FALL 2021

MKT 458 001 “International Sports Marketing”
Department of Management, Marketing, and International Business
College of Business, Stephen F. Austin State University

Dr. Jason D. Reese
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Phone: 936-468–1465
Email: reesejd1@sfasu.edu
Class Time: Thursdays 4:00-6:30pm
Location: BU 161

Office Hours
Monday: 1:00pm–5:00pm (online)
Tuesday: 1:00-3:00pm
Wednesday: 1:00–3:00pm
Thursday: 2:00-4:00pm
Friday: By Appointment Only

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

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: 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

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. 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 classroom hours.

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, case study solutions and analysis, reading quizzes, Dropbox assignments, and kahoot.it 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</td>
</tr>
<tr>
<td>Global Sport Project</td>
<td>200 pts</td>
</tr>
<tr>
<td>Reading Quizzes</td>
<td>150 pts</td>
</tr>
<tr>
<td>Case Study Solutions &amp; Analysis</td>
<td>140 pts</td>
</tr>
<tr>
<td>Dropbox Assignments</td>
<td>70 pts</td>
</tr>
<tr>
<td>Kahoot.it In-Class Assignments</td>
<td>40 pts</td>
</tr>
<tr>
<td><strong>Total Points</strong></td>
<td><strong>1000 pts</strong></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.

IMPORTANT NOTE: If a student’s combined exam average after the second exam is failing (59.44% or below), then student must earn a passing grade (59.45% or higher) on the comprehensive final exam in order to pass the class with a D or better.

Global Sport Project: Students work in groups of three and 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 October 28th. A copy of the presentation should be submitted to the Dropbox on December 9th which is also the first date of presentations. There is no written requirement for this project.

The presentation is worth 200 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 topic and will be due by class time on the first day that topic is covered. Therefore, the student will need to read the topic before class in order to be prepared to participate in class discussions. The assigned readings are provided in the “Content” section of Bright Spaces (D2L). 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 topic. 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.

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 two-page summary of the case before coming to class on the day the case is discussed (see calendar below). Students will work in groups of 3 or 4 to find solutions to the cases presented. 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 20 points, for a total of 140 points. More details about this section will be provided in class and on Bright Spaces.
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Dropbox Assignments: There will be 7 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.

Kahoot.it In-Class Assignments: Every day we cover a topic, 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 topic 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 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.

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.
### MODULE 1 (Dates: August 26 - September 23)

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Content</th>
<th>Reading Assignment</th>
<th>Assessing Knowledge</th>
</tr>
</thead>
<tbody>
<tr>
<td>26-Aug</td>
<td>First Day Stuff &amp; Intro to International Sports Marketing</td>
<td>Industry Article &amp; Content</td>
<td>Module 1 - Topics 1 &amp; 2 (Reading 1 &amp; 2) &amp; New to the Board - Case Study</td>
<td>Reading Quiz &amp; Case Study Summary (Dropbox)</td>
</tr>
<tr>
<td>2-Sep</td>
<td>Case Study Day &amp; Basics of International Sport Business Trade</td>
<td>&quot;New to the Board&quot; Industry Article &amp; Content</td>
<td>Module 1 - Topic 2 (Reading 1 &amp; 2)</td>
<td>Reading Quizzes (Two) &amp; Case Study Summary (Dropbox)</td>
</tr>
<tr>
<td>9-Sep</td>
<td>Basics of International Sport Business Trade</td>
<td>Industry Article &amp; Content</td>
<td>Module 1 - Topic 2 (Reading 1 &amp; 2)</td>
<td>Reading Quizzes (Two) &amp; Case Study Summary (Dropbox)</td>
</tr>
<tr>
<td>16-Sep</td>
<td>Case Study Day &amp; The History of International Sport Business</td>
<td>&quot;Sport Licensing &amp; Internationalization&quot; Industry Article &amp; Content</td>
<td>Sport Licensing &amp; Internationalization - Case Study</td>
<td>Case Study Summary (Dropbox)</td>
</tr>
<tr>
<td>23-Sep</td>
<td>Exam 1 &amp; Case Study Day</td>
<td>&quot;NHL Expansion&quot;</td>
<td>NHL Expansion - Case Study</td>
<td>Exam &amp; Case Study Summary (Dropbox)</td>
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### MODULE 2 (Dates: September 30 - October 21)

