
**Catalog Description:** Concepts, techniques, research and strategy in sports promotion and advertising in the sports industry. Prerequisite: junior standing.

**Program Learning Outcomes:** Program learning outcomes define the knowledge, skills, and abilities students are expected to demonstrate upon completion of an academic program. These learning outcomes are regularly assessed to determine student learning and to evaluate overall program effectiveness. You may access the program learning outcomes for your major and particular courses at [http://www.sfasu.edu/cob/ug-plo.asp](http://www.sfasu.edu/cob/ug-plo.asp).

**Student Learning Outcomes:**

1. Identify the terms and concepts that are commonly used in sports promotion and advertising, as indicated by performance on tests, projects, and assignments.
2. Demonstrate knowledge about the relationships which underlie these terms and concepts, as indicated by performance on tests, projects, and assignments.
3. Demonstrate preparation to comprehend the basic sports advertising and promotion concepts and functions, as indicated by overall performance in preparation and presentation of sports promotion and advertising projects, including sales promotion, personal selling, publicity, public relations, and advertising.
4. Demonstrate the value of an ethical approach to sports promotion and advertising activities, as indicated by the student’s evaluation of descriptive situations which require value-based judgment in preparing a complete project or assignment.
5. Demonstrate knowledge of international promotion and advertising functions, as indicated by selected sports advertising and promotion examples on activities, projects, and assignments.
6. Demonstrate preparation of evaluation tools for promotion and advertising campaigns, as indicated by suggested methods in projects, assignments, and tests.

**Student's Responsibility:** The student should come to class prepared to discuss the assigned readings.

**Attendance Policy:** Attendance is not mandatory but missed assignments and quizzes cannot be made up.
Grading Policy: The course grade for this class will be determined from the scores on three exams (two exams for modules 1 and 2, and one comprehensive final exam [covering modules 1–3]), sales game out-of-class work, sales project, reading quizzes, Kahoot.it activities, and in-class assignments and homework. All grades will be averaged with the following weights:

<table>
<thead>
<tr>
<th>Category</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exams</td>
<td>400 pts</td>
</tr>
<tr>
<td>SFA Athletics Call Center</td>
<td>255 pts</td>
</tr>
<tr>
<td>Reading Quizzes</td>
<td>225 pts</td>
</tr>
<tr>
<td>Kahoot.it In-Class Assignments</td>
<td>50 pts</td>
</tr>
<tr>
<td>In-Class Assignments &amp; Homework</td>
<td>70 pts</td>
</tr>
<tr>
<td><strong>Total Points</strong></td>
<td><strong>1000 pts</strong></td>
</tr>
</tbody>
</table>

*Final grades will be determined using the policy outlined by the University:*

- A = 894.5-1000 (89.45 – 100%)
- B = 794.5-894.4 (79.45 – 89.44%)
- C = 694.5-794.4 (69.45 – 79.44%)
- D = 594.5-694.4 (59.45 – 69.44%)
- F = 594.4 or below (59.44% or below)

Course Requirements:

**Exams:** There will be three exams. The first exam, worth 100 points (10%), will only cover material in module 1. The second exam, worth 100 points (10%), will only cover material in module 2. The final exam, worth 200 points (20%), is comprehensive but will focus mostly on module 3. Exams will be a combination of multiple choice, matching, true/false, short answer, and essay questions.

**SFA Athletics Call Center:**
SFA Athletics had set up a Call Center for our class. Students will be required to go through sales training for SFA Athletics and go to the Call Center twice a week, 45-minute sessions, for at least 3 weeks of the 11 week long semester (total of 4.5 hours during the semester). Sales calling can begin January 23rd and will end on May 8th. Students may complete up to 2.25 hours per week of sales calling (for a total of 24.75 hours maximum).

Below is a breakdown of how this grade will be determined:

- Total points possible = 255 pts (25.5% of final grade)
  - Call Center Attendance – Twice a week (45 minute sessions) for 3 weeks of the semester – 100 pts
  - 3-page reflection paper (due May 8th by 5pm) – 50 pts
  - Final sales report (due May 8th by 5pm) – 50 pts
  - Independent Sales Game Completion – 55 pts

Students will be grouped into teams and be rewarded based on their team sales performance. (Note: No sales are required to be made as part of the student’s grade. In other words, a student can sell nothing and still make a 100% if everything else is completed satisfactorily).

