Text and Materials: No Required Textbook – Reading Material Provided Through Bright Spaces (D2L)

Catalog Description: Marketing concepts, theories and practices in the sports industry. Topics include the unique qualities of the sports industry in relation to business and marketing strategy, including the product, promotion, pricing and distribution practices of sports marketing.

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.

Student Learning Outcomes:

1) Identify the Marketing, sports and business terms and concepts that are significant within the fields of Marketing and Sports Marketing, to be measured by performance on examinations.
2) Understand the ideas and reasoning that underlie these concepts, to be measured by performance on examinations.
3) Demonstrate how to apply and use these concepts in Marketing, Sports Marketing, and/or business, to be measured by performance on examinations and the term project.
4) Demonstrate preparation for entry into a career in Sports Marketing, to be measured by overall performance in meeting the course requirements.

Student's Responsibility: The student should come to class prepared to discuss the assigned readings. Students have significant weekly reading assignments, are required to submit seven written case summaries throughout the semester, and watch pre-recorded video content. These activities average at a minimum 6 hours of work each week to prepare outside of class hours.

Attendance Policy: Your participation in online activities is required and 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]), case study solutions & analysis, reading quizzes, product pitch, video application, Dropbox assignments, and video interview quizzes. All grades will be averaged with the following weights:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exams</td>
<td>400 pts</td>
</tr>
<tr>
<td>Case Study Solutions</td>
<td>148 pts</td>
</tr>
<tr>
<td>Reading Quizzes (articles and key terms)</td>
<td>100 pts</td>
</tr>
<tr>
<td>Product Pitch</td>
<td>100 pts</td>
</tr>
<tr>
<td>Video Application</td>
<td>100 pts</td>
</tr>
<tr>
<td>Other Dropbox Assignments</td>
<td>80 pts</td>
</tr>
<tr>
<td>Video Interview Quizzes</td>
<td>72 pts</td>
</tr>
<tr>
<td><strong>Total Points</strong></td>
<td>1000 pts</td>
</tr>
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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)

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. All exam must be proctored by ProctorU or be taken in person (location posted in course calendar and through D2L/BrightSpace).

Case Study Solutions & Analysis: There will be seven case studies introduced this semester. Students will be required to read each case study and complete a one page summary case before meeting in your assigned groups. Students will meet virtually, using Zoom conference software, in groups of 3 or 4 to find solutions to the cases presented. The groups will then provide their solutions in class in written form. Each group solution document is worth 21 points, for a total of 148 points. More details about this section will be provided in class and on Bright Spaces.

Reading Quizzes: There will be a quiz for each topic covered that week. The reading material is posted in D2L and includes one to two articles and key terms. It is the student’s responsibility to find the answers to the key terms prior to the quiz. Each quiz is worth 10 points (1% of their final grade), totaling 100 points.

Quizzes will be administered on D2L. Students can find these listed under the quizzes tab. 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 10 questions. The quizzes also have a 10 minute time limit.

Once the due date has passed, students that completed the quiz will be allowed to see their answers. This includes both the answers they answered correctly and incorrectly.

Product Pitch: At the end of the semester, students will “pitch” a product in a recorded video. The students will select a sport product by November 4th. Presentations will be due on Tuesday, December 3rd. Presentations will be limited to a 3-minute “elevator” pitch. In addition to the video presentation, students will also have to complete a 2- to 3-page written plan for promoting the product. This includes a
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description of the product’s utility, analysis of the intended target market, appropriate promotional methods, pricing considerations, and distribution considerations (place). The written plan for the pitch is also due on **Tuesday, December 3rd**. The written plan can be submitted to the Dropbox within BrightSpaces. The oral presentation is worth 75 points (7.5%) and the written plan is worth 25 points (2.5%) of the course final grade. Students will use Zoom to record their presentations.

**Video Application:** Many organizations within the industry are now requiring a video application as part of the job application process. Students will complete a video application. This will include answering pre-determined questions about themselves, their career aspiration, the value they can add to an organization, and more. Details about what to include in this application are provided in BrightSpaces. This part of the class is worth 100 points (10%) of the final course grade.

**Dropbox Assignments:** There will be 8 assignments this semester. These will primarily include summary of the Case Studies (see Case Study section above). Each assignment will be worth 10 points toward the final course grade.

