Summer 2021

MKTG 4358 500 “International Sports Marketing”
Department of Management & Marketing
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: Online
Class Location: Online/D2L

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

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.

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]), a marketing plan, reading quizzes, and assignments. All grades will be averaged with the following weights:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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<tbody>
<tr>
<td>Exams</td>
<td>400 pts</td>
</tr>
<tr>
<td>Global Sport Project</td>
<td>240 pts</td>
</tr>
<tr>
<td>Reading Quizzes</td>
<td>150 pts</td>
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<tr>
<td>Case Study Group Solutions &amp; Analysis</td>
<td>140 pts</td>
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<tr>
<td>Case Study Individual Summaries</td>
<td>70 pts</td>
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<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)
Summer 2021
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 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, other IFs, 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 June 20th, at the latest. Students will work on the overview throughout the semester and complete the video recorded oral presentation by June 23rd. There is no written assignment for this project.

The project presentation is worth 240 points toward your final grade. There is no written assignment for this project. 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 reading and will be due by the time listed in D2L (midnight on day due). 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.

Case Study Group Solutions & Analysis: There will be seven case studies introduced this semester (almost one each week). Students will be required to read each case study and complete a one-page summary of the case before working in groups (see calendar below for due dates). Students will work in groups of 3 or 4 to find solutions to the cases presented. The groups will then provide their solutions in written form. Each group solution document is worth 20 points, for a total of 140 points. More details about this section will be provided in D2L.

Case Study Individual Summaries: There will be 7 assignments this semester (almost one each week). 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.

Late Work / Make-Up Policy: Assignments turned in late will not be accepted. Students missing assignments 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: Foundation of Knowledge

<table>
<thead>
<tr>
<th>Dates</th>
<th>Content</th>
<th>Assignments</th>
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<tr>
<td>May 17 TO</td>
<td>Introduction to International Sport Marketing</td>
<td>• Read Get Started module content, notably syllabus and Semester Calendar.</td>
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<tr>
<td>May 23</td>
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<td>• Read module content.</td>
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<td>• Watch module content and complete assigned readings.</td>
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<td>• Complete the Student Information Sheet by May 23rd, 11:59 p.m.</td>
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<td>• Complete “Quiz 1” by May 23rd, 11:59 p.m.</td>
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<td>• Case study titled “New to the Board”:</td>
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<td>o Complete a 1-page summary of the case study and submit (via Dropbox) by</td>
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<td>11:59pm on May 23rd.</td>
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<td>o Meet with your case study group for the case via Zoom and submit (via</td>
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<td>Dropbox) the Case Study Solutions assignment as a group by 11:59pm on</td>
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<td>May 23rd.</td>
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<tr>
<td>May 24 TO</td>
<td>Basics of International Sport Business Trade</td>
<td>• Watch module content and complete assigned readings.</td>
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<tr>
<td>May 30</td>
<td>AND The History of International Sport Business</td>
<td>• Complete BOTH “Quiz 2” and “Quiz 3” by May 30th, 11:59 p.m.</td>
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<td>• Case study titled “Sport Licensing &amp; Internationalization”:</td>
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<td>o Complete a 1-page summary of the case study and submit (via Dropbox) by</td>
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<td>11:59pm on May 30th.</td>
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<tr>
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<td>o Meet with your assign case study group for the case via Zoom and submit</td>
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<td>(via Dropbox) the Case Study Solutions assignment as a group by 11:59p</td>
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<td>m on May 30th.</td>
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<td>• Work on Exam 1 Review (see news section of D2L)</td>
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<tr>
<td>Tuesday,</td>
<td>Exam 1 – Module 1 Material</td>
<td>Exam 1 (Introduction to International Sport Marketing, Basics of International Sport Business Trade, and The History of International Sport Business) will be available from 6:00 am to 11:00 pm on Tuesday, June 1st. It must be completed and submitted by 11:00 pm on Tuesday, 6/1/21. The exam will be proctored through D2L using a</td>
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### Module 2: Globalization, Culture, & Technology