**Reading Quizzes:** There will be a quiz for each chapter and will be due by class time on the first day that chapter is covered. Therefore, the student will need to read the chapter before class in order to be prepared to participate in class discussions. Each quiz is worth 15 points (1.5% of their final grade), totaling 225 points.
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Quizzes will be administered on D2L. Students can find these listed under the quizzes tab. Students must complete the quiz, and submit it before coming to class the first day we cover the chapter. Due dates are listed on D2L. Students may take each quiz as early as they wish; they are opened to everyone on the first day of the semester. Quizzes will consist of 15 questions. The quizzes also have a 15 minute time limit. Quizzes are closed book; academic integrity is expected. In the event the instructor deems the integrity of the quizzes to be in jeopardy, the instructor reserves the right to change the format of the quizzes at any time. This would include the changing of quizzes to “in-class” format.

Kahoot.it In Class Assignments: Every day we cover a chapter, there will be a Kahoot game played. This game could happen at any point of the class (including the beginning of class). This game resembles a trivia style game. However, the questions asked will relate to the material in the chapter being covered. This is separate and apart from the reading quizzes (see below). The game will be played using an electronic device that can connect to the internet (e.g. smartphone, computer, tablet, etc.). Any student who is unable to participate because they do not have access to a device that can connect to the internet should let the instructor know before the first day of Kahoot games. The instructor will then make every effort to accommodate that student (including but not limited to moving that student to a group with someone else who has a device).

This game will be played in groups. Students will self-assign themselves to a group at the beginning of the semester (potential the same group as their final projects) and will stay in that group for the entire semester. Each student will get a completion grade for each Kahoot they participate in (a sign in sheet will be given to each group), regardless of the score at the end of the game. In other words, as long as the student participates, they will receive a 100% for that day, even if their group gets every question wrong. However, the group with the highest score at the end of the day will receive bonus points (5 points out of 1000, or 0.5% toward their final grade) for each student present. Students are not allowed to earn more than 15 points (1.5%) toward their final grade.

In-Class Assignments & Homework: Seven percent (70 points) of the student’s final grade will come from their professionalism and participation in class assignments and homework. Please keep in mind; it is very hard to participate if you are not in class on a regular basis.

Late Work / Make-Up Policy: Assignments turned in late will not be accepted. Students missing class for university excused absences must make arrangements to turn in assignments on or before the due date.

Class Policies: Cell Phones, Computers, & Devices Used in Class – Use of cell phones for texting, social media, etc., during class is disrupting. If you need to make/received a phone call, text message, or the like, please step outside. In addition, please feel free to bring any electronic devices that will aid in your learning. However, please refrain from using these devices for anything other than class related activities.

Note: This syllabus is provided to you as a guide for the class content and expectations this semester. It is not a contract, and is subject to change as necessary.
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TENTATIVE COURSE CALENDAR
Tuesday & Thursday: 3:30pm – 4:45pm

Module 1: Introduction to Sport Sales
Reading Assignments: Chapter 1 – 4

MONTH OF JANUARY & FEBRUARY – Sales Game Material – Basketball & Baseball/Soft. Specific
January 16   Introduction / Syllabus / Assignments Overview & Set up Sales Game
January 18   Chapter 1 Introduction to Sport Sales
January 23   SFA Specific Sales – Visit SFASU Athletics Call Center
January 25   Chapter 1 Introduction to Sport Sales
January 30   Chapter 2 – Sales in the Sport Organization & Chapter 3 – Products and Pricing
February 1   Chapter 4 Sport Sales Foundations
February 6   SFA Specific Sales – Garrett Altier in Class & Review for Exam
February 8   Module 1 Exam – Location: Room 314

