



KINE 5321-W02
Applied Sports Marketing
Fall 2025

Dr. Hugh Morrissey
Assistant Professor - Kinesiology

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Office Hours:

- Available **by appointment**
- To schedule a meeting, please email or use the online booking link:
[Schedule an Appointment](#)

Course Delivery

Format: Web-Delivered via Blackboard

All course materials, announcements, assignments, and assessments will be managed through the Blackboard learning platform.

Required Textbook

Sport Marketing (5th Edition)

Authors: Dees, W., Walsh, P., McEvoy, C., McKelvey, S., Mullin, B.J., Hardy, S.

Publisher: With HKPropel Access

Course Materials Access – Sully Shelf Program

All required course materials for your classes are provided through the Sully Shelf Book Fee (\$250), Sul Ross State University's campus-wide course materials program. This fee is automatically charged to your student account, so no separate purchase is necessary.

For this course, we will be using a **digital eBook** accessed through **BryteWave, powered by RedShelf**. You will receive an email from mailto:donotreply@redshelf.com with instructions and a link to your virtual bookshelf. Follow the directions in the email to access your account. The first time you log in, you will be prompted to “View Course Materials.”

If you have questions or need more information:

- Visit the Sully Shelf FAQs: [Access | Lobo Outfitters - Sul Ross State University \(bkstr.com\)](#),
- Call the campus store at **(432) 837-8194**
- Or email: 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.
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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.
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Grading Policies

Grade calculation	% of Grade	Grading Scale
Pre-Course Assignments	50 points (5%)	895 or more A
Chapter eBook Quizzes	15 @ 20 = 300 (30%)	795-894 B
AI Assignments	5 @ 60 = 300 points (30%)	695-794 C
Midterm/Final Exam	2 @ 100 = 200 points (20%)	595-694 D
Final Sports Marketing Plan	1 @ 150 points = 15 points (15%)	Less than 594 F
		Total Points = 1000

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

TENTATIVE COURSE CALENDAR

Week	Content	Due
1 10/20 to 10/26 <u>10/22 Last Day for Late Registration & Schedule Changes</u>	Blackboard - Start Here, Pre-Course Assignments Chapter 1 - Introduction to the special nature of sport marketing Chapter 2 - Strategic marketing management Chapter 3 – Understanding the Sport Consumer	Introduce Yourself Discussion - 10/26 ; Response – 10/26 Pre-Course Check & Quiz – 10/26 Chapter 1 eBook Quiz – 10/26 Chapter 2 eBook Quiz – 10/26 Chapter 3 eBook Quiz – 10/26 <u>Final Project: Choose your Focus–10/26</u>
2 10/27 to 11/2 <u>Last day to drop – 10/27</u>	Chapter 4 – Market research and analytics within sport marketing Chapter 5 – Marketing segmentation and target marketing Chapter 6 – Sport product	Chapter 4 eBook Quiz – 11/2 Chapter 5 eBook Quiz – 11/2 Chapter 6 eBook Quiz – 11/2 <u>AI Assignment 1 – 11/2</u>
3 11/3 to 11/9	Chapter 7 – Managing Sport Brands	Chapter 7 eBook Quiz – 11/9 <u>AI Assignment 2 - 11/9</u> Mid-term Exam – 11/9
4 11/10 to 11/16	Chapter 8 – Promotion and paid media Chapter 9 – Public relations Chapter 10 – Sponsorship, corporate partnerships, and the role of activation	Chapter 8 eBook Quiz – 11/16 Chapter 9 eBook Quiz – 11/16 Chapter 10 eBook Quiz – 11/16 <u>AI Assignment 3 – 11/16</u>
5 11/17 to 11/23	Chapter 11 – Social media in sports Chapter 12 – Sales and service Chapter 13 – Delivering and distributing the core product and extensions	Chapter 11 eBook Quiz – 11/23 Chapter 12 eBook Quiz – 11/23 Chapter 13 eBook Quiz – 11/23 <u>AI Assignment 4 - 11/23</u>

6 11/24 to 11/30 <u>Last Day to Withdraw 'W' 11/25</u>	Chapter 14 – Legal aspects of sport marketing Chapter 15 – The evolving nature of sport marketing	Chapter 14 eBook Quiz – 11/30 Chapter 15 eBook Quiz – 11/30 <u>AI Assignment 5 – 11/30</u> Final Exam – 11/30
7 12/1 to 12/7	Use this week to study/complete the Final Exam and to finalize your Sports Marketing Plan	Executive Summary DSMSP– 12/7 Conclusion DSMSP - 12/7 <u>Final Sports Marketing Plan – 12/7</u> <u>Sports Marketing Responses – 12/10</u>
8 12/8 to 12/10	Final Sports Marketing Plan	Will not take any assignment past 12/10

