Summer 2024

MKTG 4358 500 “International 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: 9:00 am – 11:00 am (online)
Or by appointment

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 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>
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<tbody>
<tr>
<td>Exams</td>
<td>45 pts (3 exams = 15pts each)</td>
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<tr>
<td>Global Sport Project</td>
<td>20 pts</td>
</tr>
<tr>
<td>Case Study Solutions &amp; Analysis</td>
<td>15 pts (2 cases x 7.5 pts)</td>
</tr>
<tr>
<td>D2L discussion boards</td>
<td>20 pts (5 x 4 pts)</td>
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<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
Summer 2024

Grade Components

**Exams:** There will be three exams. Each exam is worth 15 points. The exams are non-cumulative. 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 **June 19** at the latest. Students will complete the video-recorded oral presentation by **July 1**. There is no written assignment for this project. The project presentation is worth 20 points toward your final grade.

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.**

**Case Study Solutions & Analysis:** There will be 2 case studies introduced this semester. Students will be required to read each case study and find solutions to the cases presented, and then provide their solutions in written form. Each case study is worth 7.5 points, for a total of 15 points. More details about this section will be provided in D2L.

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 for each case study (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>
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<tbody>
<tr>
<td>1 6/3-6/9</td>
<td>Introduction to International Sport Business</td>
<td>DB1 due 6/7, Friday</td>
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<tr>
<td>2 6/10-6/16</td>
<td>Basics of International Sport Business Trade</td>
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<td>The History of International Sport Business</td>
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<td></td>
<td>Case Study 1: “Sports Licensing and Internationalization”</td>
<td>Case Study 1 due 6/13, Thursday</td>
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<td>3 6/17-6/23</td>
<td>Globalization of Sport</td>
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<td>Cultural Influences Surrounding Sports</td>
<td>DB2 due 6/18, Tuesday</td>
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<td>International Marketing through e-platforms</td>
<td>Topic for Global Sport Projects due 6/19, Wednesday</td>
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<td>Case Study 2: “US Wrestling”</td>
<td>Case Study 2 due 6/20, Thursday</td>
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<td>4 6/24-6/30</td>
<td>Marketing Global Sports Properties &amp; Events</td>
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<td>International Sport Sponsorship</td>
<td>DB3 due 6/28, Friday</td>
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<td>5 7/1-7/5</td>
<td>Working on the global sport project</td>
<td>Presentation video recording due July 1</td>
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<td>Watch the presentations and respond to discussion questions (DB4)</td>
<td>DB4 due July 2</td>
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**Exam 1 on Jun 14, Friday**

**Exam 2 on Jun 21, Friday**

**Exam 3 (Final) on July 5, Friday**

**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.*
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
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SFA Human Services Counseling Clinic 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