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Content</th>
<th>Reading Assignment</th>
<th>Assessing Knowledge</th>
</tr>
</thead>
<tbody>
<tr>
<td>30-Sep</td>
<td>Globalization of Sport</td>
<td>Industry Article &amp; Content</td>
<td>Module 2 - Topic 1</td>
<td>Reading Quiz</td>
</tr>
<tr>
<td>7-Oct</td>
<td>Cultural Influences Surrounding Sport Marketing &amp; Innovative International Marketing e-Platforms</td>
<td>Industry Article &amp; Content</td>
<td>Module 2 - Topic 2 - Reading 1 &amp; 2 &amp; Module 2 - Topic 3</td>
<td>Reading Quiz (Two)</td>
</tr>
<tr>
<td>14-Oct</td>
<td>Case Study Day (two) &amp; Review for Exam</td>
<td>&quot;USA Wrestling&quot; &amp; &quot;Bloomberg Sports&quot;</td>
<td>&quot;USA Wrestling&quot; - Case Study &amp; &quot;Bloomberg Sports&quot; - Case Study</td>
<td>Case Study Summary (Dropbox) (Two)</td>
</tr>
<tr>
<td>21-Oct</td>
<td>Exam 2</td>
<td></td>
<td></td>
<td>Exam</td>
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</table>
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**MODULE 3 (Dates: October 28 - December 9)**

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Content</th>
<th>Reading Assignment</th>
<th>Assessing Knowledge</th>
</tr>
</thead>
<tbody>
<tr>
<td>28-Oct</td>
<td>Marketing Global Sport Properties &amp; Events</td>
<td>Industry Article, Content, &amp; Select Projects/Groups</td>
<td>Module 3 - Topic 1</td>
<td>Reading Quiz</td>
</tr>
<tr>
<td>4-Nov</td>
<td>International Sport Sponsorship &amp; Case</td>
<td>Industry Article &amp; Content &amp; &quot;Sponsorship Sales in Minor Sport&quot;</td>
<td>Module 3 - Topic 2 &amp; &quot;Sponsorship Sales in Minor Sport&quot; -Case Study</td>
<td>Reading Quiz &amp; Case Study Summary (Dropbox)</td>
</tr>
<tr>
<td>11-Nov</td>
<td>Olympics &amp; Case Study Day &amp; Global Sport Project Workday</td>
<td>Industry Article &amp; Content &amp; &quot;Olympic Sport Governance Structures&quot; &amp; Workday</td>
<td>Module 3 - Topic 3 &amp; &quot;Olympic Sport Governance Structures&quot; - Case Study</td>
<td>Reading Quiz &amp; Case Study Summary (Dropbox)</td>
</tr>
<tr>
<td>18-Nov</td>
<td>Global Sport Project Due for All Groups &amp; Presentation Day</td>
<td>Student Presentations</td>
<td>Groups 1 - 6 Present</td>
<td></td>
</tr>
<tr>
<td>2-Dec</td>
<td>Global Sport Project Presentation Day &amp; Review for Final Exam</td>
<td>Student Presentations</td>
<td>Groups 7 -11 Present</td>
<td></td>
</tr>
<tr>
<td>9-Dec</td>
<td>Final Exam</td>
<td></td>
<td>Exam</td>
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*150 minutes of activity will be required outside of class for the Global Sport Project.

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. Per SFA policy 5.4, the amount of work required per semester credit hour is two hours of outside work per hour of class time. Therefore, this class being a 3-hour credit (for fifteen weeks), you should spend 6 hours per week studying and completing outside of class work.
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General Student Policies:

Rusche College of Business

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](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/](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.
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University Resources

Throughout the course of the term, you may find yourself in need of some type of support. Please take note and, if needed, use the resources below:

**Academic Assistance Resource Center (AARC) Tutoring Services**
The AARC is an award-winning program that provides free peer tutoring for many entry-level courses. Some services provided by the AARC that you may find of benefit include online resources (including the Online Writing Lab [OWL]), on-call tutoring at walk-in tables, 1:1 appointments, student instructor groups, and learning teams. For additional information, go to [http://sfasu.edu/aarc](http://sfasu.edu/aarc).

**Center for Career and Professional Development**
The Center for Career and Professional Development exists to empower students and alumni to achieve life-long career success through individualized assistance, diverse career development programs, and collaboration with both internal and external partners concentrated on career goal achievements. For additional information, go to [http://www.sfasu.edu/ccpd](http://www.sfasu.edu/ccpd).

