Summer 2021

MKT 362 500 “Sports Promotion”
Department of Management & Marketing
College of Business, Stephen F. Austin State University

Dr. Jason D. Reese
403B  McGee Business Bldg.
Phone: 936-468–1465
Email: reesejd1@sfasu.edu
Class Time: Online
Class Location: Online/D2L

Office Hours (all online)
Monday - Thursday: 1:30pm – 3:30pm
Or by Appointment


Catalog Description: Concepts, techniques, research and strategy in sports promotion and advertising in the sports industry. Prerequisite: junior standing.

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:

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.

Grading Policy: The course grade for this class will be determined from the scores on two exams, promotion project, reading quizzes, case study group solutions, and case study individual summaries. All grades will be averaged with the following weights:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Exams</td>
<td>400 pts</td>
</tr>
<tr>
<td>Promotion Project</td>
<td>275 pts</td>
</tr>
<tr>
<td>Reading Quizzes</td>
<td>150 pts</td>
</tr>
<tr>
<td>Case Study Group Solutions</td>
<td>125 pts</td>
</tr>
<tr>
<td>Case Study Individual Summaries</td>
<td>50 pts</td>
</tr>
<tr>
<td><strong>Total Points</strong></td>
<td>1000 pts</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%)
Summer 2021

D = 594.5-694.4 (59.45 – 69.44%)
F = 594.4 or below (59.44% or below)

Exams: There will be two exams. There will be a midterm and final exam, both worth 200 points (20%), and will only cover material in their respective modules. The final exam is not comprehensive. Exams will be a combination of multiple choice, matching, true/false, short answer, and essay questions.

Reading Quizzes: There will be a quiz for the eleven assigned chapters (see calendar) 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.

Promotion Project: Students will take the product, ticket program, or sponsorship program they used in the sales pitch and complete a written promotional plan for the selection. This will includes a plan for Integrated Marketing Communications. Topics of Advertising (including designing an advertising campaign, advertising scheduling, advertising mediums, and advertising message), Incentives, and other relevant promotional mix elements for the product selected. Students will complete this written document by June 23rd. This paper should be a 5-page brief and is worth 275 points.

Case Study Group Solutions: There will be five case studies introduced this semester. Students will be required to read each case study and complete a one page summary 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 25 points, for a total of 125 points. More details about this section will be provided in class and on Bright Space.

Case Study Individual Summaries: There will be five assignments this semester (see Case Study Group Solutions section above). Students will complete a one-page summary of the assigned case study prior to coming to class and working in groups. Each assignment will be worth 10 points toward the final course grade, for a total of 50 points.

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.
# TENTATIVE COURSE CALENDAR

## Module 1: Sales Foundation of Knowledge

<table>
<thead>
<tr>
<th>Dates</th>
<th>Content</th>
<th>Assignments</th>
</tr>
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</table>
| May 17 TO   | Chapter 1: Introduction to Sport Sales | • Read Get Started module content, notably syllabus and Semester Calendar.  
• Read module content.  
• Watch module content and complete assigned readings.  
• Complete the Student Information Sheet by May 23rd, 11:59 p.m.  
• Complete “Chapter 1 Reading Quiz” by May 23rd, 11:59 p.m.  
• Watch module content and complete assigned readings.  
• Case study titled “College Sport and Declining Stadium Attendance”:  
  ○ Complete a 1-page summary of the case study and submit (via Dropbox) by 11:59pm on May 23rd.  
  ○ Meet with your assign case study group for the case via Zoom and submit (via Dropbox) the Case Study Solutions assignment as a group by 11:59pm on May 23rd. |
| May 24 TO   | Chapter 2: Sales in the Sport Organization  
Chapter 3: Products & Pricing  
Chapter 4: Sport Sales Foundations | • Watch module content and complete assigned readings.  
• Complete ALL THREE quizzes - “Chapter 2 Reading Quiz”, “Chapter 3 Reading Quiz”, and “Chapter 4 Reading Quiz”, by May 30th, 11:59 p.m.  
• Case study titled “Experience, LLC: Filling the Best Seats in the House”:  
  ○ Complete a 1-page summary of the case study and submit (via Dropbox) by 11:59pm on May 30th.  
  ○ Meet with your assign case study group for the case via Zoom and submit (via Dropbox) the Case Study Solutions assignment as a group by 11:59pm on May 30th. |
| June 1 TO   | The Sales Process  
• Overview  
• Steps 1-2 | • Watch module content and complete assigned readings.  
Chapters 5 & 7 |
### Summer 2021

