

**THE UNIVERSITY OF TEXAS AT TYLER**  
**COLLEGE OF BUSINESS ADMINISTRATION**  
**Summer 2022, session 1**  
**May 31 to July 2**

**COURSE NUMBER:** MARK 4310.060

**COURSE TITLE:** Sports Marketing

**INSTRUCTOR:** Dr. Barbara Ross Wooldridge

**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 – KNOW YOUR VALUE PROPOSITION**

“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

**PREREQUISITE:** None

**COURSE OBJECTIVES KNOWLEDGE OBJECTIVES:**

By the end of this course, the student should have:

- (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:** online

**TEACHING METHOD:** online

**OFFICE & TELEPHONE NUMBER:** Soules College of Business, COB 350.023, 903-566-7246, [brosswoo@uttyler.edu](mailto:brosswoo@uttyler.edu)

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

**E-MAIL COMMUNICATION:** To protect the privacy of students, the university requires that all e-mail communication with students be conducted through the University Patriot e-mail system. It is the responsibility of the student to regularly check their Patriot e-mail address.

## COURSE SCHEDULE

**This is a tentative schedule and is subject to modification; if modified students will be notified via an announcement on CANVAS. PLEASE NOTE – this is a very fast paced course, review the syllabus and see if it fits in with your summer schedule.**

<b>Date/Week</b>	<b>Topics</b>	<b>Assignments</b>
<b>Week 1 May 31 to June 5 Tuesday to Sunday</b>	Introduction Discussion Board What is Sports Marketing Lecture the Fan Challenge - Chap1 Lecture Sports in Trouble Chap 2 Lecture How Fans Connect Chap 3	<ul style="list-style-type: none"> <li>• Buy the Book</li> <li>• Complete the Getting Started</li> <li>• Read Chapters 1-3</li> <li>• Test on Chapters 1-3</li> <li>• Introduction Discussion Board</li> </ul>
<b>Week 2 June 6 to June 12 Monday to Sunday</b>	Lecture Reinventing the Sports Brand -Chap 4 Lecture Generating the Sports Brand Transformation - Chapter 5 Lecture Communication the Sports Brand – Chap 6 Lecture Communicating the Sports Brand – Chap 7	<ul style="list-style-type: none"> <li>• Read Chapters 4-7</li> <li>• Test on Chapters 4-7</li> <li>• Obtain approval for interview.</li> </ul>
<b>Week 3 June 13 to 19 Monday to Sunday</b>	Lecture Sustaining Fan Connections -Chap 8 Lecture Success Cases of Sports Branding – Chap 9 Lecture The Future of the Fan Connection – Chap 10	<ul style="list-style-type: none"> <li>• Read Chapters 8-10</li> <li>• Test on Chapters 8-10</li> </ul>

<b>Week 4</b> <b>June 20 to June 26</b> <b>Monday to Sunday</b>	Bonus Lectures Lecture Athletes as Brand Lecture Epic Sports Marketing Fails Lecture Awesome Sports Marketing Examples	<ul style="list-style-type: none"> <li>• Bonus Lecture Exam</li> </ul>
<b>Week 5</b> <b>June 27 to July 1</b> <b>Monday to Friday</b>	NFT/ Interview Assignment	<ul style="list-style-type: none"> <li>• NFT Assignment Due 28 - posted to Discussion Board</li> <li>• Interview Assignment Due July 1</li> </ul>

### IMPORTANT DATES

June 3, Census Date

June 15, Final Filing Deadline for Summer 2022 Graduation

June 21, Last day to withdrawal from one or more classes

### EVALUATION

**This is an online class you are expected to have a stable internet connection. Not having a good connection is not an accepted excuse for late or incomplete work.**

ITEM	POINTS	PENALTY IF NOT DONE
Getting Started/Syllabus Quiz	5	
Chapter Exams	100 (3 X 100)	
Bonus Lecture Exam	100	<b>-100</b>
NFT Assignment	100	<b>-100</b>
Interview and Reflection Assignment	100	<b>-100</b>
Introduction Discussion Board	25	<b>-25</b>

**IF YOU DO NOT DO AN ASSIGNMENT, YOU DO NOT RECEIVE A ZERO, YOU RECEIVE THE NEGATIVE VALUE OF THE ASSIGNMENT. NO LATE ASSIGNMENTS OR QUIZ ARE ACCEPTED.**

**Final LETTER grades will then be assigned as follows:**

FINAL POINTS	GRADE
625 -563	<b>A</b>
562.9-500	<b>B</b>
499.9- 438	<b>C</b>
437.9- 375	<b>D</b>
374.9and below	<b>F</b>

**\*grades will not be rounded up**

## **COLLEGE OF BUSINESS STATEMENT OF ETHICS:**

The ethical problems facing local, national and global business communities are an ever-increasing challenge. It is essential the College of Business and Technology help students prepare for lives of personal integrity, responsible citizenship, and public service. In order to accomplish these goals, both students and faculty of the College of Business and Technology at The University of Texas at Tyler will:

- Ensure honesty in all behavior, never cheating or knowingly giving false information.
- Create an atmosphere of mutual respect for all students and faculty regardless of race, creed, gender, age or religion.
- Develop an environment conducive to learning.
- Encourage and support student organizations and activities.
- Protect property and personal information from theft, damage and misuse.
- Conduct yourself in a professional manner both on and off campus.

## **TECHNICAL INFORMATION**

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

## **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.