Sports Promotion
Spring 2020 (revised)

MKT 362
3 credits

Tuesday, Thursday
8:00 am to 9:15 am
University Center, Room 304 B

Dr. Nathan Kirkpatrick, Ph.D.

Office: University Center, 303 C
Office Phone: 936-273-7525
Email: kirkpatrn@sfasu.edu

***Please feel free to make an appointment during my office hours (at the end of the syllabus) if you need to meet to discuss anything related to this course***

Department Webpages:
http://www.sfasu.edu/academics/colleges/business/academics/management-marketing/sports-business

Required Text:
16 Week Digital Subscription to the Sports Business Journal
https://www.sportsbusinessdaily.com/College-University/Subscribe/College-Subscription.aspx

Course Description:
This course covers concepts, techniques, research and strategy in sports promotion, advertising, and sales in the sports industry.
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Course Objectives:  
At the completion of the course, students will be able to:

1. Articulate an understanding of important content related to sports promotion and advertising.
2. Demonstrate a proficient knowledge of promotion, advertising, and marketing specific principles, content, and practices as a Nelson Rusche College of Business student.
3. Demonstrate a proficient knowledge of how promotion, advertising, and marketing content, principles, and practices connect to the sport industry on both a micro and macro level.
4. Understand better how to pursue realistic entry level careers in sports promotion, advertising, sales, sponsorship, and marketing.

Program and Student 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 in the Curriculum Management Handbook at http://www.sfasu.edu/academics/colleges/business/welcome/faculty-resources

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.
Class Policies:

1. **Academic Integrity:**
   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](http://www.sfasu.edu/policies/academic_integrity.asp)

2. **Professionalism:**
   A primary purpose of the Sports Business program in The Woodlands is to prepare students to work as professionals in the sport industry. Thus, it is imperative that students learn to conduct themselves in a professional manner. Students will be expected to display a certain level of professionalism, as outlined by the program’s professionalism standards (at the end of the syllabus). If a student is not meeting the appropriate level of professionalism, an initial meeting with the instructor will be scheduled to address the issue. If a lack of professionalism persists, as much as 10% (50 Points) may be deducted from a student’s final grade in the course.

3. **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/](http://www.sfasu.edu/disabilityservices/).
4. Attendance Policy:
Attendance will be taken at the start of each class. The purpose of attendance is to see which students attend class on a regular basis and are engaged in the course, and which students do not attend regularly and are not engaged. Each student gets two unexcused absences (non-SFA sponsored, non-medical with a doctor’s note). On the third unexcused absence, a 10% (50 Point) deduction will be assessed on a student’s final grade, with a 10% (50 Point) deduction (on a student’s final grade) assessed on every subsequent absence thereafter.

You are responsible for the information provided in class along with the readings from the SBJ and/or supplemental resources. If you are absent when materials are distributed, it is your responsibility to schedule a meeting with the instructor or obtain the information from another student.

***If you have a medical based absence, you have one week from the date of the medical visit to provide an electronic copy (scanned and emailed) of the doctor’s note to your instructor. If more than one week passes, this medical based absence turns into an unexcused absence and counts the same as any other unexcused absence based on attendance policy standards.***

5. Make up Policy:
When appropriate, it is the student’s responsibility to arrange for a makeup prior to the absence. The student is only allowed to make up an exam or quiz with prior consent of the professor (see exam policies below).

6. Assignment Review Policy

***After a specific assignment grade has been posted in Brightspace (D2L), a student has one week from the date of a posted grade to review or discuss the assignment with the instructor. A student wishing to review an assignment’s earned grade needs to schedule a meeting during instructor’s office hours. After a week has passed, the assignment and earned grade will not be discussed further throughout the semester or at the end of the semester.***

7. Communication:
SFASU email is the official mode of communication between the instructor and the student. The student is responsible for checking university email for any type of information that the instructor deems necessary. The use of Brightspace (D2L) is also required for readings, communication, assignment postings, and assignment submissions, unless otherwise noted.

Student use of cell phones, computers, and other related electronic devices is prohibited in class unless otherwise permitted by the instructor.
8. 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.

9. Student’s Responsibility and Time Requirements:
Students should always come to class prepared and ready to discuss assigned readings, note content, current sports marketing events, etc. Students are expected to read through and familiarize themselves with the Sports Business Journal and its content on a weekly basis. In addition, students have weekly assigned readings through the Sports Business Journal (and any other assigned industry reading sources), as well as consistent outside class preparation for major assignments, presentations, blog posts, and quizzes. These activities average at a minimum 6 hours of work each week to prepare outside of classroom hours.

