

THE UNIVERSITY OF TEXAS AT TYLER
COLLEGE OF BUSINESS ADMINISTRATION
Fall 2019
8/26/19-12/14/19

COURSE NUMBER: MARK 4310.001

COURSE TITLE: Sports Marketing

INSTRUCTOR: Dr. Barbara Ross Wooldridge

OFFICE : Soules College of Business COB 350.023

TELEPHONE: 903-566-7246

EMAIL: brosswoo@uttyler.edu

TIME: 11:15 to 12:10 pm, COB rm 0214

OFFICE HOURS: Monday and Wednesday 10:00 am to 11:00 am and Friday 1:15 pm to 2:15 pm or by appointment

REQUIRED TEXT: The Elusive Fan: Reinventing Sports in a Crowded Marketplace, Irving Rein, Philip Kotler and Ben Shields, McGraw Hill, ISBN 0-07-145409-8

**COURSE
DESCRIPTION:**

Sports Marketing is designed to provide the student with an overview of key concepts pertaining to the business of sports. This course covers key aspects of the sporting landscape to highlight the diverse nature of the decisions involved with sports marketing. Topics will include (but are not limited to) leagues, clubs, players, college sports, sports marketing, broadcasting, stadiums, and financial valuations and profitability.

Background

"I knew I was dog meat. Luckily, I'm the high-priced dog meat that everybody wants. I'm the good-quality dog meat. I'm the Alpo of the NBA."
Shaquille O'Neal

Value of Sports -

Today's global **sports industry** is **worth** between €350 **billion** and €450 **billion**(\$480-

\$620 **billion**), according to a recent A.T. Kearney study of **sports** teams, leagues and federations. This includes infrastructure construction, **sporting** goods, licensed products and live **sports** events.

<https://www.atkearney.com/documents/10192/6f46b880-f8d1-4909-9960-cc605bb1ff34>

PREREQUISITE: MARK 3311 or permission of instructor

Course Learning Objectives

- (1) Familiarity with the sports marketing toolkit (e.g., research, segmentation, branding, pricing)
- (2) Insights into the perspectives of participants and spectators as sports consumers
- (3) The ability to apply the 4 ps in respect to sports

CLASS MEETING: Wednesday 2:00 pm to 4:45 pm,

TEACHING METHOD: Lecture, class exercise, guest speakers.

COURSE ACTIVITIES AND GRADING POLICY

GRADING:

Grade	Points Range
A	1000 to 900
B	899.9 to 800
C	799.9 to 700
D	699.9 to 600
F	599.9 and below

***grades will not be rounded up. There will be no extra credit opportunities.**

11/20, 11/22, 12/2, 12/4 and 12/6 are MANDATORY ATTENDANCE DAYS, if you miss any or all of a class your will be penalized 25 points. 12/2, 12/4 and 12/6 are not included in your allowed absences. If you are not present for your group presentation you will not receive credit for it in addition to the non-attendance penalty

NO LATE ASSIGNMENTS WILL BE ACCEPTED.

ITEM	VALUE
CLEP Test	100
CHAPTER QUIZZES	200 (20 x 10 chapters)
JOB SEARCH	100 (25 job description, 75 assignment)
SPORTS CITY MARKETING TEAM PROJECT	100
MID-TERM	200
TEAM PROJECT CLIENT	150
TEAM PROJECT CLIENT RANKINGS	1 -25 points, 2-15 points, 3-10 points, 4 th and below 5 points
CLASS PARTICIPATION	25
FINAL –Interview Assignment	100
Total points	1000

***With each part of the team project each student must do an evaluation of their team members and self. Grades will be adjusted according to evaluations.**

Group Evaluation (DUE -all groups)

- Each team member must fill-out an evaluation form-which will be posted to CANVAS. Each team member must evaluate all members of his/her group **including themselves**. Evaluations will be done for each team project. These evaluations will be used to adjust the group grade to reflect your individual contribution. **Late submissions will not be accepted. If you do not submit evaluations or submit an incomplete set of evaluations you will be penalized 10 points.**

ATTENDANCE POLICY

Attendance	Penalty
Up to 4 absences	0
4.5 to 6.5 absences	-50
7 to 9.5	-100
10 and above	Automatic Failure of the Class

PLEASE NOTE: University absences are not excused –you have 4 classes you can miss without penalty and you must use it for University events. If you are going to miss more than 4 classes – you must discuss this with the professor before August 30th.

COURSE SCHEDULE

This is a tentative schedule and is subject to modification; if modified students will be notified via an announcement on CANVAS.

