Texas A&M University - Corpus Christi  
College of Education  
KINE 3330 – Promotion of Sport  

Course Syllabus

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OFFICE: Island Hall 356  
CLASS TIME: on-line

COURSE NUMBER: KINE 3330  
COURSE NAME: Promotion of Sport  
CREDIT: 3 Hours  

COURSE MEETING: on-line

I. COURSE DESCRIPTION

This course is designed to provide the sport manager with an understanding of the main marketing issues within the sport industry. Special emphases are placed on the application and assessment of marketing sport within the private and public sectors.

II. RATIONALE

The increasing complexity of the sport industry has created a demand from sport professionals to identify and meet the needs of sport consumers. This course will provide students with the opportunity to learn about the sport consumer exchange process and apply these marketing principles to sport consumers through both products and services.

III. STATE ADOPTED PROFICIENCIES

A. LEARNER-CENTERED KNOWLEDGE: The teacher possesses and draws on a rich knowledge base of content, pedagogy, and technology to provide relevant and meaningful learning experiences for all students.

B. LEARNER-CENTERED INSTRUCTION: To create a learner-centered community, the teacher collaboratively identifies needs; and plans, implements, and assesses instruction using technology and other resources.

C. EQUITY IN EXCELLENCE FOR ALL LEARNERS: The teacher responds appropriately to diverse groups of learners.

D. LEARNER-CENTERED COMMUNICATION: While acting as an advocate for all students and the school, the teacher demonstrates effective professional and interpersonal communication skills.

E. LEARNER-CENTERED PROFESSIONAL DEVELOPMENT: The teacher, as a reflective practitioner dedicated to all students’ success, demonstrates a commitment to learn, to improve the profession, and to maintain ethics and personal integrity.

IV. TExES COMPETENCIES

N/A
V. COURSE OBJECTIVES / LEARNING OUTCOMES

Given lectures, demonstrations, out-of-class readings, applied assignments, and class discussions, the student will be able to:

A. Recognize the components of the sport product industry.
B. Define the five Ps of sport marketing: product, price, place, promotion, and public relations.
C. Identify and discuss the many aspects of the sport consumer.
D. Demonstrate an ability to utilize data-based marketing for research output and market segmentation.
E. Demonstrate and utilize electronic media within the sport industry.
F. Knowledgeably discuss challenges and opportunities of future sport marketers.

VI. COURSE TOPICS

A. Orientation
B. Introduction to sport marketing
C. Strategic implementation of sport marketing
D. Study of the sport consumer
E. Utilizing the five Ps of sport marketing
F. Examine the uses of electronic media
G. A look into the future of sport marketing

VII. INSTRUCTIONAL METHODS AND ACTIVITIES

A. Traditional Experiences: lecture, discussions, instructor demonstrations, video, student presentations.
B. Lab Experiences: promotion of sport activity/project, facility tours, entrepreneur interviews, business plan development.
C. Online Experiences: interactive website assignments, quizzes, exams.

VIII. EVALUATION AND GRADE ASSIGNMENTS

COURSE REQUIREMENTS

A. Develop a business plan.
B. Sporting Event Analysis and Presentation
C. Sport Websites Analysis and Presentation
D. Participate in all class activities.

NOTE: Late assignments will not be accepted. All written work must exhibit a high level of competency in spelling, grammar, punctuation, and style. Written work with significant mechanical flaws will not be accepted. All writing assignments will be deducted 1 point for each misspelled word and each grammatical error. This includes homework and discussion
board. Completing assignments in which you meet the requirement will earn you a “B” grade at best. An “A” grade is earned by completing the requirements and going above and beyond the requirements.

Evaluation will be based on successful completion of the following activities:

- Chapter Quizzes (12) @ 25 pts each: 300
- Event Analysis: 200
- Discussion Boards (5 @ 40 points each): 200
- Chapter Lecture Activities: 300

1000

*Participation:* Due to the application activities involved in this course, student participation is mandatory. Failure to actively participate will result in point deductions. These points are subjective in nature and will be deducted at the discretion of the instructor and your teammates. Moreover, because of the importance of your specific role in event marketing, if you “no show” the assigned marketing event you will lose ALL your Event/Project points.

