

THE UNIVERSITY OF TEXAS AT TYLER
COLLEGE OF BUSINESS ADMINISTRATION
FALL 2021
August 24 to December 10, 2021

COURSE NUMBER: MARK 4310.060

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: 9:30 to 10:50 am Tuesday/Thursday, Soules 214

OFFICE HOURS:

In person office hours: 2:00 pm to 3:30 pm Tuesday and Thursday or by appointment.

Emails will be answer within 24 hours Monday – Thursday. Emails received before 12:00 pm central time on Friday will be answered before 5:00 pm central time Friday. Emails received after 12:00 pm central time on Friday will be answered the following Monday.

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 -

Global sports market = US\$756 billion annually. **Sports** retail in US represented for 50% for all **global** sales. European teams generate more than US\$ 7 billion annually in commercial revenue.

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

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. The Getting Started Bonus quiz is the only extra credit offered in the course, the quiz is worth 10 points.**

ITEM	VALUE	PENALTY IF NOT SUBMITTED
CLEP Test	100	-100
CHAPTER QUIZZES	300 (30 x 10 chapters)	0
Job Description Cover Letter	50	-50
SPORTS CITY MARKETING TEAM PROJECT*	100	-100
BONUS LECTURE EXAM	50	-50
Interview Assignment	100	-100
NFT/Sport Card Assignment	100	-100
Group Evaluations	0*	-20
CLIENT PROJECT	200	-200
GETTING STARTED BONUS* QUIZ	10 bonus points	
TOTAL POINTS	1,000	

NO LATE ASSIGNMENTS ARE ACCEPTED

Each student must do an evaluation of their team members and self. Grades will be adjusted according to evaluations. You must turn in one complete evaluation (all team members and self) for Team City and one complete evaluation for Client Project.

*The Getting Started Bonus Quiz is worth up to 10 bonus points -no other extra credit will be available. The quiz must be done in the first week of class to receive credit Sunday August 29 by 11:59 pm.

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 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

I understand that during a normal semester there are key events, unexpected happenings, and sickness to name a few possibilities that can occur – but you cannot learn and be a productive citizen if you are not in class. Class attendance is based on being in class to participate in class activities. I do not want to be the “judge” of what is valid and what is not a valid excuse. Each student can miss up to 5 classes without a penalty. ***I do not recommend missing this many classes.*** PLEASE NOTE IF YOU ARE AN ATHLETE your leaving/missing for games counts towards the five absences. If you are an athlete and are going to miss more than 5 classes, you need to meet with me by September 7th. The following attendance policy will be enforced

Number of Days Absent	Bonus/Penalty	Important
Perfect Attendance	10 points	
1 Absence	5 points	There is no makeup work in this class. If you are going to miss class, you must complete any work before the absence.
2 Absences	2.5 points	There is no makeup work in this class. If you are going to miss class, you must complete any work before the absence.
6 Absences	-25 points	There is no makeup work in this class. If you are going to miss class, you must complete any work before the absence.
7 Absences	-50 points	There is no makeup work in this class. If you are going to miss class, you must complete any work before the absence.
8 or more Absences	-100	There is no makeup work in this class. If you are going to miss class, you must complete any work before the absence.

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	ASSIGNMENT
August 24- Tuesday CLASS IS ONLINE TODAY	Getting Started – Online	Buy the Book Complete the getting started section Complete the Getting Started/Bonus Getting Started Quiz
August 26 – Thursday CLASS IS ONLINE TODAY	Getting Started – Online	Buy the Book Complete the getting started section Complete the Getting Started/Bonus Getting Started Quiz
August 31 – Tuesday	What is Sports Marketing Student Introductions	Buy the Book -you will need it for Thursday September 2
September 2- Thursday	Lecture the Fan Challenge Lecture Sports in Trouble	Read Chapters 1 and 2 Before class – complete quizzes 1 and 2
September 7 – Tuesday	Formation of Teams Team Exercise Introduction of Team City Project	
September 9 – Thursday	Lecture How Fans Connect Lecture Reinventing the Sports Brand	Read Chapters 3 and 4 Before class – complete quizzes 3 and 4
September 14 – Tuesday	Lecture Generating the Sports Brand Transformation Lecture Implementing the Sports Brand Transformation	Read Chapters 5 and 6 Before class – complete quizzes 5 and 6
September 16 – Thursday	Lecture Communicating the Sports Brand Lecture Sustaining the Fan Connections	Read Chapters 7 and 8 Before class – complete quizzes 7 and 8

September 21 -Tuesday	Lecture Successful Cases of Sports Branding Lecture The Future of the Fan Connection	Read Chapters 9 and 10 Before class – complete quizzes 9 and 10
September 23 – Thursday NO PHYSICAL CLASS	CLEP EXAM-no class	CLEP exam results must be submitted to CANVAS by 11:59 pm central time
September 28 – Tuesday	COACH LOUIS WILSON TO COACH – CLIENT and GUEST SPEAKER	BIO Due for interview for approval
September 30 – Thursday	SPORTS CITY MARKETING PROJECT PRESENTATIONS	Report and Presentations
October 5 – Tuesday	Follow-up discussion of client project, team workshop	
October 7 – Thursday - CLASS ONLINE	Athletes as a Brand -Bonus Lecture on CANVAS	
October 12 – Tuesday - CLASS ONLINE	Epic Sport Marketing Fails Bonus Lecture on CANVAS	
October 14-Thursday- CLASS ONLINE	Awesome Sports Marketing Examples -Bonus Lecture on CANVAS	
October 19 – Tuesday	Discussion of Job Description Cover Letter Assignment	Job Description Cover Letter Due Assignment Due
October 21 – Thursday	T.B.A.	
October 26 – Tuesday	T.B.A.	
October 28 – Thursday	T.B.A.	
November 2 – Tuesday- CLASS ONLINE	E-SPORTS Bonus Lecture on CANVAS	
November 4 – Thursday NO PHYSICAL CLASS	Work Day for NFT project	
November 9 – Tuesday	NFT presentations	NFT project due
November 11 – Thursday	Team Meeting Dr. Woo	
November 16 – Tuesday	Team Meeting Dr. Woo	
November 18 – Thursday	Discussion of Interview Assignment	Interview Assignment Due
November 22 – Tuesday	THANKSGIVING BREAK	HAVE FUN & BE SAFE
November 24 – Thursday	THANKSGIVING BREAK	HAVE FUN & BE SAFE
November 30- Tuesday	Client Presentations	Presentations to Client
December 2 – Thursday	Client Presentations	Presentations to Client – mandatory attendance
December 7- 11	FINAL EXAM -BONUS LECTURE MATERIALS	FINAL EXAM TBA

IMPORTANT DATES:

October 1: Final fling date for Fall 2021 graduation

November 1: Registration begins for Spring 2021

November 22 -27: Thanksgiving Break

December 6 – Study Day

December 7 -11 Final Exams -our exam is TBA

December 10 and 11 Fall 2021 Commencement

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
- UT Tyler Counseling Center (903.566.7254)

SYLLABUS POLICY -this link will take you to all of the syllabus policies concerning UT Tyler Honor Code, Students Rights and Responsibilities, Camus Carry, UT Tyler a Tobacco Free University, Grade Replace and Forgiveness and Census Date Policy, State-Mandated Course Drop Policies, Disability/Accessibility Services, etc.

<https://www.uttyler.edu/academic-affairs/files/syllabuspolicy.pdf>

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.