

# Marketing 3324 – Sports Marketing

## Course Description

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This course investigates the business of entertainment, including movies, concerts, theme parks, and sporting events that have a tremendous impact on our economy and provide many career opportunities. These activities are global in their reach and impact. Sports marketing is a growing division of the marketing field that focuses on the business of sports and the use of sports as a marketing tool.

### Prerequisite Knowledge

Junior Standing

### Course Technology

Retrieve materials from Blackboard. Must be able to access the Internet; Microsoft Word and PowerPoint knowledge is helpful.

### Class Meeting Times

Online Class

### Technical Support

The Technology Service Center (TSC) may be contacted by calling (325) 942-2911 or 1-866-942-2911 or by email at [helpdesk@angelo.edu](mailto:helpdesk@angelo.edu)

## Faculty/Instructor Information

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**Gayle Randall**

*Senior Instructor of Management and Marketing*

**Office:** RAS 244

**Phone:** 325-939-1263

**E-Mail:** [grandall@angelo.edu](mailto:grandall@angelo.edu)

**Office Hours:** Available online.

## Course Objectives

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### Learning Objectives:

Upon completion of this course, students will be able to:

1. understand the impact of the external environment on sports business decisions.
2. understand basic concepts in building a strategic sports marketing plan.
3. conceptualize a complex sports business issue.
4. understand sponsorship concepts.
5. apply sports marketing concepts in the context of “real-world” examples.

### **Expected Outcomes:**

By the end of the semester, students should be able to:

1. define sports marketing and sponsorship concepts.
2. link real-world issues to class concepts.
3. analyze sports marketing problems and offer recommendations.

### **Assessment Methods**

EXAMS: There will be three examinations based on assigned readings, class presentations and class lectures. Exam format will be multiple-choice and short answer questions.

ASSIGNMENTS: Each student will participate in preparing and presenting a series of assignments on sports marketing topics as described on a separate document.

## **Course Textbook and Required Readings**

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Brian A. Turner, Kimberly S. Miloch, Marketing for Sport Business Success, 2<sup>nd</sup> edition, 2017, Kendall Hunt, ISBN: 9781524916886

This book is available at the Angelo State Bookstore or you may purchase through the link provided by Kendall Hunt. Note: You will need to copy and paste the link to your browser. When you get to the home page, be sure to “Choose your format” and click on the “Digital eBook” for the \$53.00 price:

[http://he.kendallhunt.com/turner\\_miloch](http://he.kendallhunt.com/turner_miloch)

## **Grading Policies**

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This course employs the following to measure student learning:

<b>Grade Calculations</b>	<b>Percent of Grade</b>	<b>Due</b>
Exam 1 (100 points)	25%	Tuesday, July 14, 2nd week of class.
Exam 2 (100 points)	25%	Wednesday, July 22, the 3rd week of class.
Exam 3 (100 points)	25%	Thursday, July 30, the 4th week of class.
Assignments (100 points)	25%	Assigned each Friday; due the following Monday.

Angelo State University employs a letter grade system. Grades in this course are determined on a percentage scale:

A = 90 – 100 %

B = 80 – 89 %

C = 70 – 79 %

D = 60 – 69 %

F = 59 % and below.

### **Response Time**

Exams and assignments will be graded online and posted on Blackboard. I

### **Missed/Late Work**

Late assignments are accepted; however there is a penalty of 50% the first day and then an additional 10% off each calendar day after that.

If you are unable to take an exam for a valid reason, recognized by the university, such as illness or death in the family, a makeup exam will be scheduled. You will be required to produce documentary evidence to substantiate your claim. Any other excuse must be approved by telephone or email in advance. If no advance approval is given, there will be no make-up.

### **Participation/Absenteeism**

Participation through completion of assignments and exams is expected throughout the semester.

### **Final Exam**

The third exam is not comprehensive and has the same weight as the other exams.

## **Course Policies**

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### **Academic Honesty and Integrity**

Angelo State University expects its students to maintain complete honesty and integrity in their academic pursuits. Students are responsible for understanding and complying with the university Academic Honor Code and the ASU Student Handbook.

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It is the professor's intention to be as fair and impartial as is humanly possible. Therefore, all students will be asked to adhere to the same set of guidelines and rules UNLESS there are disabilities or documented extenuating circumstances that have been discussed with the professor and the Student Life Office. Please make sure you inform the professor as soon as any situation arises. Do NOT wait until the problem is compounded by poor class performance, poor attendance, etc.

