Fall 2021

MKTG 3362 001 “Sports Promotion” (formerly MKT 362)
Department of Management and Marketing
College of Business, Stephen F. Austin State University

Katie Blevins
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Office: Student Recreation Center, Admin Offices

Class Time: TR 12:30 – 1:45 p.m.
Class Location: BU 116
Office Hours: by appointment, in-person or online


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.

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 expected. Missed assignments and quizzes cannot be made up.

When joining a class via ZOOM
- You are expected to appear just as you would if attending the class in person. This means you are required to leave your camera on at all times.
- If you wouldn’t engage in that behavior in the traditional classroom, then it is not appropriate while Zooming into class from a distance.
- Select a location that is a quiet room free of distractions (for yourself and others).
- Avoid public spaces with customers milling in the background, road noises, etc.
- Dress in attire appropriate for the traditional classroom.
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- It is OK to mute your microphone if you are not speaking, however please try to avoid or eliminate background disruptions like pets, children, roommates, TV, music, and food.

**Grading Policy:** The course grade for this class will be determined from the scores on three exams, an SFA Athletics Sales Project, reading quizzes, group work, call center participation, and in-class assignments. 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 (3 exams)</td>
</tr>
<tr>
<td>SFA Athletics Sales Center</td>
<td>150 pts</td>
</tr>
<tr>
<td>Sales Pitch Presentation</td>
<td>55 pts</td>
</tr>
<tr>
<td>Reading Quizzes</td>
<td>165 pts (11 x 15 pts each)</td>
</tr>
<tr>
<td>Game Days</td>
<td>150 pts (6 group workdays x 25 pts each)</td>
</tr>
<tr>
<td>Kahoot participation/Class attendance</td>
<td>80 pts</td>
</tr>
<tr>
<td><strong>Total Points</strong></td>
<td>1000 pts</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 and short answer.

**SFA Athletics Sales Center and Sales Pitch Project:**

SFA Athletics had set up an opportunity for students to get real sales experience. Students will be required to go through sales training for SFA Athletics and participate in sales (details provided in class).

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

Total points possible = 205 pts (25.5% of final grade)

- Call Center/Attendance – 150 pts
- Sales Pitch Presentation – 55 pts

(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 the eleven assigned chapters (see calendar). Each quiz 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 165 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.
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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.

**Game Days:** There will be 6 Game day/group work days this semester. Students will be required to come
to class ready to discuss topics related to class. Students will work in groups of 3 or 4 to complete group
work. The groups will then provide their solutions in class and at the end of class in written form. Each in-
class group solution document is worth 25 points, for a total of 150 points. More details about this section
will be provided in class and on D2L.

**Kahoot participation/class attendance:** In class, students will be expected to participate in Kahoot style
games for reviews and informational quizzes related to the SFA Call Center project.

**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.

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
TR: 12:30 – 1:45pm

Module 1: Sales
Reading Assignments: Chapters 1, 2, 4, 5, 6

Aug. 24: Introduction / Syllabus / Assignments Overview
Aug. 26: Guest Speaker Chris Brantley & Chapter 1 Introduction to Sports Promotion & Sales
Aug. 31: GAME DAY 1 – MEET AT COLISEUM
Sept. 2: Chapter 1 Introduction to Sports Promotion & Sales
Sept. 7: Chapter 2 Principles for Sports Promotion
Sept. 9: Chapter 5 Sport Ticket Sales (Guest Dr. Reese)
Sept. 14: Chapter 4 Sports Sales Staff Training
Sept. 16: GAME DAY 2
Sept. 21: Chapter 6 Customer Service & Retention
Sept. 23: Exam Review & Note Check Day
Sept. 28: Module 1 Exam

Module 2: Promotions
Reading Assignments: Chapters 3, 10, 11
Sept. 30: Chapter 3 Sport Consumer Incentivization
Oct. 5: Chapter 10 Sport Licensing
Oct. 7: Chapter 11 E-Commerce as a Promotional Tool
Oct. 12: GAME DAY 4
Oct 14: Exam Review, & Note Check Day
Oct. 19: Module 2 Exam
Oct. 21: SALES PITCH GROUP WORK DAY

Module 3: Sponsorships
Reading Assignments: Chapters 7 – 9
Oct. 26: Chapter 7 Sport Sponsorship Fundamentals
Oct. 28: Chapter 8 Sport Sponsorship Sales
Nov. 2: Chapter 8 Sport Sponsorship Sales
Nov. 4: GAME DAY 5
Nov. 9: Chapter 9 Sport Sponsorship Activation
Nov. 11: Chapter 9 Sport Sponsorship Activation
Nov. 16: Sales project presentations
Nov. 18: Sales project presentations
NOV 23: HOLIDAY – NO CLASS
NOV 25: HOLIDAY – NO CLASS
Nov. 30: GAME DAY 6
Dec. 2: Review for Final Exam & note check
Dec. 9: Final Exam 10:30 a.m. – 12:30 p.m.

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.
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.