**Counseling Services**
Counseling Services assists SFA students in overcoming obstacles to their personal and academic goals through individual and group counseling for students and outreach, presentations, training, and consultation for the campus community. For additional information, go to [http://sfasu.edu/counselingservices](http://sfasu.edu/counselingservices).

**Counseling Clinic (Human Services)**
The SFASU Counseling Clinic is a service provided by the Department of Human Services Counselor Education Programs. It is a training clinic in which services are provided by graduate students who are in the Practicum and Internship portion of their education. All services are supervised by fully licensed Counselor Education faculty. The Stephen F. Austin State University (SFASU) Counseling Clinic combines a therapeutic and community focus which offers a full continuum of counseling care. The service is geared to each person's needs. Client progress is based on the person's ability to move through counseling according to individual readiness. For additional information, go to [http://www.sfasu.edu/humanservices/139.asp](http://www.sfasu.edu/humanservices/139.asp).

**COVID-19 Specific Resources**
For the most up-to-date information related to COVID-19, please reference the SFA COVID-19 webpage at [http://www.sfasu.edu/covid19](http://www.sfasu.edu/covid19).

**Crisis Resources**
Burke 24-hour crisis line: 1.800.392.8343
Suicide Prevention Lifeline: 1.800.273.TALK (8255)
Crisis Text Line: Text HELLO to 741-741

**Dean of Students Office**
The Dean of Students helps students when they are struggling, in-crisis, or just generally don’t know where to go. Students are encouraged to reach out when they need help with something on or off-campus and Dean of Students Office staff will assist them in navigating the issue or get them connected with the person or office that can help. Staff help to promote The SFA Way in everything they do. For additional information, go to [https://www.sfasu.edu/vpsa/85.asp](https://www.sfasu.edu/vpsa/85.asp).
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Financial Literacy
Student Financial Advisors are available to help you with your finances through one-on-one appointments, presentations, and workshops. Topics covered include budgeting, credit cards, debt management, insurance, identity theft, fraud prevention, investing, savings, retirement, banking, and paying for college. For additional information, go to http://www.sfasu.edu/studentaffairs/1691.asp.

Health Clinic
The Health Clinic offers a full range of medical services to enrolled or registered students. For additional information, go to http://sfasu.edu/life-at-sfa/health-safety/health-clinic.

Involvement Center
The SFA Involvement Center a one-stop shopping site for involvement on campus. The program is the center for student involvement on our campus, a distribution and receiving site for applications for any number of opportunities on campus and a place for involved students to meet, hang out and collaborate with other students. For additional information, go to http://www.sfasu.edu/studentaffairs/69.asp.

Nutrition Counseling (Dining Services)
Should you have a food allergy, specific dietary need, or simply want help learning more about healthy eating you are encouraged to meet with Dining Services’ Registered Dietitian. For additional information, go to https://dineoncampus.com/sfa/your-dietitian.

Research and Instructional Services (RIS)
Develop research skills from hands-on and classroom experience with the Research and Instructional Services department. For additional information, go to https://library.sfasu.edu/services#/research?_k=hjbdvf.

Sex- and Gender-based Misconduct Prevention, Support, and Response (Lumberjacks Care)
The university prohibits and will not tolerate sexual misconduct because such behavior violates the university's institutional values, adversely impacts the university's community interest, and interferes with the university's mission. The university also prohibits retaliation against any person who, in good faith, reports or discloses a violation of this policy, files a complaint, and/or otherwise participates in an investigation, proceeding, complaint or remediation. Once the university becomes aware of an incident of sexual misconduct, the university will promptly and effectively respond in a manner designed to eliminate the misconduct, prevent its recurrence and address its effects. To report an incident and/or seek support, go to https://www.sfasu.edu/lumberjacks-care/.

SFA Food Pantry
The SFA Food Pantry exists to reduce food insecurity on the SFA campus. For additional information, go to http://sfasu.edu/studentaffairs/1319.asp.

Technical Support
Brightspace by D2L Support: https://www.sfactl.com/student-support; d2l@sfasu.edu; 936.468.1919
Technical Support Center/Help Desk: https://help.sfasu.edu; helpdesk@sfasu.edu; 936.468.4357

Veterans’ Resource Center
The Veterans Resource Center (VRC) provides a space for veterans, dependents of veterans, and ROTC members to gather, socialize, and form relationships with others that can provide networks of support and access to veterans' resources provided by the university and outside agencies. For additional information, go to http://sfasu.edu/vrc/.