FALL 2023

MKTG 5362 720 “Revenue Generation in Sports”
Department of Management and Marketing
College of Business, Stephen F. Austin State University

Dr. Yang Xu
137A McGee Business Bldg.
Phone: 936-468–1625
Email: xuy2@sfasu.edu
Class Time: Wednesdays –6:45 pm-9:15 pm
Class Location: BU121 or Zoom
(https://sfasu.zoom.us/j/2624988569), & 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 and Materials: No Required Textbook – Reading Material Provided Through Bright Spaces (D2L)

Catalog Description: This course will investigate the major revenue sources for professional, collegiate, amateur, and youth sports and recreation organizations. These include sponsorship sales and activation, ticketing, licensing, broadcasting rights revenue, fundraising and development, and other revenue sources. There will be a heavy focus on sales, personal selling, sales management, and customer relationship management technologies.

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 related to common revenue sources in the sport industry, as indicated by performance on tests, projects, and assignments.

2) Demonstrate the ability to apply these terms and concepts to scenarios in the sport industry, as indicated by performance on tests, projects, and assignments.

3) Demonstrate preparation to comprehend the basic revenue generation concepts and functions, as indicated by overall performance in preparation and presentation of projects, including sponsorship sales and activation, ticketing, licensing, broadcasting rights revenue, fundraising and development, and other revenue sources

4) Demonstrate preparation of evaluation tools for campaigns related to revenue generation, 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 and multimedia. Students have significant weekly reading assignments. These activities average a minimum of 6 hours of work each week to prepare outside of class hours. Attendance is not mandatory but missed assignments and quizzes cannot be made up.
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Grading Policy: The course grade for this class will be determined from the scores on two exams (one for each module), reading quizzes, and a final revenue generation project. 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 (2 exams = 200pts each)</td>
</tr>
<tr>
<td>Revenue Generation Project</td>
<td>350 pts</td>
</tr>
<tr>
<td>Reading Quizzes</td>
<td>150 pts</td>
</tr>
<tr>
<td>In-Class Assignments and Case Studies</td>
<td>100 pts</td>
</tr>
<tr>
<td><strong>Total Points</strong></td>
<td><strong>1000 pts</strong></td>
</tr>
</tbody>
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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)

**Grade components:**

**Exams:** There will be two exams; Module 1 and Module 2 exam. There is no Module 3 exam. Each exam is worth 200 points (20%). Exams will be a combination of multiple choice, matching, true/false, short answer, and essay questions.

**Revenue Generation Project:** At the end of the semester, students will conduct a revenue generation project over a sport industry topic. Example topics could include sponsorship sales and activation, ticketing, licensing, broadcasting rights revenue, fundraising and development, etc. This project will include a written report as well as an oral presentation. The oral presentation is worth 150 points (15%) and the written plan is worth 200 points (20%) of the course final grade. Grading rubrics will be provided to students prior to the project beginning. The project may be an individual or a group (3 students or less) assignment.

**Reading Quizzes:** There will be a quiz for each assigned reading. The reading material is posted on D2L. Each quiz will be equally weighted based on the total reading quizzes grade of 150 points (15%). Quizzes will be administered on Brightspace. Students can find these listed under the quizzes tab. Due dates are listed on Brightspace.

**In-Class Assignments and Case Studies:** 100 points (10%) of the student's final grade will come from activities assigned during normal class time and case studies. These assignments could include both individual and group work.

- 50 points (50%) of this grade category is determined by the student's overall preparedness and participation in discussions. Students who do not come prepared nor participate in discussions will receive point deductions in this category. Students who cannot attend class meetings or Zoom streaming can participate via online discussions (250-word count minimum each) which will occur in the Discussion Board section of Brightspace.

- The other 50 points (50%) will come from the analysis and participation in the assigned case studies throughout the semester. Assessment for these case studies will vary. These case studies may be individual or group (3 students or less) assignments.
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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>Module 1</th>
<th><strong>Dates</strong></th>
<th><strong>Topic</strong></th>
<th><strong>Assignments</strong></th>
</tr>
</thead>
</table>
|          | Aug 30    | Introduction to Revenue Generation | • Read the syllabus.  
• Complete assigned readings.  
• Submit the Student Information Video upload to the Discussion Board by August 30 by 11:59 pm, if you are not in person/Zoom. |
|          | Sep 6     | Personal Selling | • Complete assigned readings.  
• Complete “Reading Quiz #1” by Sep 6 by 5:00pm |
|          | Sep 13    | Sales Management | • Complete assigned readings.  
• Complete “Reading Quiz #2” by Sep 13 by 5:00pm |
|          | Sep 20    | Ticketing Revenue | • Complete assigned readings.  
• Complete “Reading Quiz #3” by Sept 20 by 5:00pm  
• Complete discussion board post on D2L by 11:59 pm on Sep 22 |
|          | Sep 27    | Customer Relationship Management Technologies | • Complete assigned readings.  
• Complete “Reading Quiz #4” by Sep 27 by 5:00pm |
|          | Oct 4     | Licensing and Merchandise Revenue | • Complete assigned readings.  
• Complete “Reading Quiz #5” by Oct 4 by 5:00pm |
|          | Oct 11    | **Exam 1 – Module 1 Material** | **Exam 1 will be on October 11 starting at 6am through a D2L.**  
**The exam must be completed by 11:59pm.** |
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#### Module 2

<table>
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<tr>
<th>Dates</th>
<th>Content</th>
<th>Assignments</th>
</tr>
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</table>
| Oct 18      | Fundraising and Development                  | • Complete assigned readings.  
• Complete “Reading Quiz #6” by October 18 by 5:00pm                                                                                     |
| Oct 25      | Broadcasting Rights Revenues                 | • Complete assigned readings.  
• Complete “Reading Quiz #7” by October 25 by 5:00pm  
• Complete discussion board post on D2L by 11:59 pm on Sep 22                                                                             |
| Nov 1       | Sponsorship Sales                            | • Complete assigned readings.  
• Complete “Reading Quiz #8” by Nov 1 by 5:00pm                                                                                         |
| Nov 8       | Sponsorship Activation                       | • Complete assigned readings.  
• Complete “Reading Quiz #9” by Nov 8 by 5:00pm                                                                                         |
| Nov 15      | Contemporary Issues in Revenue Generation in Sports | • Complete assigned readings.  
• Complete “Reading Quiz #10” by Nov 15 by 5:00pm  
• Sign up for oral presentation times. All presentations will be in person or via Zoom.                                               |
| Nov 20-24   | Thanksgiving Break                           | No classes                                                                                                                               |

#### Module 3 – Revenue Generation Project

<table>
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<tr>
<th>Dates</th>
<th>Content</th>
<th>Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov 29</td>
<td>Exam 2 – Module 2 Material</td>
<td>Exam 2 will be available on November 14 starting at 6am through D2L. The exam must be completed and submitted by 11:59 pm</td>
</tr>
</tbody>
</table>
| Dec 6       | Revenue Generation Project                   | • Written due on **Dec 6 by 11:59 pm.**  
• Oral Presentations begin – All presentations will be in person or via Zoom. Sign up on Nov 15.                                        |
| Dec 13      | Final wrap-up class – Conclusions and Take-Aways | ☐ Revenue Generation Project  
Oral Presentations (if needed)                                                                                                         |

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 16 weeks), approximately 3 hours of face-to-face, Zoom livestream, or online asynchronous instruction per week will occur. In addition, you should spend at minimum 6 hours per week studying and completing class work.
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
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(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/.

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.

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