



**KINE 5324-W01**  
**Applied Marketing in Sports**  
**Spring 2026**

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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., & Sutton, W.A.

**Publisher:** Human Kinetics

**Access:** Available through Sully Shelf with HKPropel online resources

**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](mailto: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](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.

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

- **Collaboration** – Students will collaborate through group discussions, peer feedback on marketing plans, and shared idea development, replicating the teamwork and partnership required in professional sports marketing environments.
- **Critical Thinking** – Students will evaluate marketing strategies, identify target audiences, and develop data-informed solutions to complex promotional challenges—enhancing their ability to think analytically and strategically in dynamic sport industry settings.
- **Communication** – Students will strengthen written and verbal communication by crafting marketing plans, presenting campaign ideas, and participating in structured online discussions—fostering the ability to articulate ideas clearly to both professional and public audiences.
- **Career Readiness** – Through applied projects, such as a semester-long marketing plan and campaign development exercises, students will gain practical experience and build a portfolio of work aligned with career pathways in sports marketing, media, and sponsorship.

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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	25 points (2.5%)	895 or more A
Chapter eBook Quizzes	15 @ 15 = 225 (22.5%)	795-894 B
Tests	2 @ 150 = 300 points (30%)	695-794 C
Semester Long Project: Sports Marketing Plans	6 @ 55 points = 330 points (33%)	595-694 D
Final Sports Marketing Plan/Responses	2 @ 70/50 point = 120 points (12%)	Less than 594 F
		<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>  1/14 to 1/18	Blackboard - Start Here, Pre-Course Assignments  Chapter 1 - Introduction to the special nature of sport marketing  Chapter 2 - Strategic marketing management  Choose Organization for Sports Marketing Plan	Introduce Yourself Discussion and Responses – <b>1/18</b>  Pre-Course Check & Quiz – <b>1/18</b>  Chapter 1 eBook Quiz – <b>1/18</b>  Chapter 2 eBook Quiz – <b>1/18</b>  <u>Sports Marketing Plan 1</u> - <b>1/18</b>
<b>2</b>  1/19 to 1/25  <b>1/20 Last Day for Late Registration &amp; Schedule Changes</b>  <b>1/22 Last day to drop w/out creating academic record</b>	Chapter 3 – Understanding the Sport Consumer  Chapter 4 – Market research and analytics within sport marketing  Chapter 5 – Marketing segmentation and target marketing	Chapter 3 eBook Quiz – <b>1/25</b>  Chapter 4 eBook Quiz – <b>1/25</b>  Chapter 5 eBook Quiz – <b>1/25</b>  <u>Sports Marketing Plan 2</u> - <b>1/25</b>
<b>3</b>	Chapter 6 – Sport product	Chapter 6 eBook Quiz – <b>2/1</b>

1/26 to 2/1	Chapter 7 – Managing Sport Brands Chapter 8 – Promotion and paid media	Chapter 7 eBook Quiz – <b>2/1</b> Chapter 8 eBook Quiz – <b>2/1</b> <u>Sports Marketing Plan 3</u> - <b>2/1</b>
<b>4</b> 2/2 to 2/8		<b>Mid-term Exam – 2/8</b> <u>Sports Marketing Plan 4</u> - <b>2/8</b>
<b>5</b> 2/9 to 2/15	Chapter 9 – Public relations Chapter 10 – Sponsorship, corporate partnerships, and the role of activation Chapter 11 – Social media in sports	Chapter 9 eBook Quiz – <b>2/15</b> Chapter 10 eBook Quiz – <b>2/15</b> Chapter 11 eBook Quiz – <b>2/15</b> <u>Sports Marketing Plan 5</u> - <b>2/15</b>
<b>6</b> 2/16 to 2/22 <b><u>Last Day to Withdraw</u></b> <b><u>‘W’ 2/20</u></b>	Chapter 12 – Sales and service Chapter 13 – Delivering and distributing the core product and extensions Chapter 14 – Legal aspects of sport marketing	Chapter 12 eBook Quiz – <b>2/22</b> Chapter 13 eBook Quiz – <b>2/22</b> Chapter 14 eBook Quiz – <b>2/22</b> <u>Sports Marketing Plan 6</u> - <b>2/22</b>
<b>7</b> 2/23 to 3/1	Chapter 15 – The evolving nature of sport marketing Use this week to study/complete the Final Exam and to finalize your Sports Marketing Plan	Chapter 15 eBook Quiz – <b>3/1</b> <b>Final Exam – 3/1</b> <u>Final Sports Marketing Plan</u> – <b>3/1</b>
<b>8</b> 3/2 to 3/6	Sports Marketing Plan Responses	<u>Sports Marketing Responses</u> – <b>3/4</b> <b>Will not accept assignments after 3/6</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.**

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## **Pre-Course Assignments (25 Points Total)**

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

### **1. Syllabus Check & Quiz (10 points total)**

- **Format:** 10 multiple-choice questions, worth 1 point each

- **Purpose:** This quiz is designed to confirm that you have thoroughly read and understood the syllabus, including important policies, expectations, and course logistics.
- **Attempts:** You may take the quiz as many times as you like. Your highest score will be recorded.
- **Submission of this quiz indicates that you acknowledge and understand all course expectations as outlined in the syllabus.**

## 2. Introduce Yourself Discussion (15 points total)

- **Initial Post (10 points):** Use the provided prompts to write a thoughtful introduction so your instructor and classmates can get to know you.
- **Replies to Classmates (5 points):** Respond meaningfully to at least **two** classmates' posts (2.5 points each).
- **Purpose:** This assignment helps build community and connection in our online learning environment.