Academic integrity is expected. This includes, but is not limited to, any form of cheating, plagiarism, unauthorized sharing of work, or unauthorized possession of course materials. The professor assumes that all students can be trusted. Please do not violate this trust. Violation of academic integrity will result in a failing grade for the course.

### **Courtesy and Respect**

Courtesy and Respect are essential ingredients to this course. We respect each other's opinions and respect their point of view at all times while in our class sessions. The use of profanity & harassment of any form is strictly prohibited (Zero Tolerance), as are those remarks concerning one's ethnicity, life style, race (ethnicity), religion, etc., violations of these rules will result in immediate dismissal from the course.

### **Accommodations for Disability**

As stated in the Angelo State University Operating Policy and Procedure (OP 10.15 Providing Accommodations for Students with Disabilities), the Student Life Office is the designated campus department charged with the responsibility of reviewing and authorizing requests for reasonable accommodations based on a disability, and it is the student's responsibility to initiate such a request by contacting the Student Life Office at (325) 942-2191 or (325) 942-2126 (TDD/FAX) or by e-mail at [Student.Life@angelo.edu](mailto:Student.Life@angelo.edu) to begin the process. The Student Life Office will establish the particular documentation requirements necessary for the various types of disabilities.

### **Student absence for religious holidays**

As stated in the Angelo State University Operating Policy and Procedure (OP 10.19 Student Absence for Observance of Religious Holy Day), a student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence.

### **Course Drop**

To view information about how to drop this course or to calculate important dates relevant to dropping this course, you can visit [http://www.angelo.edu/services/registrars\\_office/course\\_drop\\_provisions.php](http://www.angelo.edu/services/registrars_office/course_drop_provisions.php).

### **Incomplete as a Course grade**

As stated in the Angelo State University Operating Policy and Procedure (OP 10.11 Grading Procedures), the grade I is given when the student is unable to complete the course because of illness or personal misfortune. An I that is not removed before the end of the next long semester automatically becomes an F. A graduate student will be allowed one year to remove a grade of I before it automatically becomes an F. To graduate from ASU, a student must complete all I's.

### **Grade Appeal Process**

As stated in the Angelo State University Operating Policy and Procedure (OP 10.03 Student Grade Grievances), a student who believes that he or she has not been held to

appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see Operating Procedure 10.03 at: <http://www.angelo.edu/content/files/14196-op-1003-grade-grievance>.

## Course Schedule

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<b>Date</b>	<b>Topic</b>	<b>Assignment</b>
July 6	Introduction to Sports Marketing	Read Chapter 1, 2
July 7	Chapter 1: Sport Marketing	Read Chapter 1, 2
July 8	Chapter 2: Strategic Sports MKT Planning	Read Chapter 3
July 9	Chapter 3: Understanding Sport Consumer Behavior	Read Chapter 4
July 10	Assignment 1– Due Monday, July 13 <sup>th</sup> Beginning of Class	See Handout
July 13	Chapter 4: Marketing Information	Prepare for Exam
<b>July 14</b>	<b><i>Exam 1 (Chapters 1-4)</i></b>	Read Chapter 5
July 15	Chapter 5: Sport MKT Segmentation	Read Chapter 6
July 16	Chapter 6: Creating the Marketing Mix	See Handout
July 17	Assignment 2 – Due Monday, July 20 <sup>th</sup>	Read Chapter 7
July 20	Chapter 7: Sport Product and Pricing Strategies	Read Chapter 8
July 21	Chapter 8: Distribution Decisions	Prepare for Exam
<b>July 22</b>	<b><i>Exam 2 (Chapters 5-8)</i></b>	Read Chapter 9
July 23	Chapter 9: Promotional Mix, PR, and Technologies	Read Chapter 10
July 24	Assignment 3 – Due Monday, July 27 <sup>th</sup>	See Handout
July 27	Chapter 10: Ensuring Strategic Sport Marketing Success	Read Chapter 11
July 28	Chapter 11: Sponsorship and Endorsements	Read Chapter 12
July 29	Chapter 12: Sport Brand Management and Licensing	Prepare for Exam
<b>July 30</b>	<b><i>Exam 3 (Chapters 9-12) Final Exam</i></b>	
Aug 3	Assignment 4 – Due Monday, August 3 <sup>rd</sup>	See Handout
Aug 4	Course Wrap-up	