Summer 2023

MKTG 3358 500 “Sports Marketing”
Department of Management & Marketing
Rusche College of Business, Stephen F. Austin State University

Dr. Yang Xu
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Phone: 936-468–1625
Email: xuy2@sfasu.edu
Class Time: Online
Class Location: Online/D2L

Office Hours
Mon–Thu: 7:00 am – 9:00 am (online)
Or by appointment

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

Catalog Description: This course deals with topics and issues involved in the production, pricing, promotion, and delivery of sports products. The course is designed to provide students with theoretical and practical knowledge of marketing principles and techniques, and issues confronting professionals in sports businesses. Class requirements include reading assigned articles and/or book chapters and participation in both lecture and in-class activities to facilitate an engaging learning environment.

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) explain key sports marketing theories and how they can be used in the sports industry, (2) develop marketing plans for sport products/organizations, (3) identify marketing strategies that have been practiced in the sports industry, (4) conduct data-driven marketing research, (5) understand the psychological process in which sport consumers become sport fans, (6) determine the value and activation of sport sponsorships and ambush marketing.

Student 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 day.

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>
</tr>
</thead>
<tbody>
<tr>
<td>Exams</td>
<td>40 pts (2 exams = 20 pts each)</td>
</tr>
<tr>
<td>Marketing Plan Presentation</td>
<td>30 pts</td>
</tr>
<tr>
<td>Marketing data analysis exercise</td>
<td>10 pts</td>
</tr>
<tr>
<td>D2L discussion boards</td>
<td>20 pts (4 x 5 pts)</td>
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Total Points 100 pts

*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
Summer 2023

Grade Components

Exams: There will be two exams. Each exam is worth 20 points. The exams are non-cumulative. Exams will be a combination of multiple choice, matching, true/false, and fill-in-the-blanks questions.

Marketing Plan Presentation: The objective of this project is to train students to utilize the knowledge gained from the course in marketing practice. Students will choose the brand/product they would like to work on, and record an 8-15-minute marketing plan presentation. The link to the video recording (Zoom recording is recommended) will be uploaded as the submission. Please refer to the project instruction document on D2L for more instructions. Students have the option to work on this assignment either individually or in a self-selected group. The maximum group size will be 4 people. Each group only needs to make 1 submission (with everyone’s full name). Everyone in the group will receive the same exact grade for the assignment.

Marketing data analysis exercise: Using data provided, and information located through database resources, students will complete an assigned consumer research project. This special module will comprise hands-on experience with analyzing and interpreting ‘real world’ data. The final project will include analyzing consumer data using basic descriptive statistics and correlational analysis and preparing a brief report with information about target consumers’ demographic characteristics and behavioral trends. Additional instructions will be provided during the semester. Students have the option to work on this assignment either individually or in a self-selected group. The maximum group size will be 4 people. Each group only needs to make 1 submission (with everyone’s full name). Everyone in the group will receive the same exact grade for the assignment.

D2L discussion boards: There will be 4 discussion board assignments (5 points each) throughout the semester. Instruction for each discussion post can be found on D2L at “Course Tools” -> “Discussions”. After each discussion post, students are required to reply to at least one classmate’s post under the same topic. Failure to reply will result in a deduction of 2 points.

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.
<table>
<thead>
<tr>
<th>Week &amp; Date</th>
<th>Topic</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 5/29-6/4</td>
<td>Intro to Sports Marketing</td>
<td>DB1 due Jun 4</td>
</tr>
<tr>
<td>2 6/5-6/11</td>
<td>Strategic Marketing Management</td>
<td></td>
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<tr>
<td></td>
<td>Understanding the Sports Consumer</td>
<td></td>
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<td></td>
<td>Marketing Research in Sports</td>
<td>DB2 due Jun 7</td>
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</tbody>
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**Exam 1 on Jun 12**

<table>
<thead>
<tr>
<th>Week &amp; Date</th>
<th>Topic</th>
<th>Notes</th>
</tr>
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<tbody>
<tr>
<td>3 6/12-6/18</td>
<td>Sport Marketing Mix</td>
<td></td>
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<tr>
<td></td>
<td>Branding in Sports</td>
<td>Topic for Marketing Plan Presentation due Jun 16</td>
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<td></td>
<td>Data Analysis in Sport Marketing</td>
<td>Data analysis due Jun 18</td>
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<tr>
<td>4 6/19-6/25</td>
<td>Sport Sponsorship</td>
<td></td>
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<td></td>
<td>Ambush Marketing in Sport</td>
<td>DB3 due Jun 23</td>
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<tr>
<td>5 6/26-6/30</td>
<td>Working on the Marketing Plan Presentation</td>
<td>Presentation video recording due Jun 26</td>
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<td></td>
<td>Watch others’ presentations and ask presenters questions (DB4)</td>
<td>DB4 due Jun 28</td>
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**Exam 2 (Final) on Jun 30**

**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 5 weeks), you should spend 28 hours per week studying and completing class work.**

*Every deadline in this course is at 11:59 pm.*
Summer 2023

Rusche College of Business

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.

Mental Health and Wellness

SFA values students' mental health and the role it plays in academic and overall student success. 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.

On-campus Resources:

SFA Counseling Service www.sfasu.edu/counselingservices
Health and Wellness Hub (corner of E. College and Raguet)
936.468.2401
Summer 2023
SFA Human Services Counseling Clinic [www.sfasu.edu/humanservices/139.asp](http://www.sfasu.edu/humanservices/139.asp) Human Services, Room 202 936.468.1041

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