Sporting Event Analysis - Students will attend a designated sporting event and, assuming the role of a marketing researcher/critical observer, individually evaluate the game experience and environment. Describe and evaluate two sponsorship and/or promotional efforts. Finally, you must provide two marketing recommendations.
GRADING SCALE (percent of total grade):

A = 90 – 100
B = 80 – 89
C = 70 – 79
D = 60 – 69
F = Below 59

Detailed instructions for specific assignments can be found on the KINE 3330 Blackboard homepage

**IX. COURSE SCHEDULE & POLICIES**

Course Outline – Tentative and subject to change

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Assignment for next class</th>
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<tbody>
<tr>
<td>6/2-4</td>
<td>Emergence of Sports Marketing</td>
<td>Lecture Activity Quiz Discussion Board (6/2-6/6)</td>
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<tr>
<td>6/5-6</td>
<td>Contingency Framework for Strategic Sports Marketing</td>
<td>Lecture Activity Quiz</td>
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<tr>
<td>6/11-12</td>
<td>Understanding Participants as Consumers</td>
<td>Lecture Activity Quiz</td>
</tr>
<tr>
<td>6/13</td>
<td>Understanding Spectators as Consumers</td>
<td>Lecture Activity Quiz</td>
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<td>6/16-17</td>
<td>Segmentation, Targeting, and Positioning</td>
<td>Lecture Activity Quiz Discussion Board (6/16-6/20)</td>
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<td>6/18-19</td>
<td>Sports Product Concepts</td>
<td>Lecture Activity Quiz</td>
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<tr>
<td>6/20</td>
<td>Managing Sports Products</td>
<td>Lecture Activity Quiz</td>
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<td>6/25-27</td>
<td>Promotion Mix Elements</td>
<td>Lecture Activity Quiz</td>
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<tr>
<td>6/30-7/1</td>
<td>Sponsorship Programs</td>
<td>Lecture Activity Quiz Discussion Board (6/30-7/3)</td>
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<tr>
<td>7/2</td>
<td>Pricing Concepts and Strategies</td>
<td>Lecture Activity Quiz</td>
</tr>
<tr>
<td>7/3</td>
<td><strong>Sport Event Analysis Due</strong></td>
<td><strong>Sport Event Analysis Due</strong></td>
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STUDENT CONDUCT
Professional behavior is expected of all students. Inappropriate class conduct (cursing, disruption, etc.) may result in a reduced final grade or failure of the course. All cell phones will be turned off or to the inaudible mode during class.

NOTE: Printing online tests and/or quizzes is strictly prohibited.

X. TEXTBOOK (required)

XI. BIBLIOGRAPHY

Sport Business Daily (subscription &/or online source at www.SBRnet.com)
Sport Marketing Quarterly (library &/or subscription)
Sport Business Journal (library &/or subscription)

XII. GRADE APPEALS
As stated in University Rule 13.02.99.C2, Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Rule13.02.99.C2, Student Grade Appeals, and University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamu.cc.edu/provost/university_rules/index.html. For assistance and/or guidance in the grade appeal process, students may contact the Office of Student Affairs.

**Academic Honesty**

University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, forgery, or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.)

Disciplinary action for academic misconduct is the responsibility of the faculty member assigned to the course. The faculty member is charged with assessing the gravity of any case of academic dishonesty, and with giving sanction to any student involved. Penalties that may be applied to individual cases of academic dishonesty include one or more of the following:

1. Written reprimand;
2. Requirement to re-do work in question;
3. Requirement to submit additional work;
4. Lowering of grade on work in question;
5. Assigning grade of “F” to work in question;
6. Assigning grade of “F” for course;
7. Recommendation for more severe punishment.

If the faculty member determines that assigning a grade of “F” to the course is the appropriate penalty and this disciplinary action occurs prior to the deadline for dropping courses, the student forfeits his/her right to drop the course in question.

The faculty member may file a record of cases of academic dishonesty, including a description of the disciplinary action taken, along with any materials involved, with his or her college dean and the Office of Student Affairs. The office of the academic dean of the college in which the offense took place will maintain records of all cases of academic dishonesty reported for a period of not more than two years.
Any student who has been penalized for academic dishonesty has the right to appeal the judgment or the penalty assessed (See XII above).

XIII. DISABILITIES ACCOMMODATIONS
Americans with Disabilities Act (ADA) - The ADA is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disability. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Driftwood 101. If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.