
- or by appointment (email or <https://outlook.office365.com/book/SulRossStateUniversityKinesiology@sulross.onmicrosoft.com/> to set an appointment )

**Meeting:** Web-Delivered Course via Blackboard  
**Required Text:** Sully Shelf: 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

All the required course materials for your classes are being delivered through Sully Shelf Book Fee (\$250), the campus-wide course materials program. Your student account will be charged automatically, and you will not need to make a separate purchase.

For this course we will be using a digital **eBook accessed through BryteWave, powered by RedShelf**. You will receive an email directly from BryteWave [donotreply@redshelf.com](mailto:donotreply@redshelf.com), with a link to access your account. Please follow directions in the email to access your virtual bookshelf. The first time you access the eBook you will see a screen prompting you to "View Course Materials".

**Need more info or have questions? Check out the Sully Shelf FAQs: [Access | Lobo Outfitters - Sul Ross State University \(bkstr.com\)](#), or call the campus store at (432) 837-8194. Your dedicated customer support email address is [sullyshelf@follett.com](mailto:sullyshelf@follett.com).**

## **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**

<b>Grade calculation</b>	<b>% of Grade</b>	<b>Grading Scale</b>
Chapter eBook Quizzes	15 @ 15 = 225 (22.5%)	<b>895 or more A</b>
Tests	2 @ 150 = 300 points (30%)	<b>795-894 B</b>
Semester Long Project Sports Marketing Plan	435 points (43.5%)	<b>695-794 C</b>
Pre-Course Assignments	40 points (4%)	<b>595-694 D</b>
		<b>Less than 594 F</b>
		<b>Total Points = 1000</b>

\*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
<b>1</b>  8/26 to 9/1 <u><b>Last Day for Late Registration and Schedule Changes – 8/29</b></u>	Blackboard - Start Here, Pre-Course Assignments  Choose Leadership Book	Introduce Yourself Discussion - <b>8/30</b> ; Response – <b>9/1</b>  Pre-Course Check & Quiz – <b>9/1</b>  <u>Sports Marketing Plan 1 - 9/4 (Due Wednesday)</u>
<b>2</b>  9/2 to 9/8  <u><b>Last Day to Drop course w/o creating academic record – 9/3</b></u>	Chapter 1 - Introduction to the special nature of sport marketing  Chapter 2 - Strategic marketing management  Chapter 3 – Understanding the Sport Consumer	Chapter 1 eBook Quiz – <b>9/8</b>  Chapter 2 eBook Quiz – <b>9/8</b>  Chapter 3 eBook Quiz – <b>9/8</b>  <u>Sports Marketing Plan 2 - 9/8</u>
<b>3</b>  9/9 to 9/15	Chapter 4 – Market research and analytics within sport marketing  Chapter 5 – Marketing segmentation and target marketing  Chapter 6 – Sport product	Chapter 4 eBook Quiz – <b>9/15</b>  Chapter 5 eBook Quiz – <b>9/15</b>  Chapter 6 eBook Quiz – <b>9/15</b>  <u>Sports Marketing Plan 3 - 9/15</u>
<b>4</b>  9/16 to 9/22	Chapter 7 – Managing Sport Brands  Chapter 8 – Promotion and paid media  Chapter 9 – Public relations	Chapter 7 eBook Quiz – <b>9/22</b>  Chapter 8 eBook Quiz – <b>9/22</b>  Chapter 9 eBook Quiz – <b>9/22</b>  <b>Mid-term Exam – 9/22</b>
<b>5</b>  9/23 to 9/29	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 – <b>9/29</b>  Chapter 11 eBook Quiz – <b>9/29</b>  Chapter 12 eBook Quiz – <b>9/29</b>  <u>Sports Marketing Plan 4 - 9/29</u>
<b>6</b>  9/30 to 10/6	Chapter 13 – Delivering and distributing the core product and extensions	Chapter 13 eBook Quiz – <b>10/6</b>  Chapter 14 eBook Quiz – <b>10/6</b>

	Chapter 14 – Legal aspects of sport marketing  Chapter 15 – The evolving nature of sport marketing	Chapter 15 eBook Quiz – <b>10/6</b>  <u>Sports Marketing Plan 5</u> - <b>10/6</b>
<b>7</b>  10/7 to 10/13	Use this week to study/complete the Final Exam and to finalize your Sports Marketing Plan	<u>Sports Marketing Plan 6</u> - <b>10/13</b>  <u>Final Sports Marketing Plan</u> – <b>10/13</b>
<b>8</b>  10/14 to 10/20	Final Exam	<u>Sports Marketing Responses</u> – <b>10/18</b>  <b>Final Exam</b> – <b>10/18</b>