10. Adjustment to Daily Schedule:
Inclement weather or other events beyond the control of the university that might cause risk or danger to students, faculty, and staff may occasionally result in changes to normal university operations, including cancellation of classes or events; the class schedule and/or calendar may be adjusted.

11. Announced changes in class supersede all syllabus, printed, or Brightspace/D2L posted information.

Course Requirements:
1. This course will consist primarily of exams, group article discussions, possible guest speakers, student led discussions, presentations, online blog posts, and in-class quizzes. All updates or changes to the schedule will be announced in class OR through SFASU email. It is the student’s responsibility to keep up with changes to the syllabus and calendar.
2. Sports industry readings will be assigned throughout the semester from the Sports Business Journal (SBJ) and other resources, and there will be seven quizzes associated with these assigned articles. A large part of a student’s grade will be in-class participation.
3. Two exams, seven SBJ reading quizzes, online blog posts, presentations, and student led discussion days will be conducted/administered/assigned during the semester.
4. Any typed document OR online blog post/forum post needs to always be typed in Times New Roman, 12-point font size, and double-spaced. All printed documents must always have an APA style cover page, page numbers, and an APA style reference page if applicable and required.
5. **There will be a strong emphasis placed on class discussion and interaction with the material and this will be reflected in both professionalism expectations as well as participation/engagement grades. During class/group discussions, full daily participation points will be awarded for an individual based on he/she providing multiple, substantive comments directly connected to these specific discussions.**

**Exam Policies:**
1. Exams will be based upon lecture content, assigned readings, and content from assigned SBJ articles.
2. All examinations must be completed in the assigned time. Therefore, PLEASE DO NOT BE LATE TO CLASS ON THE DAY OF AN EXAM. If a student arrives late for an exam and the first student finished with the exam has left the room, the late student will not be permitted to take the exam and will receive a **zero** for that exam.
3. Makeup exams may be arranged for university excused absences, family emergencies, or health related sicknesses only when approved by the professor, or when something is deemed worthy by the professor. The student must notify the professor of the university approved excuse, family emergency, or sickness **prior** to the scheduled absence or **as soon as possible.** It is the **student’s responsibility** to arrange for a makeup exam.
4. Any sign or case of cheating or academic dishonesty on an exam will result in an **automatic zero** and the student(s) may be subject to university discipline. We seek to have a culture of honesty and transparency as aspiring professionals in the sport industry.

**Summary of Assignments:**

**SBJ Article and Key Term Quizzes**
Students will have seven quizzes, in class, related to SBJ sports industry articles assigned and discussed in class, as well as key sport industry terms covered throughout the semester. More details to come…

**Student Discussion/Participation:** Each student will be graded at the end of the semester on his/her level of engagement, participation in discussion, and insightful information added to the discussion sessions (based on every week of discussions/group work). **ALL students are expected to read all assigned sport industry articles and articles from the “Sports Business Journal” (SBJ) and be prepared each class for discussion.** Full participation includes: engagement in class, positive attitude, respectfulness, strong work effort, speaking intellectually and articulately, providing insightful information in class discussions, contributing positively to class learning, attentiveness, consistently adding to the overall effectiveness of class interactions and conversations, and other related actions.

**SBJ Student Led Discussions**
Throughout the semester, students individually will lead SBJ article discussion days centered around sports promotion articles and content. Students will create a handout of questions (emailed out 24 hours in advance to the class), along with a detailed power point to guide the SBJ article discussions. More details to come…
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Advertising and Promotions Group Presentation  
All students will be divided up into research groups that analyze, break down, study, and present on major Spring 2020 sport properties and the sponsorship, advertising, and promotional work around the properties. There will be more to come on this…

Sport Sales Pitch  
Each student will present a sport sales pitch at the end of the semester, promoting and selling a product, goods, or service connected to the sport industry. There will be more to come on this…

Grading Policy/ Evaluation:  

<table>
<thead>
<tr>
<th>Points:</th>
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<tbody>
<tr>
<td>SBJ Article Quizzes</td>
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<tr>
<td>Student Participation</td>
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<td>SBJ Student Led Discussion Day</td>
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<td>Advertising and Promotions Group Presentation</td>
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<tr>
<td>Exam 1</td>
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<td>Exam 2 (cumulative)</td>
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*Total Possible Points: 500*

