

Marketing 3324 – Sports Marketing

Course Description

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

Faculty/Instructor Information

Gayle Randall

Senior Instructor of Management and Marketing

Office: RAS 244

Phone: 325-939-1263

E-Mail: grandall@angelo.edu

Office Hours: Available online.

Course Objectives

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

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

Grading Policies

This course employs the following to measure student learning:

Grade Calculations	Percent of Grade	Due
Exam 1 (100 points)	25%	Tuesday, July 20, 2nd week of class.
Exam 2 (100 points)	25%	Wednesday, July 28, the 3rd week of class.
Exam 3 (100 points)	25%	Thursday, August 5, 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

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 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.

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

Date	Topic	Assignment
July 12	Introduction to Sports Marketing	Read Chapter 1, 2
July 13	Chapter 1: Sport Marketing	Read Chapter 1, 2
July 14	Chapter 2: Strategic Sports MKT Planning	Read Chapter 3
July 15	Chapter 3: Understanding Sport Consumer Behavior	Read Chapter 4
July 16	Assignment 1– Due Monday, July 19 th Beginning of Class	See Handout
July 19	Chapter 4: Marketing Information	Prepare for Exam
July 20	<i>Exam 1 (Chapters 1-4)</i>	Read Chapter 5
July 21	Chapter 5: Sport MKT Segmentation	Read Chapter 6
July 22	Chapter 6: Creating the Marketing Mix	See Handout
July 23	Assignment 2 – Due Monday, July 26 th	Read Chapter 7
July 26	Chapter 7: Sport Product and Pricing Strategies	Read Chapter 8
July 27	Chapter 8: Distribution Decisions	Prepare for Exam
July 28	<i>Exam 2 (Chapters 5-8)</i>	Read Chapter 9
July 29	Chapter 9: Promotional Mix, PR, and Technologies	Read Chapter 10
July 30	Assignment 3 – Due Monday, August 2 nd	See Handout
Aug 2	Chapter 10: Ensuring Strategic Sport Marketing Success	Read Chapter 11
Aug 3	Chapter 11: Sponsorship and Endorsements	Read Chapter 12
Aug 4	Chapter 12: Sport Brand Management and Licensing	Prepare for Exam
Aug 5	<i>Exam 3 (Chapters 9-12) Final Exam</i>	
Aug 6	Assignment 4 – Due Monday, August 9 th	See Handout
Aug 9	Course Wrap-up	