



SUL ROSS
KINESIOLOGY DEPARTMENT

KINE 5324-1W1
Applied Marketing in Sports
Fall 2026

Dr. Hugh Morrissey

Assistant Professor - Kinesiology

Office Location: Grace-Pierce 101a

Office Phone: (432) 837-8556

Email: hugh.morrissey@sulross.edu

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.

Class Start and End Dates – 1st 8 Weeks: 08/24/26 to 10/16/26

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 this course are included through the Sully Shelf Book Fee (\$250). Digital materials will be available on the first day of class through Kortext.

Accessing Your Digital Materials

Option 1: Email Access

- Check your Sul Ross student email for a message from Kortext
- Click the activation link to access your materials in your Kortext Library

Option 2: Blackboard or Campus Portal

- Log into Blackboard or the campus portal
- Select the “My Materials,” “Bookstore,” or “Course Materials” link
- In Blackboard, students may also access materials through the “Follett Discover LTI 1.3” tab located in the Start Here section

*If you need help at any point, check with your campus store or [submit a request](#).

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 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.

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

Grade calculation	% of Grade	Grading Scale
Pre-Course Assignments	20 points (2%)	895 or more A
Chapter eBook Quizzes	15 @ 20 = 300 (30%)	795-894 B
Tests	2 @ 100 = 200 points (20%)	695-794 C
Semester Long Project: Sports Marketing Plans	6 @ 60 points = 360 points (36%)	595-694 D
Final Sports Marketing Plan/Responses	2 @ 70/50 points = 120 points (12%)	Less than 594 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 8/24 to 8/30 8/27 Last Day for Late Registration & Schedule Changes 8/24 Applications open for Spring 2027 Graduation	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 – 8/30 Pre-Course Check & Quiz – 8/30 Chapter 1 eBook Quiz – 8/30 Chapter 2 eBook Quiz – 8/30 <u>Sports Marketing Plan 1</u> - 8/30
2 8/31 to 9/6 8/31 Last day to drop w/out creating academic record	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 – 9/6 Chapter 4 eBook Quiz – 9/6 Chapter 5 eBook Quiz – 9/6 <u>Sports Marketing Plan 2</u> - 9/6
3 9/7 to 9/13	Chapter 6 – Sport product Chapter 7 – Managing Sport Brands	Chapter 6 eBook Quiz – 9/13 Chapter 7 eBook Quiz – 9/13

9/7 Labor Day Holiday, no classes 9/9 Deadline to Apply for Fall 2026 Graduation – No late fee	Chapter 8 – Promotion and paid media	Chapter 8 eBook Quiz – 9/13 <u>Sports Marketing Plan 3 - 9/13</u>
4 9/14 to 9/20		Mid-term Exam – 9/20 <u>Sports Marketing Plan 4 - 9/20</u>
5 9/21 to 9/27	Chapter 9 – Public relations Chapter 10 – Sponsorship, corporate partnerships, and the role of activation Chapter 11 – Social media in sports	Chapter 9 eBook Quiz – 9/27 Chapter 10 eBook Quiz – 9/27 Chapter 11 eBook Quiz – 9/27 <u>Sports Marketing Plan 5 - 9/27</u>
6 9/28 to 10/4 <u>Last Day to Withdraw ‘W’ 10/2</u>	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 – 10/4 Chapter 13 eBook Quiz – 10/4 Chapter 14 eBook Quiz – 10/4 <u>Sports Marketing Plan 6 - 10/4</u>
7 10/5 to 10/11	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 – 10/11 Final Exam – 10/11 <u>Final Sports Marketing Plan – 10/11</u>
8 10/12 to 10/16	Sports Marketing Plan Responses	<u>Sports Marketing Responses – 10/14</u> Will not accept assignments after 10/16

*****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 (20 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 (10 points total)

- **Initial Post (6 points):** Use the provided prompts to write a thoughtful introduction so your instructor and classmates can get to know you.
- **Replies to Classmates (4 points):** Respond meaningfully to at least **two** classmates' posts (2 points each).
- **Purpose:** This assignment helps build community and connection in our online learning environment.

Chapter Quizzes

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:** 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, 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.

Exams (200 Points Total)

There will be **two major exams** during the semester: a **Midterm** and a **Final Exam**, each worth **100 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 6–7 chapters.
- Each exam contains **50 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.**

Semester-Long Project: AI-Integrated Sports Marketing Plan (480 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 × 60 points): 360 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
-

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.

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.

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.

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. Alpine students seeking accessibility/accommodations services must contact Tiffany Telesca, Director of the Counseling Center & Office of Accessibility Services at 432-837-8042 or email tiffany.telesca@sulross.edu. The counseling 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](https://www.timelycare.com/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 LobolD 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.
-

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.