Fall 2023

MKTG 4358 500 “International Sports Marketing”
Department of Management & Marketing
Rusche College of Business, Stephen F. Austin State University

Dr. Yang Xu
403R McGee Business Bldg.
Phone: 936-468-1625
Email: xuy2@sfasu.edu
Class Time: Online
Class Location: Online/D2L

Office Hours
Tue/Thu: 10:30 am – 12:30 pm
Wed: 12:45 pm – 4:45 pm (online at https://sfasu.zoom.us/j/2624988569)
4:45 pm – 6:45 pm

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 is responsible for keeping up with all updates and announcements in the course. Course content on D2L will be updated every Wednesday. It is expected that the student log in to the D2L course site at least once a week.

Grading Policy: The course grade for this class will be determined from the scores on three exams, 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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</thead>
<tbody>
<tr>
<td>Exams</td>
<td>45 pts (3 exams = 15pts each)</td>
</tr>
<tr>
<td>Global Sport Project</td>
<td>20 pts</td>
</tr>
<tr>
<td>Case Study Group Solutions &amp; Analysis</td>
<td>15 pts (3 cases x 5 pts)</td>
</tr>
<tr>
<td>D2L discussion boards</td>
<td>20 pts (5 x 4 pts)</td>
</tr>
<tr>
<td><strong>Total Points</strong></td>
<td><strong>100 pts</strong></td>
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*Final grades will be determined using the policy outlined by the University:

- A = 89.45 – 100
- B = 79.45 – 89.44
- C = 69.45 – 79.44
- D = 59.45 – 69.44
- F = 59.44% or below
Grade Components

Exams: There will be three exams. The first exam, worth 15 points, will only cover material in module 1. The second exam, worth 15 points, will only cover material in module 2. The final exam, worth 15 points, will only cover material in module 3. Exams will be a combination of multiple choice, matching, true/false, and fill-in the blanks questions.

Global Sport Project: Students will choose to complete either a) a global market expansion plan for a sports brand (e.g., leagues, teams, sport apparel brands, etc. It can also be 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, World Athletics, FIBA, FINA, 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 October 27 at the latest. Students will work on the overview throughout the semester and complete the video recorded oral presentation by December 6. There is no written assignment for this project. The project is worth 20 points toward your final grade.

Case Study Group Solutions & Analysis: There will be 3 case studies introduced this semester. Students will be required to read each case study and provide their solutions in written form. Each group solution document is worth 5 points, for a total of 15 points. More details about this section will be provided in D2L.

D2L discussion boards: There will be 5 discussion board assignments (4 points each) throughout the semester. Instruction for each discussion post can be found on D2L at “Course Tools” -> “Discussions”.

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.

Group work: For the case studies and Global Sports Project, students have the option to work in groups (maximum 3 students in each group). Each group only needs to turn in 1 submission of each case study/presentation video. Everyone in the same group will automatically receive the same grades on the same assignment.

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**

<table>
<thead>
<tr>
<th>Week &amp; Date</th>
<th>Topic</th>
<th>Notes*</th>
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</thead>
<tbody>
<tr>
<td><strong>Module 1</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>8/28-9/3</td>
<td>Introduction to International Sport Business</td>
</tr>
<tr>
<td>2</td>
<td>9/4-9/10</td>
<td>The History of International Sport Business</td>
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<tr>
<td>3</td>
<td>9/11-9/17</td>
<td>Basics of International Sport Business Trade</td>
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<tr>
<td>4</td>
<td>9/18-9/24</td>
<td>Understanding Global Sport Consumers</td>
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<tr>
<td>5</td>
<td>9/25-10/1</td>
<td><strong>Exam 1</strong></td>
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<tr>
<td><strong>Module 2</strong></td>
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<tr>
<td>6</td>
<td>10/2-10/8</td>
<td>Globalization of Sport</td>
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<tr>
<td>7</td>
<td>10/9-10/15</td>
<td>Cultural Influences Surrounding Sports</td>
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<tr>
<td>8</td>
<td>10/16-10/22</td>
<td>Social Media in International Sport Marketing</td>
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<tr>
<td>9</td>
<td>10/23-10/29</td>
<td>Innovations in International Sports</td>
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<tr>
<td>10</td>
<td>10/30-11/5</td>
<td><strong>Exam 2</strong></td>
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<tr>
<td><strong>Module 3</strong></td>
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<tr>
<td>11</td>
<td>11/6-11/12</td>
<td>Global Marketing Mix</td>
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<tr>
<td>12</td>
<td>11/13-11/19</td>
<td>Sponsorship in International Sports Marketing</td>
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<tr>
<td>13</td>
<td>11/20-11/26</td>
<td>Thanksgiving Break</td>
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<tr>
<td>14</td>
<td>11/27-12/3</td>
<td>Ambush Marketing</td>
</tr>
<tr>
<td>15</td>
<td>12/4-12/10</td>
<td>Watch the presentations and respond to discussion questions (DB5)</td>
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<tr>
<td>16</td>
<td>12/11-12/15</td>
<td><strong>Exam 3</strong></td>
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**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 is a 3-hour credit (for 16 weeks), you should spend 9 hours per week studying and completing class work.**