CLASS SESSION	TOPIC	ASSIGNMENTS
26 August – Monday	Introduction to Class	Buy the Book
28 August -Wednesday	Lecture What is Sports Marketing	
30 August - Friday	Lecture The Fan Challenge	Quiz Chapter 1 Read Chapter 1
2 September – Monday	Holiday	HAVE FUN
4 September - Wednesday	Matt Riccardi, Director of Scouting Operations, Brooklyn Nets/General Manager Long Island Nets	Zoom Guest Lecture
6 September - Friday	Lecture Sports in Trouble	Read Chapter 2 Chapter 2 quiz
9 September – Monday	Lecture How Fans Connect	Read Chapter 3 Chapter 3 quiz

11 September - Wednesday	Lucas Roebuck, VP Marketing UT Tyler	Guest Speaker
13 September - Friday	Formation of Teams Team Activity	Team Activity
16 September – Monday	Introduction Team Project Team Time	Copy of job description due in class.
18 September - Wednesday	WORK DAY – PROJECT	WORK DAY –PROJECT
20 September - Friday	CLEP EXAM	CLEP EXAM- Must email print screen of your results to me by 11:59 pm central time.
23 September – Monday	Lecture Reinventing the Sports Brand	Read Chapter 4 Chapter 4 quiz
25 September - Wednesday	Lecture Generating the Sports Brand Transformation	Read Chapter 5 Chapter 5 quiz
27 September - Friday	Samantha Ward, Guest Speaker	Guest Speaker
30 September – Monday	Lecture Implementing the Sports Brand Transformation	Read Chapter 6 Chapter 6 quiz
2 October - Wednesday	Coach Louis Wilson to Class	Guest Lecture and Introduction to Team project – mandatory attendance
4 October - Friday	Lecture Communicating the Sports Brand	Read Chapter 7 Chapter 7 quiz
7 October – Monday	JOB INTERVIEW ASSIGNMENT DUE JOB INTERVIEW DISCUSSION	JOB INTERVIEW ASSIGNMENT DUE IN CLASS
9 October - Wednesday	Lecture Sustaining the Fan Connections	Read Chapter 8 Chapter 8 quiz
11 October- Friday	Lecture Successful Cases of Sports Branding	Read Chapter 9 Quiz on Chapter 9
14 October – Monday	Cori Moore -itri365 Guest Speaker	Guest Speaker
16 October - Wednesday	Lecture The Future of the Fan Connection	Read Chapter 10 Chapter 10 quiz
18 October - Friday	Team City Presentations	Turn in Bio of Person you will be interviewing for your final exam for approval. Presentations
21 October – Monday	Team City Presentations	Presenatations
23 October - Wednesday	Mid-Term Exam	Mid-term all chapters, clep, and guest speakers

25 October- Friday	Brandon White Guest Lecture	Brandon White -Guest Lecture
28 October – Monday	T.B.A.	
30 October - Wednesday	Lecture: Sports Marketing Examples	
1 November - Friday	Lecture: Sports Marketing Gone Wrong	
4 November – Monday	Lecture: Sports Marketing Trends	
6 November – Wednesday	Time to Work on Individual Project	
8 November – Friday	Time to Work on Client Project	
11 November – Monday	Lecture: The Future of Sports	
13 November – Wednesday	You Don't Know Bo	
15 November – Friday	You Don't Know Bo	
18 November – Monday	Rough Draft of Client Presentations/Report Discussion	
20 November – Wednesday	Team Appointments Dr. Woo	Mandatory Attendance
22 November – Friday	Team Appointments Dr. Woo	Mandatory Attendance
25 November – Monday	Thanksgiving -No Class	BE SAFE HAVE FUN
27 November – Wednesday	Thanksgiving -No Class	BE SAFE HAVE FUN
29 November – Friday	Thanksgiving -No Class	BE SAFE HAVE FUN
2 December - Monday	Dry Run of Client Presentations	
4 December – Wednesday	Coach Wilson and Judges to Class to judge presentations of promotional plans	Mandatory Attendance - Group Presentations and reports due.
6 December – Friday	STUDY DAY	
FINAL EXAM -13 December	Final Exam due in person or by email by 10:15 am	

UT Tyler Honor Code

Every member of the UT Tyler community joins together to embrace: Honor and integrity that will not allow me to lie, cheat, or steal, nor to accept the actions of those who do. Students Rights and Responsibilities To know and understand the policies that affect your rights and

responsibilities as a student at UT Tyler, please follow this link:

<http://www.uttyler.edu/wellness/rightsresponsibilities.php>

Campus Carry

We respect the right and privacy of students 21 and over who are duly licensed to carry concealed weapons in this class. License holders are expected to behave responsibly and keep a handgun secure and concealed. More information is available at

<http://www.uttyler.edu/about/campus-carry/index.php>

UT Tyler a Tobacco-Free University

All forms of tobacco will not be permitted on the UT Tyler main campus, branch campuses, and any property owned by UT Tyler. This applies to all members of the University community, including students, faculty, staff, University affiliates, contractors, and visitors. Forms of tobacco not permitted include cigarettes, cigars, pipes, water pipes (hookah), bidis, kreteks, electronic cigarettes, smokeless tobacco, snuff, chewing tobacco, and all other tobacco products. There are several cessation programs available to students looking to quit smoking, including counseling, quitlines, and group support. For more information on cessation programs please visit www.uttyler.edu/tobacco-free.