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<th>Content</th>
<th>Assignments</th>
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| **June 1**    | Globalization of Sport                            | • Watch module content and complete assigned readings.  
| **TO**        |                                                   | • Complete “Quiz 4” by June 6th, 11:59 p.m.  
| **June 6**    |                                                   | • Case study titled “NHL Expansion”:  
|               |                                                   |   o Complete a 1-page summary of the case study and submit (via Dropbox) by 11:59pm on June 6th.  
|               |                                                   |   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 6th.  
| **June 7**    | Cultural Influences Surrounding Sport Marketing   | • Watch module content and complete assigned readings.  
| **TO**        | AND Innovative International Marketing e-Platforms | • Complete ALL THREE quizzes titled “Quiz 5”, “Quiz 6”, and “Quiz 7” by June 13th, 11:59 p.m.  
| **June 13**   |                                                   | • Two case studies titled “USA Wrestling” and “Bloomberg Sports”:  
|               |                                                   |   o Complete TWO 1-page summaries of the case studies and submit (via Dropbox) by 11:59pm on June 13th.  
|               |                                                   |   o Meet with your assign case study group for the case via Zoom and submit (via Dropbox) BOTH of the Case Study Solutions assignments as a group by 11:59pm on June 13th.  
|               |                                                   | • Work on Exam 2 Review (see news section of D2L)  
| **Tuesday,**  | Exam 2 – Module 2 Material                        | **Exam 2 (Globalization of Sport, Cultural Influences Surrounding Sport Marketing, Innovative International Marketing e-Platforms)** will be available from 6:00 am to 11:00 pm on Tuesday, June 15th. It must be completed and submitted by 11:00 pm on Tuesday, 6/15/21. The exam will be proctored through D2L using a feature called Proctorio (see news section of D2L for more details).  
| **June 15**   |                                                   |
## Module 3: Global Brands & Events

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<tr>
<th>Dates</th>
<th>Content</th>
<th>Assignments</th>
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| June 14     | Marketing Global Sport Properties & Events   | • Watch module content and complete assigned readings.  
AND                                                      | • Watch two guest speaker videos (posted in D2L news section)  
International Sport Sponsorship  
AND                                                      | • Send Global Sport Project selection to Dr. Reese (reesejd1@sfasu.edu) by June 20th, 11:59 p.m.  
Global Sport Project                                                      | • Complete BOTH “Quiz 8” and “Quiz 9” by June 20th, 11:59 p.m.  
                                                                 | • Case study titled “Sponsorship Sales in Minor Sport”:  
o                                                      | o Complete a 1-page summary of the case study and submit (via Dropbox) by 11:59pm on June 20th.  
o                                                      | 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 20th.  
                                                                 | • Begin Global Sport Project by working on worksheets. |
| June 21     | Olympics                                     | • Watch module content and complete assigned readings.  
AND                                                      | • Complete “Quiz 10” by June 23rd, 11:59 p.m.  
Global Sport Project                                                      | • Case study titled “Olympic Sport Governance Structures”:  
o                                                      | o Complete a 1-page summary of the case study and submit (via Dropbox) by 11:59pm on June 23rd.  
o                                                      | 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.  
                                                                 | • Continue to work on the project worksheets. |
| Wednesday,  | Global Sport Project DUE                     | • Complete the oral presentation using Zoom (or other recording software) and submit link of recorded presentation to Dropbox by  
June 23                                                   | Wednesday, June 23rd, 11:59pm. There is no written assignment. |
| Friday,     | Final Exam (Module 3 – Marketing Global Sport Properties & Events,  
June 25                                                  | International Sport Sponsorship, Olympics, & Comprehensive) will be 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. The exam will be proctored through D2L using a feature called Proctorio (see news section of D2L for more details).

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 six 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.
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 4358 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:____________________