Module 2: The Sales Process
Reading Assignments: Chapter 5 – 10

February 13  Chapter 5 Opening the B2C Relationships
February 15  Applied Sport Management Conference – No Class – Alternative Assignment
February 20  Chapter 5 Opening the B2C Relationships
February 21  SFA Spring Career Fair (1pm – 4pm) – Grand Ballroom (not mandatory)
February 22  Chapter 6 Opening B2B Relationships
February 27  Dallas Stars Career Fair or Alternative Assignment

MONTH OF MARCH – Sales Game Material – Football Specific
March 1     Global Sport Business Conference – No Class – Alternative Assignment
March 6     Chapter 7 & 8 Needs Analysis & Presenting Solutions
March 8     Chapter 9 & 10 Overcoming Objections & Obtaining Commitment
March 10-18 SPRING BREAK
March 22    Sales Game Day & Review for Exam
March 27    Module 2 Exam – Location: Room 314
March 29 – April 1 NO CLASS – EASTER HOLIDAY

Module 3: Sales Management & Sponsorships
Reading Assignments: Chapters 11 – 15

MONTH OF APRIL – Sales Game Material – Football/BOTPW Specific
April 3     Chapter 11 Communication & Chapter 12 Prospecting
April 5     Sales Game Day/ Call Center Day
April 10    GUEST SPEAKER – Josh Randall
April 12    Sales Game Day/ Call Center Day
April 17    Chapter 13 Sales Force Management & Chapter 14 Customer Retention
April 19    Sales Game Day/ Call Center Day
April 24    Chapter 15 Sponsorship Sales (Foundations)
April 26    GUEST SPEAKER – Learfield Sports
May 1      Chapter 15 Sponsorship Sales (Process)
May 3      Chapter 15 Sponsorship Sales (Activation)
May 8      Review for Final Exam
May 10     Final Exam 1:00pm – 3:00pm – Location: Room 314
General Student Policies:

Student Academic Dishonesty (University Policy 4.1)

Abiding by university policy on academic integrity is a responsibility of all university faculty and students.

Definition of Academic Dishonesty

Academic dishonesty includes both cheating and plagiarism. Cheating includes, but is not limited to (1) using or attempting to use unauthorized materials on any assignment or exam; (2) falsifying or inventing of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were one’s own. Examples of plagiarism include, but are not limited to (1) submitting an assignment as if it were one’s own work when is at least partly the work of another person; (2) submitting a work that has been purchased or otherwise obtained from the Internet or another source; and/or (3) incorporating the words or ideas of an author into one’s paper without giving the author credit. Penalties may include, but are not limited to reprimand, no credit for the assignment or exam, re-submission of the work, make-up exam, failure of the course, or expulsion from the university. Please read the complete policy at [http://www.sfasu.edu/policies/student_academic_dishonesty.pdf](http://www.sfasu.edu/policies/student_academic_dishonesty.pdf).

Course Grades (University Policy 5.5)

At the discretion of the instructor of record and with the approval of the academic unit head, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F, except as allowed through policy related to active military service. If students register for the same course in future semesters, the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average. Please refer to the complete policy at [http://www.sfasu.edu/policies/course-grades.pdf](http://www.sfasu.edu/policies/course-grades.pdf).

Students with Disabilities

To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Room 325 in the Human Services Building, 468-3004/468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to [http://www.sfasu.edu/disabilityservices/](http://www.sfasu.edu/disabilityservices/).

Student Conduct (University Policy 10.4)

Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the full Student Conduct Code at [http://www.sfasu.edu/policies/student-conduct-code.pdf](http://www.sfasu.edu/policies/student-conduct-code.pdf).) Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic, or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the iCare Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.
Syllabus Statement of Understanding

I have read, understand, and agree with the policies and requirements for the fulfillment of this class (MKT 362 001). The policies and procedures were explained thoroughly by the instructor and I have been given the opportunity to clarify any questions concerning these policies. I understand the instructor’s policy on make-up work and missed assignments. It has been explained and I understand that my final grade will be determined exactly according to the grading system set forth in this syllabus. I have been provided with a copy of the class syllabus for future reference.

Signature: ________________________________

Name (printed): ________________________________

Date: ________________________________