I. Course Description

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. 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 people.
   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.

III. 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: Students will prepare a marketing plan that helps an organization attain strategic objectives. More information will be provided.

   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. More information will be provided.
Quizzes/Examinations:
Quizzes cover material from chapters from the text and lecture, question format – multiple choice, true/false. 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.

Super Bowl Assignment: Watch the Super Bowl! Assume the role of a marketing researcher/ critical observer. Individually evaluate the game experience and environment. Describe and evaluate three sponsorship and/or promotional efforts. Finally, you must provide one marketing recommendations.

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

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance/Participation</td>
<td>20%</td>
</tr>
<tr>
<td>Super Bowl Assignment (25 pts)</td>
<td>4%</td>
</tr>
<tr>
<td>Marketing Project (group)</td>
<td>20%</td>
</tr>
<tr>
<td>Quizzes (10 points each)</td>
<td>20%</td>
</tr>
<tr>
<td>Tests (4) @ approx. 50 pts each</td>
<td>25%</td>
</tr>
<tr>
<td>Marketing Plan (group) Presentation</td>
<td>11%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

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


Recommended Readings
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)
Website

The website for this course is Blackboard, which can be accessed at bb9.tamucc.edu. **It is the student’s responsibility to check Blackboard AND University email account at least once daily!** Consistent attention to instructions and deadlines on Blackboard is critical to your success in this course. Blackboard is the means through which materials will be distributed and announcements will be made. Grades for assignments can also be found here. If I need to contact individual students, I will do so through your University email account.

V. State Adopted Proficiencies/TExES competencies (COE): N/A

VI. Course 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.

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

C. **Make-up exams** – there are no make-up exams given.

D. **Cell phones/Electronic Devices**

   • Technology can enhance the classroom experience (if used wisely). 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. Prefer that if you use electronic devices that you be following along with the content and not internet surfing or working on other homework.

E. **Appropriate Classroom Behavior**

   Students are asked to be respectful of their fellow classmates and the instructor when participating in this course. Each person is entitled to their opinion, and encouraged to express that opinion. However, please do so in an appropriate and respectful manner. Also, students are expected to be prepared for each class, and be focused on the activities of the class. Appropriate questions and discussions are welcome during the course, whether it be in
class, on discussion boards, the Classroom Café, or in other forums. Students who are exhibit rude or disrespectful behavior to others may result in a reduced final grade or failure of the course.

VII. Grade Appeals

As stated in University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures, 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 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 Dean’s office in the college in which the course is taught or the Office of the Provost.

VIII. Academic Honesty/Plagiarism

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, falsification, forgery, complicity or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.) In this class, academic misconduct or complicity in an act of academic misconduct on an assignment or test will result in one or more of the following:

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

IX. 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.
X. **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.

XI. **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 your academic advisor, the Financial Aid Office, and me, before you decide to drop this course.** 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. November 27 is the last day to drop a class with an automatic grade of “W” this term.

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 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](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.

XIII. **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.
XIV. Course Schedule

Tentative course schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Chapters/Topic</th>
<th>Assignment Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introductions, Review Syllabus and Ch. 1 Sports Meets Marketing Introduce Marketing Project</td>
<td>Ch. 1 Quiz due 1/20 @ 11:59pm</td>
</tr>
<tr>
<td>2</td>
<td>Ch. 2 Sports Entertainment Consumption Marketing Project</td>
<td>Ch. 2 Quiz due 1/27 @ 11:59pm</td>
</tr>
<tr>
<td>3</td>
<td>Ch. 3 Understanding the Marketing Environment Marketing Project</td>
<td>Ch. 3 Quiz due 2/3 @ 11:59pm Test #1 (Ch. 1-3) due 2/3 @ 11:59pm</td>
</tr>
<tr>
<td>4</td>
<td>Ch. 4 Segmenting Audiences for Sport Marketing Project</td>
<td>Ch. 4 Quiz due 2/10 @ 11:59pm Super Bowl Assignment due 2/10 @ 11:59pm</td>
</tr>
<tr>
<td>5</td>
<td>Ch. 5 Building a Relevant Brand Marketing Project</td>
<td>Ch. 5 Quiz due 2/17 @ 11:59pm</td>
</tr>
<tr>
<td>6</td>
<td>Ch. 6 Defining the Product Offering Marketing Project</td>
<td>Ch. 6 Quiz due 2/24 @ 11:59pm Test #2 (Ch. 4-6) due 3/3 @ 11:59pm</td>
</tr>
<tr>
<td>7</td>
<td>Ch. 7 Tapping the Passion Through Experiential Marketing Project</td>
<td>Ch. 7 Quiz due 3/3 @ 11:59pm</td>
</tr>
<tr>
<td>8</td>
<td>Ch. 8 Planning the Brand Story Marketing Project</td>
<td>Quiz Ch. 8 due 3/10 @11:59pm Event Analysis Due 3/10 @ 11:59pm</td>
</tr>
<tr>
<td>9</td>
<td>Spring Break</td>
<td>March 10-17</td>
</tr>
<tr>
<td>Ch.</td>
<td>Chapter Title</td>
<td>Assignment Details</td>
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<tr>
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<td>--------------------</td>
</tr>
</tbody>
</table>
| 10  | Ch. 9 Creating the Brand Story Marketing Project | Ch. 9 Quiz due 3/24 @ 11:59pm  
Test #3 (Ch. 7-9) due 3/24 @ 11:59pm |
| 11  | Ch. 10 Telling the Brand Story Marketing Project | Ch. 10 Quiz due 4/7 @ 11:59pm |
| 12  | Ch. 11 Leveraging the Sport Brand Marketing Plan | Ch. 11 Quiz due 4/14 @ 11:59pm |
| 13  | Ch. 12 Measuring Sport Brand Performance  
Ch. 13 Living the Brand Promise Marketing Plan | Ch. 12 Quiz due 4/21 @ 11:59pm  
Ch. 13 Quiz due 4/21 @ 11:59pm |
| 14  | Ch. 14 Preparing Future Sport Marketers FINAL | Ch. 14 Quiz due 5/1 @ 11:59pm  
Marketing Plan Due 4/30 @ 11:59pm  
Test 4  
Thursday, May 9th 8:00-10:30am |
KINE 3330 Promotion of Sport
Syllabus Acknowledgment Form

I, (print name)____________________________________________, certify by my signature that I have read and understand the class policies that have been presented in the class syllabus for KINE 3330 Promotion of Sport.

Signature ___________________________ Date ____________________