International Sports Marketing

Department of Management, Marketing, and International Business
College of Business, Stephen F. Austin State University

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Class Time: TR 12:30–1:45
Location: BU 121

Office Hours
Tuesday: 9:30–11:30 & 1:45–3:15
Wednesday: 8:00–11:00
Thursday: 9:30–11:30 & 1:45–3:15
Or by Appointment
No Online Office Hours

Text: *International Sport Business: An Online Textbook*, Center for Sport Management Research & Education; College Station, TX. (www.sportbusinessworldwide.com), Editors: Bennett, Ballouli, & Sutton

- When you log on, click the “Registration Tab” and pay through “PayPal Check out”.

Catalog Description: This course is an examination of sport marketing in a global society. It promotes awareness of the magnitude of the global expansion and development of sport. Emphasis is placed on the marketing platforms created internationally through contrasting the U.S. sport industry with foreign markets. Issues covered include sports globalization, international sports marketing, global sports branding, global sports sponsorship, innovative international sports marketing e-platforms, cultural implications of sports, international sporting events, and cultural case studies.

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: Upon completion of this course students will (1) understand the basics of international sport business trade and how it impacts the marketing of sports organizations, (2) know the historical foundations of international sports business, (3) be able to apply their understanding of globalization to the marketing of sports organizations, (4) recognize cultural differences and their impact on marketing sport worldwide, (5) understand the function of innovative marketing tactics used globally to promote sports, (6) determine the value and activation of sport sponsorships globally, and (7) be able to apply concepts of branding to a global sport branding case study.

Student’s Responsibility: The student should come to class prepared to discuss the assigned readings. Attendance is not mandatory but missed assignments and quizzes cannot be made up.

Grade System: 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 module 1–3]), global sport project, reading quizzes, kahoot.it in-class assignments, and in-class assignment & homework. All grades will be averaged with the following weights:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
</tr>
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<tbody>
<tr>
<td>Exams</td>
<td>400 pts</td>
</tr>
<tr>
<td>Global Sport Project</td>
<td>330</td>
</tr>
<tr>
<td>Reading Quizzes</td>
<td>150 pts</td>
</tr>
<tr>
<td>Kahoot.it In-Class Assignments</td>
<td>50</td>
</tr>
<tr>
<td>In-Class Assignments &amp; Homework</td>
<td>70</td>
</tr>
<tr>
<td>Total Points</td>
<td>1000</td>
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*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)

**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.

**Global Sport Project:** Students will choose to complete either a) a marketing plan for an international sports brand (can include international sports properties or firms that are marketing through sports globally) or b) an overview of governance structures for global sport organizations (e.g. IOC, FIFA, etc.). These projects will include elements described in the lecture notes and will follow additional guidelines supplied by the instructor. Topics will be selected by **February 20th**. Students will work on the overview throughout the semester, and complete the written portion of the overview by **April 24th** (the first date of presentations). This is paper should be no longer than 3 pages in length.

The written plan (60%, or 198 points) and presentation (40%, or 132 points) are worth 330 points toward your final grade. A major emphasis should be placed on presentation design during the oral presentations. This includes finding a unique but appropriate style to the presentation slides (example: PowerPoint slides). An oral presentation grading rubric is located on the learning management system.

**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 150 points.

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 above). 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 and will stay in that group for the entire semester. Each student will get a completion grade for
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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 and Homework: Seven percent (70 points) of the student’s final grade will come from their professionalism and participation in class assignments (including the case study) 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.

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.
TENTATIVE COURSE OUTLINE
TR 12:30pm – 1:45pm

Module 1: Foundation of Knowledge
Reading Assignment: Chapters 1 – 3
January 16 Introduction / Syllabus / Assignments Overview
January 18 Chapter 1 – Introduction to International Sport Marketing
January 23 Chapter 1 – Introduction to International Sport Marketing
January 25 Chapter 2 – Basics of International Sport Business Trade
January 30 Chapter 2 – Basics of International Sport Business Trade
February 1 Chapter 3 – The History of International Sport Business
February 6 Chapter 3 – History & Review for Exam
February 8 Module 1 Exam – Location: Room 314

Module 2: Globalization, Culture, & Technology
Reading Assignment: Chapters 4, 5, & 8
February 13 Chapter 4 – Globalization of Sport
February 15 Applied Sport Management Conference – No Class – Alternative Assignment
February 20 Chapter 4 – Globalization of Sport – Pick Project Topics
February 21 SFA Spring Career Fair (1pm – 4pm) – Grand Ballroom (not mandatory)
February 22 Chapter 5 – Cultural Influences Surrounding Sport Marketing & Chapter 8
February 27 Dallas Stars Career Fair or Alternative Assignment
March 1 Global Sport Business Conference – No Class – Alternative Assignment
March 6 Chapter 8 – e-Platforms & Review for Exam – Case Study Given
March 8 Module 2 Exam – Location: Room 314

Module 3: Global Brands and Events
Reading Assignment: Chapters 10 – 11, 14, & 16
March 10–18 NO CLASS – SPRING BREAK
March 20 Chapter 10 – Marketing Global Sport Properties and Events
March 22 Case Discussion – Case Study Due
March 27 Global Sport Project Workday – Location: Room 314
March 29 – April 1 NO CLASS – EASTER HOLIDAY
April 3 Chapter 11 – International Sport Sponsorship
April 5 Chapter 11 – International Sport Sponsorship – Activity
April 10 Chapter 14 – Mega Sporting Events
April 17 Chapter 16 – Olympics
April 19 Review for Exam & Global Sport Project Workday – Location: TBD
April 24 Global Sport Project Presentation Day (#1) – Papers Due
April 26 Global Sport Project Presentation Day (#2)
May 1 Global Sport Project Presentation Day (#3)
May 3 Global Sport Project Presentation Day (#4)
May 8 Global Sport Project Presentation Day (#5)
May 10 Final Exam 10:30am – 12:30pm – Location: Room 314

Note: The schedule may be altered at the discretion of the professor. Students will be informed in advance of scheduling changes that affect student grades.
Academic Integrity (4.1)

Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

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 to aid in achieving a better grade on a component of a class; (2) the falsification or invention 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 your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit. Please read the complete policy at http://www.sfasu.edu/policies/academic_integrity.asp

Withheld Grades Semester Grades Policy (5.5)

Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, 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. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

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), Human Services Building, and Room 325, 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/.

Acceptable Student Behavior

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 Student Conduct Code, policy 10-4). 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 458 – 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: