MKT 3362 500
Sports Promotion

Name: Dr. Derek Walton
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Office: 403 JJ, McGee Business Building
Office Hours: Virtual by appointment
Department: Management and Marketing
Class meeting time and place: Online/D2L

Course Description
Concepts, techniques, research and strategy in sports promotion and advertising in the sports industry. Prerequisite: junior standing.

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
1) Identify the terms and concepts that are commonly used in sports promotion and advertising, as indicated by performance on tests, projects, and assignments.
2) Demonstrate knowledge about the relationships which underlie these terms and concepts, as indicated by performance on tests, projects, and assignments.
3) Demonstrate preparation to comprehend the basic sports advertising and promotion concepts and functions, as indicated by overall performance in preparation and presentation of sports promotion and advertising projects, including sales promotion, personal selling, publicity, public relations, and advertising
4) Demonstrate the value of an ethical approach to sports promotion and advertising activities, as indicated by the student’s evaluation of descriptive situations which require value-based judgment in preparing a complete project or assignment.
5) Demonstrate knowledge of international promotion and advertising functions, as indicated by selected sports advertising and promotion examples on activities, projects, and assignments.
6) Demonstrate preparation of evaluation tools for promotion and advertising campaigns, as indicated by suggested methods in projects, assignments, and tests.

Course Overview
The course will be broken down into five modules (one for each week of the course). Each module, in addition to an overview, learning goals/objectives, lecture, and module summary, will have the following: 2 Chapter readings, 2 Chapter quizzes, 2 activities that correspond with the reading/lecture material, and 1 discussion board.

Required Text
Grading Policy

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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<tbody>
<tr>
<td>Introduction Assignment</td>
<td>50 pts</td>
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<tr>
<td>Chapter Quizzes</td>
<td>300 pts</td>
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<tr>
<td>Module Activities</td>
<td>400 pts</td>
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<tr>
<td>Discussion Boards</td>
<td>250 pts</td>
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<tr>
<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)

Assignment Descriptions

**Introduction Assignment**- This assignment will require you to introduce yourself, as well as demonstrate an understanding of the course overview that’s provided (i.e., syllabus, expectations, etc.).

**Chapter quizzes**- Quizzes are meant to ensure you are comprehending the reading material. Each quiz contains 10 questions that vary from T/F, Multiple Choice, Matching, and Multi-Select type questions. Quizzes are timed at 15 minutes each.

**Module Activities**- Activities vary in nature (for example, you may be asked to conduct some research on sales jobs to highlight specific skills required, or even write a hypothetical sales script to demonstrate a particular sales technique) but correspond to the learning content that is provided in a particular module through readings/lectures. Activities are meant to be completed individually and submitted via the corresponding dropbox.

**Discussion Boards**- Discussion boards are meant for you to co-construct knowledge with your peers around a particular idea or topic. Each discussion board will have a different prompt and will require you to follow directions for posting/engaging in the discussion board in order to maximize the discussion board experience. Students are expected to have one post and two interactions with other peers’ discussions at minimum.

**Attendance Policy**
This class is 100% asynchronous online, meaning there will be no scheduled class meetings but rather modules that will need to be completed by a particular date/time on your own terms. You will have 7 days to complete each module.

**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/student-academic-dishonesty-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.

**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/.

**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.

**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)  
• johCrisis Text Line: Text HELLO to 741-741

Tentative Topical Outline  
(To be changed based on the needs of the class at the instructor’s discretion)

<table>
<thead>
<tr>
<th>Week</th>
<th>Module Content</th>
<th>Chapter Readings</th>
<th>Assignments</th>
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<tbody>
<tr>
<td>Week 1</td>
<td>Introduction to Sport Sales</td>
<td>Chapter 1</td>
<td>Intro Assignment</td>
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<td>Sales in the Sport Organization</td>
<td>Chapter 2</td>
<td>Discussion 1</td>
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<td></td>
<td>Activity 1 &amp; 2</td>
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<td></td>
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<td>Quiz 1 &amp; 2</td>
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<td>Week 2</td>
<td>Products and Pricing</td>
<td>Chapter 3</td>
<td>Discussion 2</td>
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<td>Sport Sales Foundations</td>
<td>Chapter 4</td>
<td>Activity 3 &amp; 4</td>
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<td></td>
<td>Quiz 3 &amp; 4</td>
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<tr>
<td>Week 3</td>
<td>Opening B2B and B2C Relationships</td>
<td>Chapter 5</td>
<td>Discussion 3</td>
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<td>Chapter 6</td>
<td>Activity 5 &amp; 6</td>
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<td>Quiz 5 &amp; 6</td>
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<tr>
<td>Week 4</td>
<td>Needs Analysis</td>
<td>Chapter 7</td>
<td>Discussion 4</td>
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<tr>
<td></td>
<td>Presenting Solutions</td>
<td>Chapter 8</td>
<td>Activity 7 &amp; 8</td>
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<td>Quiz 7 &amp; 8</td>
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<tr>
<td>Week 5</td>
<td>Overcoming Objections</td>
<td>Chapter 9</td>
<td>Discussion 5</td>
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<td>Aug 5- Aug 7</td>
<td>Obtaining Commitment</td>
<td>Chapter 10</td>
<td>Activity 9 &amp; 10</td>
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<td></td>
<td></td>
<td></td>
<td>Quiz 9 &amp; 10</td>
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