**Video Interview Quizzes:** 72 points (7.2%) of the student’s final grade will come from their quizzes based on video interviews. There will be 12 videos and quizzes. Each quiz consists of 3 questions, with each question worth 2 points, totaling 6 points each. Quizzes will be administered on D2L. Students can find these listed under the quizzes tab. 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. The quizzes also have a 5 minute time limit.

**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 CALENDAR

<table>
<thead>
<tr>
<th>Module 1 (August 26 – October 1)</th>
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<tbody>
<tr>
<td><strong>Dates</strong></td>
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| **August 26 TO September 2** | Introduction to Sports Marketing | • Read Get Started module content, notably syllabus and Semester Calendar.  
• Read module content.  
• Watch module content and complete assigned readings.  
• Submit the Student Information Sheet to the Dropbox by August 29th, 11:59 p.m.  
• Complete “Reading Quiz #1” by September 2nd, 11:59 p.m. |
| **September 3 TO September 9** | The Sports Marketing Mix | • Watch module content and complete assigned readings.  
• Complete “Reading Quiz #2” by September 9th, 11:59 p.m.  
• Watch the Video Interview with Campus Recreation and complete the “Interview Quiz #1” by September 9th, 11:59pm. |
<table>
<thead>
<tr>
<th>Date Range</th>
<th>Content</th>
<th>Assignments</th>
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</table>
| September 10 to September 16 | Professional Sports Marketing | - Watch module content and complete assigned readings.  
- Complete “Reading Quiz #3” by September 16th, 11:59 p.m.  
- Meet with your assign case study group for the case titled “Atlanta, a Soccer City” via Zoom and submit (via Dropbox) the Case Study Solutions assignment as a group by 11:59pm on September 16th.  
- Watch the Video Interviews with Houston Texans (Josh Randall) and Dallas Wings and complete both the “Interview Quiz #2” and “Interview Quiz #3” by September 16th, 11:59pm. |
| September 17 to September 23 | College Sports Marketing | - Watch module content and complete assigned readings.  
- Complete “Reading Quiz #4” by September 23rd, 11:59 p.m.  
- Meet with your assign case study group for the case titled “Marketing Football Bowl Subdivision Football to Students” via Zoom and submit (via Dropbox) the Case Study Solutions assignment as a group by 11:59pm on September 23rd.  
- Watch the Video Interviews with Georgia Tech and Texas Tech and complete both the “Interview Quiz #4” and “Interview Quiz #5” by September 23rd, 11:59pm. |
| September 24 to September 30 | Campus Recreation Marketing | - Watch module content and complete assigned readings.  
- Complete “Reading Quiz #5” by September 30th, 11:59 p.m.  
- Watch the Video Interview with SFA Campus Recreation (Brittany Morriss) and complete the “Interview Quiz #6” September 30th, 11:59pm. |
| Tuesday, October 1 | Exam 1 – Module 1 Material | Exam 1 (Intro, Sports Marketing Mix, Pro, College, and Campus Rec) will be available from 6:00 am to 11:00 pm on Tuesday, October 1st. It must be proctored through ProctorU, or in person (11:00am in Library Info Lab 107AA). If ProctorU is used, it must be completed and submitted by 11:00 pm on Tuesday, 10/1/19. |
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| October 1 TO October 7 | Segmentation & Target Markets | • Watch module content and complete assigned readings.  
• Complete “Reading Quiz #6” by October 7\textsuperscript{th}, 11:59 p.m.  
• Meet with your assign case study group for the case titled “Increasing Baseball Revenue from the Female Market” via Zoom and submit (via Dropbox) the Case Study Solutions assignment as a group by 11:59pm on October 7\textsuperscript{th}.  
• Watch the Video Interviews with Villa Sports (Conroe) and Adidas and complete both the “Interview Quiz #7” and “Interview Quiz #8” by October 7\textsuperscript{th}, 11:59pm. |
| October 8 TO October 14 | Sports Media | • Watch module content and complete assigned readings.  
• Complete “Reading Quiz #7” by October 14\textsuperscript{th}, 11:59 p.m.  
• Meet with your assign case study group for the case titled “NYC Marathon – To Run or Not to Run” via Zoom and submit (via Dropbox) the Case Study Solutions assignment as a group by 11:59pm on October 14\textsuperscript{th}.  
• Watch the Video Interviews with Kansas City Royals and SEC Sports Communication and complete both the “Interview Quiz #9” and “Interview Quiz #10” by October 14\textsuperscript{th}, 11:59pm. |
| October 15 TO October 23 | Branding | • Watch module content.  
• No reading assignments.  
• No case study assignments.  
• Watch the Video Interview with Alodia Sports and complete the “Interview Quiz #11” October 21\textsuperscript{st}, 11:59pm. |
| Thursday, October 24 | Exam 2 – Module 2 Material | Exam 2 (Segmentation/Target Markets, Sports Media, and Branding) will be available from 6:00 am to 11:00 pm on Thursday, October 24\textsuperscript{th}. It must be proctored through ProctorU, or in person (11:00am in Library Info Lab 107AA). If ProctorU is used, it must be completed and submitted by 11:00 pm on Thursday, 10/24/19. |
### Module 3 (October 25 – December 12)