*Every deadline in this course is 11:59 pm on a Tuesday.*
General Student Policies:

Academic Integrity (4.1)

The Code of Student Conduct and Academic Integrity outlines the prohibited conduct by any student enrolled in a course at SFA. It is the responsibility of all members of all faculty, staff, and students to adhere to and uphold this policy.

Articles IV, VI, and VII of the new Code of Student Conduct and Academic Integrity outline the violations and procedures concerning academic conduct, including cheating, plagiarism, collusion, and misrepresentation. Cheating includes, but is not limited to: (1) Copying from the test paper (or other assignment) of another student, (2) Possession and/or use during a test of materials that are not authorized by the person giving the test, (3) Using, obtaining, or attempting to obtain by any means the whole or any part of a non-administered test, test key, homework solution, or computer program, or using a test that has been administered in prior classes or semesters without permission of the Faculty member, (4) Substituting for another person, or permitting another person to substitute for one’s self, to take a test, (5) Falsifying research data, laboratory reports, and/or other records or academic work offered for credit, (6) Using any sort of unauthorized resources or technology in completion of educational activities.

Plagiarism is the appropriation of material that is attributable in whole or in part to another source or the use of one’s own previous work in another context without citing that it was used previously, without any indication of the original source, including words, ideas, illustrations, structure, computer code, and other expression or media, and presenting that material as one’s own academic work being offered for credit or in conjunction with a program course or degree requirements.

Collusion is the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any provision of the rules on academic dishonesty, including disclosing and/or distributing the contents of an exam.

Misrepresentation is providing false grades or résumés; providing false or misleading information in an effort to receive a postponement or an extension on a test, quiz, or other assignment for the purpose of obtaining an academic or financial benefit for oneself or another individual or to injure another student academically or financially.

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 coursework 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 to compute the grade point average. For additional information, go to https://www.sfasu.edu/policies/course-grades-5.5.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), 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 promptly may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.
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On-campus Resources:
The Dean of Students Office (Rusk Building, 3rd floor lobby)
www.sfasu.edu/deanofstudents
936.468.7249
dos@sfasu.edu

SFA Human Services Counseling Clinic Human Services, Room 202
www.sfasu.edu/humanservices/139.asp
936.468.1041

The Health and Wellness Hub “The Hub”
Location: corner of E. College and Raguet St.

To support the health and well-being of every Lumberjack, the Health and Wellness Hub offers comprehensive services that treat the whole person – mind, body and spirit. Services include:

- Health Services
- Counseling Services
- Student Outreach and Support
- Food Pantry
- Wellness Coaching
- Alcohol and Other Drug Education

www.sfasu.edu/thehub
936.468.4008
thehub@sfasu.edu

Crisis Resources:

- Burke 24-hour crisis line: 1.800.392.8343
- National Suicide Crisis Prevention: 9-8-8
- Suicide Prevention Lifeline: 1.800.273.TALK (8255)
- jobCrisis Text Line: Text HELLO to 741-741

Student Wellness and Well-Being

SFA values students’ overall well-being, mental health and the role it plays in academic and overall student success. Students may experience stressors that can impact both their academic experience and their personal well-being. These may include academic pressure and challenges associated with relationships, emotional well-being, alcohol and other drugs, identities, finances, etc.

If you are experiencing concerns, seeking help, SFA provides a variety of resources to support students’ mental health and wellness. Many of these resources are free, and all of them are confidential.