#### June 7 TO June 13

- **The Sales Process**
  - Steps 3-5
  - Chapters 8-10

- **Watch module content and complete assigned readings.**
- **Complete ALL THREE quizzes titled “Chapter 8 Reading Quiz”, “Chapter 9 Reading Quiz”, and “Chapter 10 Reading Quiz” by June 13th, 11:59 p.m.**

#### Monday, June 14th

- **Exam 1**

  Exam 1 (Chapters 1-5 and 7-10) will be available from 6:00 am to 11:00 pm on Monday, June 14th. It must be completed and submitted by 11:00 pm on Monday, 6/14/21. It must be proctored.

### Module 2: Advertising and Sponsorship

<table>
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<tr>
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<th>Content</th>
<th>Assignments</th>
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<tbody>
<tr>
<td>June 14 TO</td>
<td>Advertising &amp; Integrated Marketing Communications (no reading assignments)</td>
<td>• Watch module content and complete assigned readings.</td>
</tr>
<tr>
<td>June 20</td>
<td>Sponsorship Foundations &amp; Sales Process (Chapter 15)</td>
<td>• Send Promotion Project selection to Dr. Reese (<a href="mailto:reesejd1@sfasu.edu">reesejd1@sfasu.edu</a>) by June 20th, 11:59 p.m.</td>
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<tr>
<td></td>
<td>Sponsorship Activation (no chapter readings)</td>
<td>• Complete “Quiz 9” by June 20th, 11:59 p.m.</td>
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|             |                                        | • Two case studies. One titled “The Mud Run”. The other titled “From 70 Thousand to 7 Million”:
|             |                                        |   o For BOTH cases, complete a 1-page summary of the case study and submit (via Dropbox) by 11:59pm on June 20th. |
|             |                                        |   o For BOTH cases, meet with your assign case study group for the case via Zoom and submit (via Dropbox) the Case Study Solutions assignment as a group by 11:59pm on June 20th. |
| June 21 TO  | Sponsorship Case Study Promotion Project | • Watch module content and complete assigned readings.                        |
| June 23     |                                        | • Case study titled “PSU Naming Rights Dilemma”:
<p>|             |                                        |   o Complete a 1-page summary of the case study and submit (via Dropbox) by 11:59pm on June 23rd. |
|             |                                        |   o Meet with your assign case study group for the case via Zoom and submit (via Dropbox) the Case Study Solutions assignment as a group by 11:59pm on June 23rd. |
|             |                                        | • Work on Promotion Project.                                                 |</p>
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Details</th>
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<tr>
<td>Wednesday, June 23rd</td>
<td>Promotion Project DUE</td>
<td>• Promotional Project - Complete the written promotional plan (no oral presentation) and submit it to the appropriate Dropbox by <strong>Wednesday, June 23rd, 11:59pm</strong>.</td>
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<tr>
<td>Friday, June 25th</td>
<td>Final Exam (Advertising, Integrated Marketing Communications, Sponsorship Foundations, Sponsorship Sales Process, Sponsorship Activation) available from 6:00 am to 11:00 pm on Friday, June 25th. It must be completed and submitted by 11:00 pm on Friday, 6/25/21. It must be proctored.</td>
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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, this class being a 3-hour credit (for 6 weeks), you should spend 24 hours per week studying and completing class work.
General Student Policies:

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.
Summer 2021

MKTG 3362
Student Information Sheet

Name: ____________________________________________________________
Address: __________________________________________________________
Phone Number: _____________________________________________________
Email Address: ______________________________________________________
Major: _____________________________________________________________
Career Interests/Goals: ______________________________________________

Any classes taken online: If so which? ________________________________

Companies you have worked for: ______________________________________

SFA School Activities: ______________________________________________

I hereby certify that I have received a copy of the syllabus for MKTG 3362 for Summer 2021. I have read and understood all of the syllabus, and I further certify that I have met all the prerequisites as listed in the syllabus.

Signature:__________________ Date:__________________