Promotion of Sport

Course Description
This course 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.

Learning Objectives
At the conclusion of this course, the student should be able to:

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

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

• Attendance + Participation 10%
• (Weekly) Assignments 10%
• Sport event analysis 5%
• Class Discussion Leader (pair/group) 5%
• Experiential learning activities 20%
• Marketing Project (group) 15%
• Midterm exam 17.5%
• Final Exam 17.5%

Total 100%

Attendance/ Participation: Participate in class is required. Students will be working on a series of in and off-class learning activities.

Assignments: Assignments will be assigned throughout the semester. These are designed to link required reading material and discussions to concepts in the field.

Sport Event Analysis - Students will attend a designated sport 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.

Class Discussion leader: Students, in groups of 2 or 3, will be required to lead a class discussion regarding a sport business/ sport management issue. Students are expected to exhibit a thorough knowledge of the topic (thus, you have to do extra research in the area), ask though-provoking questions, tie in the topic to their experience and classwork, and create a discussion that provides a valuable and interesting learning experience for the rest of the class. Groups will be provided 15 minutes of class time.
Experiential Learning Activities: Students will work to support the operation of a sport organization (i.e., The Islanders Athletics) – a minimum of 15 hours.

Marketing Project (Oral + Written): Students will prepare a marketing plan that helps an organization attain strategic objectives. More information will be provided.

Exams: There will be both a midterm and a final exam. Questions will cover material from lecture, the textbook, discussion boards, class activities and other relevant materials. Questions may be presented in multiple choice, true false, matching, short answer, and essay form.

Required or Recommended Readings

Required Textbook:

Recommended or Supplemental Reading:

State Adopted Proficiencies

1. 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.
2. 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.
3. Equity in excellence for all learners: The teacher responds appropriately to diverse groups of learners.
4. Learner centered communication: While acting as an advocate for all students and the school, the teacher demonstrates effective professional and interpersonal communication skills.
5. 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.

TExES competencies

1. Physical Education (09 – all Level) - Domain I – Movement Skills and Knowledge Competency 005 – The teacher understands principles, techniques, skills, and safety practices for dance, personal performance activities, cooperative, and nontraditional games, recreational activities, and outdoor pursuits.

Course Policies

Attendance/tardiness
Since this class is blended/hybrid, some elements are asynchronous while others will be synchronous. Asynchronous means that some elements (e.g. readings, discussions and assignments) will be posted at the beginning of the week (Monday morning) and will be due at the end of the week (Sunday evening at 11:59pm). But, some synchronous elements will take place, meaning in the classroom and all students will have the opportunity to participate simultaneously. Regardless of which method, students are expected to actively participate in all class elements. The student is responsible for informing the instructor if class participation will be affected by “approved university business”. Excused absences are limited to medical emergencies that can be verified in writing by a physician, or participation in a TAMU-CC sanctioned event.
**Late work and Make-up Exams**

Late assignments and quizzes will **NOT** be accepted. In addition, quizzes and tests cannot be retaken other than for an excused absence. 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. **Assignments** are due the day they are scheduled to be due at the time they are scheduled.

**Extra Credit**

No extra credits will be awarded for individual students. Periodically, extra credit opportunities may be available to all students.

**Cell Phone/Electronic Device Usage**

Any technology or device is welcome in our classroom if you are using it to learn or Conversely, using it for purposes other than learning is inappropriate.

**Academic Integrity/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.

**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. April 5 is the last day to drop a class with an automatic grade of “W” this term.

**Preferred methods of scholarly citations**

All writing must follow the citation and reference rules established by the American Psychological Association (APA). Please refer to the following website:

https://casa.tamucc.edu/tutoring_learning_services/writing_center/wc-resources.html

**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.

Statement of Civility
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.

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.

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.

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.
## Syllabus: Tentative Course Outline

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<th>Dates</th>
<th>Topics</th>
<th>Note</th>
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<td>Wk 1 (8/26~)</td>
<td>Introduction; Ch 1 – Intro to Sports Marketing</td>
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<td>Wk 2 (9/2~)</td>
<td>Ch 2 – The four domains of SM</td>
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<td>Wk 3 (9/9~)</td>
<td>Ch 3 – Marketing through sports</td>
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<td>Wk 4 (9/16~)</td>
<td>Ch 4 – Traditional sponsorship</td>
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<td>Wk 5 (9/23~)</td>
<td>Ch 5 – Marketing of nonsports products via a sports-sponsorship platform</td>
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<td>Wk 6 (9/30~)</td>
<td>Ch 6 – Segmentation of the sports market</td>
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<td>Wk 7 (10/7~)</td>
<td>Ch 7 – Product decision in SM</td>
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<td>Wk 8 (10/14~)</td>
<td><strong>Midterm Exam</strong></td>
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<td>Ch 8 – Distribution decisions &amp; facilities management</td>
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<td>Wk 9 (10/21~)</td>
<td>Ch 9 – Pricing decisions</td>
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<td>Wk 10 (10/28~)</td>
<td>Ch 10 – Developing a promotional strategy</td>
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<td>Wk 11 (11/4~)</td>
<td>Contemporary sport marketing issue I</td>
<td>11/8 (F): Last day to drop</td>
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<td>Ch 11 – Customer relationship management</td>
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<td>Wk 13 (11/18~)*</td>
<td><strong>Group Presentation</strong> – 11/18 (M) &amp; 11/20 (W)</td>
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<td>Ch 12 – Technology in SM</td>
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<td>Contemporary sport marketing issue II</td>
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<td>Wk 15 (12/2~)</td>
<td>Ch 13 – Controversial issues in SM</td>
<td>12/5 (Th): <strong>Reading Day</strong></td>
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<td>Wk 16 (12/9~)</td>
<td><strong>Final Exam</strong> – 12/11 (Wed) 1:45-4:15 pm</td>
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