I. Course Description (from catalog)
KINE 3330 is designed to provide the sport manager with an understanding of 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. Course Objectives/Student Learning Outcomes
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.

IV. Major Course Requirements
*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.

Marketing Project: To receive the full benefit of sport promotion, an applied sport promotion and sales project is included in this course. This will require students to conduct both on- and off-campus promotions and sales at predetermined events. Details concerning these projects will be given as soon as possible. Points will be earned by successfully completing the sport promotion project including pre-event discussion and planning, on-site participation, and post-event assessment. An evaluation rubric will be utilized by both your peers and the instructor to determine the number of points earned.

Marketing Plan: Prepare a marketing plan that helps an organization attain strategic objectives.

Sporting Event Analysis - Students will attend a designated sporting event (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.

**Examinations:**
Exams are not cumulative and only covers material that lead up to the test. Questions are primarily derived from lecture presentations/videos, discussion boards, assignments, and the reading materials. Question format may include multiple choice, true-false, short answer, matching, and/or essay.

V. Textbook


VI. State Adopted Proficiencies for Teachers and/or Administrators/Counselors

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.

VII. TExES Competencies (if applicable) N/A

VIII. Policies

A. Attendance is required for each class. Students are expected to arrive to class on time and to participate in class discussions and activities. Please be on time as a courtesy to your professor and others. If you are going to be absent or late the instructor should be notified at the earliest opportunity. The student is responsible for informing the instructor if class attendance will be affected by “approved university business”. In order for absences to be excused by the instructor and for a make-up activity opportunity to be approved, the student must provide the instructor reasonable warning of the absence at the earliest opportunity (such as a schedule of out-of-town games). Documentation of university-approved commitments is required by the instructor. Documentation for absences due to personal emergencies may be requested by the instructor. Make up opportunities will NOT be permitted for class-work or assignments missed due to UNEXCUSED absences, late arrivals or early departures. More than THREE (3) unexcused absences during the semester will result in the following consequences:

1. The student will be denied make-up opportunities with each UNEXCUSED absence.
2. The instructor will schedule a conference with the student to discuss meeting class responsibilities with the THREE (3) unexcused absence.
These policies are for your benefit and growth. As you are registered and committed to this class, I am committed to helping you to the best of my ability. If you are unwilling to be responsible for your own learning then you need to understand there are consequences that may affect your grade.

**B. Assignments** are due the day they are scheduled to be due at the time they are scheduled.

**C. MAKE-UP EXAMS** are given only under dire circumstances in which prior permission from the instructor is required.

**D. Cell phones/Electronic Devices**

It is inappropriate to text or talk on cell phones during class unless utilized for projects for class and will not be tolerated. Failure to observe this policy will result in being asked to leave the class.

**E. Academic/Scholastic Dishonesty**

As per the university catalog, “university students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic or scholastic dishonesty, including plagiarism, collusion, or cheating on any examination, test, or classroom assignment will be treated with the greatest severity.

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). 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

The faculty member involved will be responsible for determining the appropriate penalty or penalties for individual cases of academic dishonesty, and may file a record of such offenses in his classes along with any materials involved to his or her college dean. The office of the academic dean of the college which the offense took place will maintain records of all cases of academic dishonesty reported for a period of not more than two years. See the University Catalog for more information.

**F. Dropping a Class**

I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with me before you decide to drop to be sure it is the best thing to do. Should dropping the course be the best
course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. ( ) is the last day to drop a class with an automatic grade of “W” this term.

G. Classroom/professional behavior
Texas A&M University-Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be considered a breach of the peace and is subject to disciplinary sanction outlined in article VII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, electronic classrooms, labs, discussion groups, field trips, etc.

H. Statement of Civility (can be in place of classroom/professional behavior)
Texas A&M University-Corpus Christi has a diverse student population that represents the population of the state. Our goal is to provide you with a high quality educational experience that is free from repression. You are responsible for following the rules of the University, city, state and federal government. We expect that you will behave in a manner that is dignified, respectful and courteous to all people, regardless of sex, ethnic/racial origin, religious background, sexual orientation or disability. Behaviors that infringe on the rights of another individual will not be tolerated.

I. 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 Rule 13.02.99.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.tamucc.edu/provost/university_rules/index.html. For assistance and/or guidance in the grade appeal process, students may contact the Office of Student Affairs.

J. Disabilities Accommodations
The Americans with Disabilities Act (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 disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116. 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.
K. Statement of Academic Continuity
In the event of an unforeseen adverse event, such as a major hurricane and classes could not be held on the campus of Texas A&M University–Corpus Christi; this course would continue through the use of Blackboard and/or email. In addition, the syllabus and class activities may be modified to allow continuation of the course. Ideally, University facilities (i.e., emails, web sites, and Blackboard) will be operational within two days of the closing of the physical campus. However, students need to make certain that the course instructor has a primary and a secondary means of contacting each student.

IX. 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

X. Instructional Methods and Activities
Methods and activities for instruction include:
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.
D. Common Intellectual Experiences Students are assigned readings in which students are required to participate in discussions and activities related to the topic of the week (during class).
E. Writing Intensive. While this is not a writing intensive course, students are required to write a marketing plan with a minimum of 10 pages. Students are expected to cite research that validates marketing strategies that are chosen.
F. Collaborative Assignments and Projects.
a. Students work in groups to develop and present a marketing plan that they have designed for a local organization
b. Students are required to create activities within groups to educate the rest of the class on their assigned topic.
G. Diversity and Global Learning a. Students are educated on the differences in marketing techniques locally, nationally, and internationally. They are assigned various activities in which they explore and discuss these differences.

XI. Evaluation and Grade Assignment
The methods of evaluation and the criteria for grade assignment are:

Evaluation will be based on successful completion of the following activities:
Attendance/Participation 20%
Marketing Project (group) 20%
Quizzes (10 points each) 20%
Tests (4) @ approx. 50 pts each 25%
Event Analysis 5%
Marketing Plan (group) Presentation & Portfolio 10%
Total 100%

GRADING SCALE (percent of total grade):
A = 90 – 100
B = 80 – 89
C = 70 – 79
D = 60 – 69
F = Below 59

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.

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

XII. Course Schedule and Policies
A. Tentative course schedule
   Topic
   Week #1 Introduction to Course
      Ch. 1 Sports Meets Marketing
   Week #2 Ch. 2 Sports Entertainment Consumption Marketing Group
   Week #3 Ch. 3 Understanding the Marketing Environment Test #1 Marketing Group
   Week #4 Ch. 4 Segmenting Audiences for Sport Marketing Group
   Week #5 Ch. 5 Building a Relevant Brand Marketing Group
   Week #6 Ch. 6 Defining the Product Offering Test #2 Marketing Group
   Week #7 Ch. 7 Tapping the Passion Through Experiential Marketing Marketing Group
   Week #8 Ch. 8 Planning the Brand Story Marketing Group
   Week #9 Ch. 9 Creating the Brand Story Event Analysis Due
Week #10 Ch. 10 Telling the Brand Story  
Marketing Group

Week #11 Ch. 11 Leveraging the Sport Brand  
Marketing Group

Week #12 Ch. 12 Measuring Sports Brand Performance  
Marketing Group

Week #13 Ch. 13 Living the Brand Promise

Week #14 Ch. 14 Preparing Future Sports Marketers Test #4  
Marketing Plan Due

Final Group Presentations

XIII. Bibliography

The knowledge bases that support course content and procedures include:
Sport Business Daily (subscription &/or online source at www.SBRnet.com)
Sport Marketing Quarterly (library &/or subscription)
Sport Business Journal (library &/or subscription)