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## Chapter Quizzes (225 Points Total)

To reinforce learning and assess your understanding of key concepts, you will complete a **quiz for each of the 15 chapters** covered in the course.

### Quiz Details:

- **Total Quizzes:** 15 (Chapters 1–15)
- **Points per Quiz:** 15 points
- **Question Format:** 10 multiple-choice and/or true/false questions
- **Points per Question:** 1.5 points
- **Total Points Possible:** 225 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, class notes, and PowerPoint slides** as references while taking the quizzes.

### Late Policy:

- **Late submissions will not be accepted under any circumstances.** Please plan accordingly and complete quizzes by the posted deadlines.

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## Tests (300 Points Total)

There will be **two major exams** during the semester: a **Midterm** and a **Final Exam**, each worth **150 points**. These assessments are designed to measure your understanding and application of key concepts covered in the course.

### Exam Format and Guidelines:

- Each test covers approximately 7–8 chapters.
- Each exam contains **75 multiple-choice and true/false questions**, worth **2 points each**.

- You will have **unlimited time** to complete the test **once it has been started**, but only **one attempt** is allowed.
- Tests are **open-note**, and you may use any of the following:
  - Notes you have taken
  - The course e-textbook
  - Chapter PowerPoints
- Exams are **not automatically scored**, and you will not be able to view your results immediately after submission.

#### **Late Policy:**

- Exams submitted **1–7 days late** will incur a **30% penalty**.
- After 7 days, a late exam may no longer be accepted without prior instructor approval.

#### **Technical Issues:**

If you experience any technical issues (e.g., the exam closes unexpectedly or fails to submit), you must notify the instructor **immediately**. Failure to do so may result in your actions being flagged for **academic dishonesty**.

#### **Helpful Tips for Success:**

1. **Set a study schedule** and stick to it.
2. **Read each chapter thoroughly**—do not skim.
3. **Take notes and highlight key concepts** while reading.
4. **Review your notes** and re-read challenging sections before testing.
5. **Take the exam in a quiet, distraction-free environment.**

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### **Semester-Long Project: AI-Integrated Sports Marketing Plan (450 Points Total)**

Throughout the semester, students will develop a **comprehensive Sports Marketing Plan** for a professional sport organization (major or minor) or a major college athletics department of their choice. This capstone project is designed to integrate sport marketing theory, strategic thinking, and applied decision-making in a real-world context while incorporating responsible and transparent use of artificial intelligence (AI).

Students will use AI tools as **strategic support resources** to assist with idea generation, market exploration, and scenario development. However, students are fully responsible for evaluating AI output, correcting inaccuracies, applying course concepts, and producing final human-led strategic decisions. AI may not replace original analysis or professional judgment.

#### **Project Structure and Components**

The Sports Marketing Plan is completed in **six components**, each submitted at scheduled points throughout the semester. Each component builds upon the previous work and contributes to the final integrated plan.

- **Six Sports Marketing Plan Components (6 × 55 points): 330 points**
  - Organization Selection & Overview

- Market Research & Marketing Objectives
- SWOT Analysis
- Product Extensions & Revenue Strategies
- Sponsorship Proposal
- Social Media & Digital Strategy

Each component requires:

- Disclosure of AI prompts used
- Inclusion of raw AI output
- Student evaluation and refinement of AI content
- A final human-led strategic section written by the student

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## Final Sports Marketing Plan Submission (120 points Total)

At the conclusion of the semester, students will submit a **final, fully revised Sports Marketing Plan** that integrates all six components into one cohesive professional document.

- **Final Sports Marketing Plan (70 points)**
  - The final plan must remove all AI prompts, AI outputs, and AI reflections.
  - The submission should read as a polished, executive-level marketing proposal suitable for presentation to a sport organization.
  - Students are expected to revise each section based on instructor feedback received throughout the semester.
  - Visual presentation is required, including appropriate use of images, charts, branding elements, and clean formatting.

## Peer Review and Discussion

To encourage professional critique and collaborative learning, students will participate in peer review of final projects.

- **Peer Responses to Final Marketing Plans (50 points total)**
  - Students must submit **two peer responses** (25 points each).
  - Each response must be a **minimum of 250 words**.
  - Peer feedback should be thoughtful, constructive, and analytically focused, offering meaningful insight into strategy, alignment, strengths, and areas for improvement.
  - Generic or superficial responses will not receive full credit.

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## COURSE REQUIREMENTS DEADLINE

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

- **Friday of Week 6 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.

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## **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, Class Activities, Weekly Marketing Plan Submissions, and Tests):**
  - **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.

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## **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.

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### **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 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.schwartz@sulross.edu](mailto:mary.schwartz@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.

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## **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.

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## **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 24/7/365 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.

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## **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).

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## **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.

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## **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.

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## **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.

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## **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.

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## **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.

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## **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.

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### **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.