*****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 (50 points total).

To ensure a strong and successful start to the course, students must complete the following pre-course assignments:

1. **Syllabus Check & Quiz – 10 points**
 - **Format:** 10 multiple-choice questions, worth 1 point each
 - **Purpose:** This quiz confirms that you have thoroughly read and understood the syllabus, including course policies, expectations, grading structure, and due dates.
 - **Attempts:** Unlimited attempts are allowed; your highest score will be recorded.
 - **Note:** Submission of this quiz indicates that you acknowledge and understand all course expectations as outlined in the syllabus.
2. **Introduce Yourself Discussion – 10 points total**
 - **Initial Post (6 points):** Write a thoughtful introduction using the provided prompts to share information about yourself, your background, goals, and interest in leadership in sports.
 - **Replies (4 points):** Respond meaningfully to at least two classmates' introductions (2 points each).
 - **Purpose:** This activity builds class community and helps foster connections in our online learning environment.
3. **Choose Your Sports Organization – 30 points**
 - **Task:** Select a sports organization (professional, collegiate, or amateur) and submit your choice to Dr. Morrissey for approval.

- **Guidelines:** Only one student per organization is allowed. Selections will be approved on a first-come, first-served basis. If your chosen organization has already been taken, you will need to select another.
 - **Purpose:** This organization will serve as the foundation for your projects and assignments throughout the course, including your final project.
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Chapter Quizzes (300 Points Total)

To reinforce learning and assess your understanding of key leadership concepts, you will complete a quiz for each of the fifteen chapters covered in the course.

Quiz Details:

- **Total Quizzes:** 15 (Chapters 1–15)
- **Points per Quiz:** 20 points
- **Question Format:** 10 multiple-choice and/or true/false questions
- **Points per Question:** 2 points
- **Total Points Possible:** 300 points

Quiz Guidelines:

- You will have unlimited time to complete each quiz once started.
- You are allowed three attempts per quiz; the highest score will be recorded.
- You are encouraged to use your e-textbook, PowerPoint slides, and personal notes as references while taking each quiz.

Late Policy:

- **Late submissions will not be accepted under any circumstances.** Please plan accordingly and complete all quizzes by the posted deadlines.
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AI Assignments (5 Total, 60 points each, 300 points total)

Task:

Complete five AI-based assignments throughout the semester. Each assignment is worth 60 points.

Guidelines:

- You will use approved AI tools (ChatGPT, Gemini, Claude, Perplexity, etc.) when permitted to support learning and application.
- Each assignment will build toward your **Final Digital & Social Media Strategy Plan**.
- For every assignment, you must:
 1. Provide the **AI-generated response** in the Appendix of your submission.
 2. Write your own **300+ word reflection** analyzing and evaluating the AI's response. Reflections must connect to course concepts and include at least one real-world example.

Purpose:

These assignments are designed to help you progressively develop the components of your **Final Digital & Social Media Strategy Plan** while practicing **critical evaluation of AI-generated content**.

Final Digital & Social Media Strategy Plan (150 points total)

Task:

Create and submit a professional **Digital & Social Media Strategy Plan** that integrates and refines your five AI Assignments into one cohesive document. The project also includes peer engagement and additional writing components.

Breakdown of Points:

- **Executive Summary – 30 points**
- **Conclusion – 30 points**
- **Responses to Classmates (reply to 2 peers) – 50 points**
- **Final Plan Body (compiled and revised AI assignments) – 40 points**

Guidelines:

- Your final submission should be **well-organized and polished**, with clear headings for each section.
- Include **visuals, graphs, content calendars, or tables** to strengthen your presentation.
- The **Appendix is not required**—only your revised final writeups should be included.
- **Peer responses** must be thoughtful, constructive, and demonstrate meaningful engagement with classmates' projects.
 - Replies must go beyond “Good job” or “I liked your project.”
 - You should **add new insights, ask questions, or suggest improvements** (150 words minimum per reply).

Purpose:

The Final Digital & Social Media Strategy Plan is the **capstone project** for this course. It allows you to:

- Apply digital and sport marketing concepts.
- Evaluate and refine your AI-supported work.
- Present your findings in a **professional, visually engaging format**.
- Practice constructive **peer-to-peer feedback** to expand perspectives.

Exams (100 points each, 200 points total)

There will be two major exams in this course: the Midterm Exam and the Final Exam.