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<tr>
<th>Dates</th>
<th>Content</th>
<th>Assignments</th>
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</table>
| October 25 TO   | Jobs in Sports Marketing          | • Watch module content.  
• No reading assignments.  
• No case study assignments.  
• Complete the “Recent Alumni” video interviews assignment (see D2L Dropbox for instructions) by November 4th, 11:59pm.  
• Select a sports product for your Product Pitch. Email your product idea to Dr. Reese by 11:59pm on November 4th (reeejd1@sfasu.edu) |
| November 4      |                                   |                                                                                                                                             |
| November 5 TO   | Technology                        | • Watch module content and complete assigned readings.  
• Complete “Reading Quiz #8” by November 11th, 11:59 p.m.  
• Meet with your assign case study group for the case titled “eSports & AT&T” via Zoom and submit (via Dropbox) the Case Study Solutions assignment as a group by 11:59pm on November 11th. |
| November 11     |                                   |                                                                                                                                             |
| November 12 TO  | Sports Marketing Analytics        | • Watch module content and complete assigned readings.  
• Complete “Reading Quiz #9” by November 18th, 11:59 p.m.  
• Meet with your assign case study group for the case titled “Ticket Sales Outsourcing Decision Making” via Zoom and submit (via Dropbox) the Case Study Solutions assignment as a group by 11:59pm on November 18th.  
• Watch the Video Interview with the Houston Texans (Derek Beeman) and complete the “Interview Quiz #12” by November 18th, 11:59pm. |
| November 18     |                                   |                                                                                                                                             |
| November 19 TO  | Social Media                      | • Watch module content and complete assigned readings.  
• Complete “Reading Quiz #10” by November 22nd, 11:59 p.m.  
• Meet with your assign case study group for the case titled “Big Ten Social Media Strategy” via Zoom and submit (via Dropbox) the Case Study Solutions assignment as a group by 11:59pm on November 22nd. |
<p>| November 24     |                                   |                                                                                                                                             |</p>
<table>
<thead>
<tr>
<th>November 25 TO November 29</th>
<th>NO CLASS ASSIGNMENTS</th>
<th>HAPPY THANKSGIVING!!</th>
</tr>
</thead>
</table>
| **December 3**            | Product Pitch & Video Application | - Submit the Product Pitch written document to the D2L Dropbox by **Tuesday, December 3rd**, 11:59pm.  
- Complete the Product Pitch video presentation using Zoom and submit to the same Dropbox as the paper by **Tuesday, December 3rd**, 11:59pm.  
- Complete the Video Application by using the InterviewStream website by **Tuesday, December 3rd**, 11:59pm. |
| **Thursday, December 12** | Final Exam (Module 3 – Jobs, Tech., Analytics, Social Media, & Comprehensive) will be available from 6:00 am to 11:00 pm on Thursday, October 1st. It must be proctored through ProctorU, or in person (10:45 am in Library Info Lab 107AA). If ProctorU is used, it must be completed and submitted by 11:00 pm on Thursday, 12/12/19. | 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 |
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Rusche College of Business

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 it 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

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.

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/.

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.) 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.