** (Failure to Meet Professionalism Standards Can Result in up to a 50 Point Deduction on a Student’s Final Grade) **

Grading Scale:

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<thead>
<tr>
<th>Grade</th>
<th>Points Range</th>
<th>Total Points</th>
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<tbody>
<tr>
<td>A</td>
<td>90-100</td>
<td>450-500</td>
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<tr>
<td>B</td>
<td>80-89</td>
<td>400-449</td>
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<tr>
<td>C</td>
<td>70-79</td>
<td>350-399</td>
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<tr>
<td>D</td>
<td>60-69</td>
<td>300-349</td>
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<td>F</td>
<td>0-59</td>
<td>0-299</td>
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<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics</th>
<th>Leaders/ Roles</th>
<th>Assignments</th>
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<tbody>
<tr>
<td>10</td>
<td>3/24/20</td>
<td>Assigned Reading(s) Related to Activation</td>
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<td></td>
<td>3/26/20</td>
<td>Sponsorship Activation/ Sponsorship Hindrances</td>
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<td>11</td>
<td>3/31/20</td>
<td>Assigned Article(s) Related to Sponsorship Challenges</td>
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<td></td>
<td>4/2/20</td>
<td>SBJ/Article Discussion Day 5</td>
<td>Students Lead</td>
<td>SBJ/Article Quiz 6</td>
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<tr>
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<th>Date</th>
<th>Event Description</th>
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<tr>
<td>12</td>
<td>4/7/20</td>
<td>Assigned Article(s) related to Sponsorship Reorganization</td>
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<td>4/9/20</td>
<td>Group Work Updates_ Q/A</td>
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<td>13</td>
<td>4/14/20</td>
<td>SBJ/Article Discussion Day 6</td>
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<td><strong>Students Lead</strong> SBJ/Article Quiz 7</td>
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<td></td>
<td>4/16/20</td>
<td>Super Bowl Group Presentation</td>
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<td>14</td>
<td>4/21/20</td>
<td>NBA All Star Weekend Group Presentation</td>
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<td>4/23/20</td>
<td>The NCAA Final Four Group Presentation</td>
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<td>15</td>
<td>4/28/20</td>
<td>The Master’s Group Presentation</td>
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<td>4/30/20</td>
<td>Exam 2 Review</td>
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<td>16</td>
<td>5/7/20</td>
<td>EXAM 2</td>
</tr>
</tbody>
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Note and article content from 1/21/20 - 4/16/20 and SBJ Article Discussions 1-6

Professionalism – n. – the skill, good judgement, and polite behavior that is expected from a person who is trained to do a job well.

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1. Punctuality
   - We expect all students to arrive to class early
     “If you are early, you are on time. If you are on time, you are late, and if you are late, it can often be due to selfishness.”
   - We expect students to put away their cell phones, headphones/earbuds/, hats, and laptops/tablets before class starts (unless specifically told otherwise by a professor)
   - Assignments/Submissions/Communications/Assigned Readings need to be completed and/or submitted prior to specific deadlines
   - Late submissions on any assignments will receive an automatic 50% deduction
   - All students are expected to arrive to class with paper, pen/pencil, and a laptop/tablet is optional (unless required by an instructor on any given day)

2. Anticipation of Problems
   - Students are expected to notify professors ahead of time (via email or in person) regarding any anticipated absence or tardy (excused or unexcused)

3. Professionally Appropriate Emails
   - Subject Line, Greeting or Salutation, Closing, Non-Texting Language/ Grammatically Correct
   - Respectful and Appropriate Tone

4. Appropriate Attire
   - Students are expected to dress in a way that shows appropriate and professional modesty. If a student’s attire is deemed inappropriate/unprofessional or causes distraction, then it will be addressed by the instructor on a case by case basis

5. Humility
   - Students are asked to receive teaching, instruction, and feedback with humility and to display this same humility in their dealings with others on campus and in related work environments
FACULTY SCHEDULE

TERM: Spring 2020   NAME: Dr. Nathan Kirkpatrick

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<thead>
<tr>
<th>Monday</th>
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<td><strong>Office Hours:</strong></td>
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<td>10:45 am-11:45 am</td>
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*Please note: There are times when I may have meetings/other appointments scheduled during these posted office hours.*

Please feel free to contact me with any questions or concerns, or if I can help you at all: kirkpatrwn@sfasu.edu. Thank you very much.