Grade Replacement/Forgiveness and Census Date Policies

Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (ADM 230) on or before the Census Date of the semester in which the course will be repeated. (For Fall, the Census Date is Sept. 11.) Grade Replacement Contracts are available in the Enrollment Services Center or at <http://www.uttyler.edu/registrar>. Each semester's Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar. Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average.

Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract. The Census Date (Sept. 12th) is the deadline for many forms and enrollment actions of which students need to be aware. These include: • Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit. • Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date) • Schedule adjustments (section changes, adding a new class, dropping without a "W" grade) • Being reinstated or re-enrolled in classes after being dropped for non-payment • Completing the process for tuition exemptions or waivers through Financial Aid State-Mandated Course Drop Policy Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for the specific date). Exceptions to the 6-drop rule may be found in the

catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.

Disability/Accessibility Services

In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University of Texas at Tyler offers accommodations to students with learning, physical and/or psychological disabilities. If you have a disability, including a non-visible diagnosis such as a learning disorder, chronic illness, TBI, PTSD, ADHD, or you have a history of modifications or accommodations in a previous educational environment, you are encouraged to visit <https://hood.accessiblelearning.com/UTTyler> and fill out the New Student application. The Student Accessibility and Resources (SAR) office will contact you when your application has been submitted and an appointment with Cynthia Lowery, Assistant Director of Student Services/ADA Coordinator. For more information, including filling out an application for services, please visit the SAR webpage at <http://www.uttyler.edu/disabilityservices>, the SAR office located in the University Center, # 3150 or call 903.566.7079. Student Absence due to Religious Observance Students who anticipate being absent from class due to a religious observance are requested to inform the instructor of such absences by the second class meeting of the semester. Revised 05/17

Student Absence for University-Sponsored Events and Activities

If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the planned absence. At that time the instructor will set a date and time when make-up assignments will be completed.

Social Security and FERPA Statement

It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The University has changed its computer programming so that all students have an identification number. The electronic transmission of grades (e.g., via e-mail) risks violation of the Family Educational Rights and Privacy Act; grades will not be transmitted electronically.

Emergency Exits and Evacuation

Everyone is required to exit the building when a fire alarm goes off. Follow your instructor's directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. Do not re-enter the building unless given permission by University Police, Fire department, or Fire Prevention Services.

Student Standards of Academic Conduct

Disciplinary proceedings may be initiated against any student who engages in scholastic dishonesty, including, but not limited to, cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person,

taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts. i. “Cheating” includes, but is not limited to:

- copying from another student’s test paper;
- using, during a test, materials not authorized by the person giving the test;
- failure to comply with instructions given by the person administering the test;
- possession during a test of materials which are not authorized by the person giving the test, such as class notes or specifically designed “crib notes”. The presence of textbooks constitutes a violation if they have been specifically prohibited by the person administering the test;
- using, buying, stealing, transporting, or soliciting in whole or part the contents of an unadministered test, test key, homework solution, or computer program;
- collaborating with or seeking aid from another student during a test or other assignment without authority;
- discussing the contents of an examination with another student who will take the examination;
- divulging the contents of an examination, for the purpose of preserving questions for use by another, when the instructors has designated that the examination is not to be removed from the examination room or not to be returned or to be kept by the student;
- substituting for another person, or permitting another person to substitute for oneself to take a course, a test, or any course-related assignment;
- paying or offering money or other valuable thing to, or coercing another person to obtain an unadministered test, test key, homework solution, or computer program or information about an unadministered test, test key, home solution or computer program;
- falsifying research data, laboratory reports, and/or other academic work offered for credit;
- taking, keeping, misplacing, or damaging the property of The University of Texas at Tyler, or of another, if the student knows or reasonably should know that an unfair academic advantage would be gained by such conduct; and
- misrepresenting facts, including providing false grades or resumes, for the purpose of obtaining an academic or financial benefit or injuring another student academically or financially. ii. “Plagiarism” includes, but is not limited to, the appropriation, buying, receiving as a gift, or obtaining by any means another’s work and the submission of it as one’s own academic work offered for credit. iii. “Collusion” includes, but is not limited to, the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any section of the rules on scholastic dishonesty. iv. All written work that is submitted will be subject to review by plagiarism software.

UT Tyler Resources for Students

- UT Tyler Writing Center (903.565.5995), writingcenter@uttyler.edu
- UT Tyler Tutoring Center (903.565.5964), tutoring@uttyler.edu
- The Mathematics Learning Center, RBN 4021, this is the open access computer lab for math students, with tutors on duty to assist students who are enrolled in early-career courses.
- UT Tyler Counseling Center (903.566.7254)

TECHNICAL INFORMATION

Technical Support

If you experience technical problems or have a technical question about this course, you can obtain assistance by emailing itsupport@patriots.uttyler.edu

When you email IT Support, be sure to include a complete description of your question or problem including:

- The title and number of the course
- The page in question
- If you get an error message, a description and message number
- What you were doing at the time you got the error message

You may visit the Help Tab in Canvas for useful information. Call the Canvas Support Hotline 844-214-6949 or Chat with Canvas Support <https://cases.canvaslms.com/apex/liveagentchat> .