Exam Details:

- **Midterm Exam:** Covers Chapters 1–7
- **Final Exam:** Covers Chapters 8–15
- **Format:** 50 multiple-choice and true/false questions per exam, worth 1 point each
- **Total Points:** 100 points per exam; 200 points combined
- **Time Limit:** Unlimited time; must be completed in one sitting
- **Attempts:** Only one attempt is allowed per exam
- **Availability:** Exams must be submitted online by Sunday at 11:59 p.m.

Late Policy:

- Exams submitted late will incur a 50% deduction, up to 7 days late.
- After 7 days, no late submissions will be accepted.

Technical Issues:

If you encounter any technical issues (e.g., quiz shuts down, errors occur, submission fails), you must notify the instructor immediately. Failure to report issues promptly may be considered academic dishonesty.

Exam Preparation Tips:

To perform well on your exams, follow these best practices:

1. Create a study schedule and stick to it.
 2. Read each chapter thoroughly—do not skim.
 3. Take detailed notes and highlight key concepts.
 4. Review your notes before taking the exam.
 5. Use quizzes and discussions as study tools.
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Course Requirements Deadline

To allow adequate time for grading, ****all course requirements must be submitted by the final deadline:**

- **Wednesday of Week 8 at 11:59 PM (Central Time).**

Any work submitted after this deadline will not be accepted or counted toward your final grade—no exceptions.

Please ensure all assignments are completed and submitted on time throughout the course.

Late Work Policy

All coursework must be submitted by the deadlines posted in Blackboard. The following policies apply to late submissions:

- **Chapter Quizzes:**
 - **No late submissions will be accepted.**
- **Other Assignments** (Pre-Course Assignments, Discussion Board, Exams, and Book Report/Presentation):
 - **1–7 days late:** 50% deduction
 - **More than 7 days late:**
 - Must receive prior approval from the instructor to be considered for grading.
 - If approved, a minimum 50% deduction will apply.

Note: Extensions are not guaranteed. It is the student's responsibility to communicate proactively if extenuating circumstances arise.

UNIVERSITY POLICIES

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 Schwartz, LPC-S, SRSU's Accessibility Services Coordinator or Ronnie Harris, LPC, Counselor, 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 mschwartz@sulross.edu or ronnie.harris@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.

Required Student Responsibilities Statement

All full-time and part-time students are responsible for familiarizing themselves with the [Student Handbook](#) and the [Undergraduate & Graduate Catalog](#) and for abiding by the [University rules and regulations](#). Additionally, students are responsible for checking their Sul Ross email as an official form of communication from the university. Every student is expected to obey all federal, state and local laws and is expected to familiarize themselves with the requirements of such laws.

SRSU Distance Education Statement

Students enrolled in distance education courses have equal access to the university's academic support services, such as 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 a secure login. 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. Directions for filing a student complaint are located in the student handbook.

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 the temptation to engage 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.

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 on the basis of 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 counseling sessions. You can learn more about this 24/7/365 support by visiting [Timelycare/SRSU](#). 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.

Libraries

The Bryan Wildenthal Memorial Library and Archives of the Big Bend in Alpine offer 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 by 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/ or ask a librarian by emailing srsulibrary@sulross.edu.

Mike Fernandez, SRSU Librarian, is based in Eagle Pass (Building D-129) to offer specialized library services to students, faculty, and staff. Utilize free services such as InterLibrary Loan (ILL), ScanIt, and Direct Mail to get materials delivered to you at home or via email.

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.

Tutoring Center

[The Lobo Den Tutoring Center](#) offers FREE tutoring support to help you excel in your courses. Whether you need assistance in Writing, Math, Science, or other subjects, we're here to help!

Important Information:

- **Drop-in and Scheduled Appointments:** Flexible options to fit your needs.
- **Hours of Operation:** Monday–Friday, 8:00 AM – 5:00 PM.
- **Workshops:** Attend our regularly hosted academic workshops on STEM topics and professional development, often in collaboration with specialized faculty.
- **Location:** BWML Room 128.
- **Contact Us:** For more information or to book an appointment, email tutoring@sulross.edu or call (432) 837-8726.

Looking for additional support?

- **Tutor.com** offers FREE 24/7 online tutoring in over 200 subjects, including specialized support for ESL and ELL learners with native Spanish-speaking tutors.
- **Access Tutor.com via Blackboard:** Log in to your Blackboard account to get started anytime, anywhere.

Take advantage of these valuable resources to boost your confidence and performance in your classes. We look forward to helping you succeed!

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.
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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.