



SUL ROSS
KINESIOLOGY DEPARTMENT

KES 5324-W01
Applied Marketing in Sports
Summer 2026

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Office Hours: Monday - Thursday 9-12
By appointment (email to set an appointment)
Meeting: On-line via Blackboard and Connect
Required Text: Sport Marketing 5th Edition E-book with HKPropel Access

You will also need to access the SRSU Library to locate and download peer-review, scholarly articles. For assistance you may Ask the Library or contact the Graduate Student Center for help.

COURSE DESCRIPTION

This course is designed to be an application of analytical concepts and principles to the development of effective strategies for solving sport marketing issues. Students learn the principles of organizing and promoting events and activities associated with the sport industry

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 –**
- **Communication –**
- **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 roll in their chosen profession

STUDENT LEARNING OUTCOMES

The course offers a broad introduction to the basic concepts of marketing in sport. Special emphasis will be placed on the following areas: the marketing concept, the marketing mix, consumer behavior, market segmentation, positioning, strategic planning and the development of a comprehensive marketing plan. Students will be challenged to interpret these marketing concepts and to formulate creative applications to a wide range of industries including but not limited to the sport industry and the health fitness maintenance business sectors of the economy. One of the main objectives of this course is to develop fundamental skills in marketing analysis and managerial decision making. Having completed this course, the student is expected to:

- Understand unique nature of Sport-Derived products.
- Develop skills in critical analysis and problem solving.
- Understand the role of marketing in the business of sport.
- Apply marketing theory and concepts to what marketers do in "the real world."
- Conduct primary and secondary marketing analysis to develop strategic plans.
- Clearly write and present a report with recommendations that can be incorporated into strategic plans or other marketing actions.

The above outcomes will be assessed through various activities throughout the semester, including individual and group assignments, case study reflection, and personal presentations. Readings to support the achievement of the above outcomes will be a shared responsibility of the instructor and the students.

GRADING POLICIES/TESTING/ASSIGNMENTS/ATTENDANCE/EXPECTATIONS

Grade calculation	% of Grade	Grading Scale	
Introduction/Biography	50 points (5%)	900 or more	A
Unit Chapter Activities	5 @ 100 = 500 points (50%)	800-899	B
Weekly Chapter Test	5 @ 50 = 250 points (25%)	700-799	C
Final Project	100 points (10%)	600-699	D
Final Exam	100 points (10%)	Less than 599	F
	Total Points = 1000		

No Late Assignments Will Be Accepted. Also, No Credit Will Be Given For Any Late Assignments

*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.

LATE WORK POLICY

All coursework must be submitted by the provided due dates in Blackboard or Connect. Late work will be subject to the following deductions: Discussions/Responses/Assignments/ Quizzes/Final Projects carry a 5% deduction per day late; up to 30% maximum deduction. LearnSmart readings must be completed by the due date for credit.

COURSE CALENDAR

<u>Week</u>	<u>Textbook Chapters</u>	<u>Assignments</u>
<u>1</u>	Introduction/Biography Chapter 1 The Special Nature of Sport Marketing Chapter 2 Strategic Marketing Management Chapter 3 Understanding the Sport Consumer	Write a one-page biography introducing yourself to your classmates. Respond to each classmates' introduction with a minimum of 100 words. <i>Due 05/29/2026</i> <i>Responses Due 05/31/2026</i> Unit 1 Discussion/Case Study <i>Due 05/29/2026</i> Chapter Quiz <i>Due 05/29/2026</i>
<u>2</u>	Chapter 4 Market Research and Analytics in the Sport Industry Chapter 5 Market Segmentation and Target Marketing Chapter 6 The Sport Product	Unit 2 Discussion/Case Study <i>Due 06/05/2026</i> Chapter Quiz <i>Due 06/05/2026</i>
<u>3</u>	Chapter 7 Managing Sport Brands Chapter 8 Promotion and Paid Media Chapter 9 Public Relations	Unit 3 Discussion/Case Study <i>Due 06/12/2026</i> Chapter Quiz <i>Due 06/12/2026</i>
<u>4</u>	Chapter 10 Sponsorship, Corporate Partnerships, and the Role of Activation Chapter 11 Social Media in Sports Chapter 12 Sales and Service	Unit 4 Discussion/Case Study <i>Due 06/19/2026</i> Chapter Quiz <i>Due 06/19/2026</i>
<u>5</u>	Chapter 13 Delivering and Distributing Core Products and Extensions Chapter 14 Legal Aspects of Sport Marketing Chapter 15 The Evolving Nature of Sport Marketing	Unit 5 Discussion/Case Study <i>Due 06/26/2026</i> Chapter Quiz <i>Due 06/26/2026</i>
<u>5.5</u>		Final Project <i>Due 06/30/2026 @ noon</i> Final Exam <i>Due 07/01/2026 @ noon</i>

*****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.**

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 *Wednesday of Week 8 at 11:59pm* to be counted for credit towards the final letter grade in this course. There will be no exceptions to this policy. Late deductions will apply as per above policy.

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 SRSU's Accessibility Services at 432-837-8203 (please leave a message and we'll get back to you as soon as we can during working hours). 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.