MKT 3358-002 “Sports Marketing”  
Department of Management and Marketing  
College of Business, Stephen F. Austin State University

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Office: 403jj McGee Business Building  
Office Hours: M/W: 12:30PM – 2:15PM; T/R: 9AM – 12:15PM  
Department: Management and Marketing  
Class meeting time and place: T/R 12:30 PM - 1:45 PM, BUS 455

Course Description  
Marketing concepts, theories and practices in the sports industry. Topics include the unique qualities of the sports industry in relation to business and marketing strategy, including the product, promotion, pricing and distribution practices of sports marketing.

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 Marketing, sports and business terms and concepts that are significant within the fields of Marketing and Sports Marketing, to be measured by performance on examinations.  
2) Understand the ideas and reasoning that underlie these concepts, to be measured by performance on examinations.  
3) Demonstrate how to apply and use these concepts in Marketing, Sports Marketing, and/or business, to be measured by performance on examinations and the term project.  
4) Demonstrate preparation for entry into a career in Sports Marketing, to be measured by overall performance in meeting the course requirements.

Text and Materials  
Packback Account- Participation is a requirement for this course, and the Packback Questions platform will be used for online discussion about class topics. Packback Questions is an online community where you can be fearlessly curious and ask open-ended questions to build on top of what we are covering in class and relate topics to real-world applications. Details to be released in Class.

Attendance Policy  
Students may be excused from attendance for reasons such as health, family emergencies, or student participation in approved university-sponsored events. When possible, however, students are responsible for students should notifying their instructors in advance, when possible, for excusable absences. Students are responsible for providing documentation in a timely manner to the instructor for each absence. The instructor determines whether such documentation is satisfactory. Whether absences are excused or unexcused by the instructor, a student is still responsible for all course content and assignments.

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.

Grading Policy  
The course grade for this class will be determined from the scores on the following exams, quizzes, and assignments.

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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<tbody>
<tr>
<td>Exams</td>
<td>200 pts (2 exams = 100 pts each)</td>
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<tr>
<td>Weekly Discussions</td>
<td>140 pts (10 discussions = 14 pts each)</td>
</tr>
<tr>
<td>Group Marketing Project (phases 1-6)</td>
<td>260 pts</td>
</tr>
<tr>
<td>Front Office Sports Learning</td>
<td>100 pts (2 Modules = 50 pts each)</td>
</tr>
<tr>
<td>Case Study Solutions</td>
<td>200 pts (4 case studies = 50 pts each)</td>
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</tbody>
</table>
Individual Case Study Summaries

100 pts (4 summaries = 25 pts each)

Total Points

1000 pts

*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)

Course Requirements

Midterm and Final Exam
Alignment with Course Learning Objectives: #1, #2, #3
Exams will primarily assess your knowledge of course concepts and your ability to perform certain specific skills specific to sport marketing. These exams will be made up of True/False, multiple choice, short answer, and essay questions. The exams will include material from the lectures, readings, and guest speakers. The final exam is not comprehensive.

Weekly Discussions
Alignment with Course Learning Objectives: #1, #2, #3, #4
Discussions will serve as an assessment of student comprehension as it pertains to the course content for a given week. Discussions will then be used in class to spark further insight into a given topic.

Group Marketing Project
Alignment with Course Learning Objectives: #1, #2, #3
The goal of the assignment is to develop a customized (not currently in existence) Strategic Sport Marketing Plan for any team in the following sport categories: NWSL, WNBA, NBA, MLS, NFL, NHL or MLB. More details to be discussed in class along with phases 1-6 for the project.

Front Office Sports Learning
Alignment with Course Learning Objectives: #1, #2, #3
Students will complete a series of complimentary, interactive courses designed to help professionals stay on top of today’s ever-changing sports landscape. Specifically, students will complete the following courses: Sport Marketing Essentials and Crypto in Sports Essentials.

Case Studies + Individual Summaries
Alignment with Course Learning Objectives: #1, #2, #3, #4
Throughout the semester, students will give multiple case studies to complete with their marketing team. In addition to an individual reading summary, students will be evaluated on their ability to apply marketing concepts learned in class to solve problems and create solutions given particular scenarios.

General Student Policies:

Academic Integrity (4.1)
Academic integrity is the responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways, including instruction on the components of academic honesty and 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/studentacademicdishonesty-4.1.pdf.
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](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/](http://www.sfasu.edu/disabilityservices/).

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](http://www.sfasu.edu/counselingservices)
Health and Wellness Hub (corner of E. College and Raguet)
936.468.2401

**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

**Course Calendar**

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<thead>
<tr>
<th>Week</th>
<th>Class Topic</th>
<th>Assignments</th>
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<tbody>
<tr>
<td>Week 1</td>
<td>Welcome Establishing Social Norms</td>
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<td>Jan 18th</td>
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<tr>
<td>Week 2</td>
<td>Intro to Sport Marketing: Definition, Evolution, Uniqueness</td>
<td>Discussion #1</td>
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<td>Jan 23rd/25th</td>
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<td>Week 3</td>
<td>Brand Management</td>
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<td>Jan 30th/Feb 1st</td>
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<td>Week 4</td>
<td>Understanding Sport Consumer Behavior</td>
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<td>Feb 6th/Feb 8th</td>
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Updated: January 2024
| Week 5  | Feb 13<sup>th</sup>/Feb 15<sup>th</sup> | Marketing Information and Analytics; Consumer Segmentation | Discussion #4  
Case Study #2: Marketing to the 21<sup>st</sup> Century Family |
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<td>Week 6</td>
<td>Feb 20&lt;sup&gt;th&lt;/sup&gt;/Feb 22&lt;sup&gt;nd&lt;/sup&gt;</td>
<td>Creating the Marketing Mix (4 P’s)</td>
<td>Discussion #5</td>
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| Week 7  | Feb 27<sup>th</sup>/Feb 29<sup>th</sup> | Sport Product and Pricing Strategies | Discussion #6  
Case Study #3: Leveraging Ticket Subscription Packages to create Long-Term Customer Value  
Front Office Sports: Crypto in Sport Essentials. |
| Week 8  | March 5<sup>th</sup>/March 7<sup>th</sup> | Midterm Review  
Midterm | Midterm |
| Week 9  | March 12<sup>th</sup>/March 14<sup>th</sup> | Spring Break |  |
| Week 10 | March 19<sup>th</sup>/March 21<sup>st</sup> | Place and Sport Facilities | Discussion #7 |
| Week 11 | March 26<sup>th</sup> | Promotional Mix  
Easter Break March 28<sup>th</sup> | Discussion #8 |
| Week 12 | April 2<sup>nd</sup>/April 4<sup>th</sup> | Public Relations | Discussion #9  
Case Study #4: Corporate Reputation and Cause-Related Marketing in Professional Sports: The Case of Devon Still and the Cincinnati Bengals |
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<tr>
<th>Week 13</th>
<th>Developing a Strategic Sport Marketing Plan</th>
<th>Discussion #10</th>
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<tbody>
<tr>
<td>April 9th / April 11th</td>
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<td>Week 14</td>
<td>Project Development Phases 1-3</td>
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<td>April 16th / April 18th</td>
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<tr>
<td>Week 15</td>
<td>Project Development Phases 4-6</td>
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<tr>
<td>April 23rd / April 25th</td>
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<tr>
<td>Week 16</td>
<td>Marketing Plan Presentations</td>
<td>Strategic Marketing Plan Paper and Presentations</td>
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<td>April 30th / May 2nd</td>
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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.