**\*\*\*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 (435 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**

### **Academic Integrity Statement**

Students in this class are expected to demonstrate scholarly behavior and academic honesty in the use of intellectual property. Students should submit work that is their own and avoid engaging in behaviors that violate academic integrity, such as 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. Students should also avoid using open AI sources unless permission is expressly given for an assignment or course. Violations of academic integrity can result in failing assignments, failing a class, and/or more serious university consequences. These behaviors also erode the value of college degrees and higher education overall.

As an SRSU student, it is your responsibility to read and understand the university's expectations about academic integrity. All violations will be taken seriously and handled through the

appropriate university process. The policy can be found at:  
<https://www.sulross.edu/about/administration/university-policies/>

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

### **Americans with Disabilities Act (ADA Statement)**

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 Mary Schwartze, 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 [mary.schwartze@sulross.edu](mailto:mary.schwartze@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.

### **Classroom Climate of Respect**

Big Three:

- Show up on time.
- Be present for the 50 minutes we are together.
- Be respectful to other classmates.

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.

### **Counseling**

Sul Ross has partnered with TimelyCare where all SR students will have access to nine free online counseling sessions. You can learn more about this 24/7/356 support by visiting [Timelycare/SRSU](https://www.timelycare.com/sulross). The SR Counseling and Accessibility Services office will continue to offer in-person counseling in Ferguson Hall room 112 (Alpine campus), and telehealth Zoom sessions for remote students and RGC students.

### **SRSU Library Services**

The Sul Ross Library 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](https://library.sulross.edu). Off-campus access requires your LoboID and password. Check out materials using your photo ID. Librarians are a tremendous resource for your coursework and can be reached in person, by email ([srsulibrary@sulross.edu](mailto:srsulibrary@sulross.edu)), or phone (432-837-8123).

No matter where you are based, public libraries and many academic and special libraries welcome the general public into their spaces for study. SRSU TexShare Cardholders can access additional services and resources at various libraries across Texas. Learn more about the TexShare program by visiting [library.sulross.edu/find-and-borrow/texshare/](https://library.sulross.edu/find-and-borrow/texshare/) or ask a librarian by emailing [srsulibrary@sulross.edu](mailto:srsulibrary@sulross.edu).

## **Supportive Statement**

I aim to create a learning environment for my students that supports various perspectives and experiences. I understand that the recent pandemic, economic disparity, and health concerns, or even unexpected life events may 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 a supportive 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.

## **Technical Support**

The Support Desk is where you can direct your more technical questions. For example, the Support Desk can help you if you are having issues submitting a document, getting videos to play, or using BlackBoard. The support desk is open 24 hours a day/7 days a week for your convenience.

You can reach the support desk:

- By calling 888.837.6055
- Via email [blackboardsupport@sulross.edu](mailto:blackboardsupport@sulross.edu)
- Using resources from the Technology Support tab within blackboard
- Clicking the Support Desk graphic on the course homepage

## **Tutoring**

- a) Tutoring and Learning Center located in the library (call 432-837-8982 for a reservation with a tutor)
- b) Tutor.com (online tutoring services available on BlackBoard) – be sure to allow 48 hours turnaround time for a writing assignment.

## **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 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.

### **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.

### **AI Policy Statement: Sul Ross State University Kinesiology Department**

The Sul Ross State University Kinesiology Department is committed to upholding the highest standards of academic integrity and excellence. As artificial intelligence (AI) tools become increasingly accessible, we recognize their potential as valuable resources for learning and innovation. However, it is imperative that students use AI tools ethically and responsibly.

The improper use of AI in assignments, including but not limited to, generating content without proper attribution, submitting AI-generated work as one's own, or using AI tools to circumvent the learning process, constitutes academic dishonesty. Such actions undermine the educational goals of our programs and violate the University's Code of Conduct.

Students found to be improperly using AI for assignments may face severe consequences, including but not limited to receiving a failing grade for the assignment or course. Additionally, such violations will be referred to the Dean of Students Office for further disciplinary action, which may include probation, suspension, or expulsion from the University.

We encourage students to seek guidance from their instructors if they have any questions about the appropriate use of AI in their coursework. Our department is committed to fostering an environment of integrity, where students can achieve their academic and professional goals through honest and meaningful engagement with their studies.



