

**THE UNIVERSITY OF TEXAS AT TYLER**  
**COLLEGE OF BUSINESS ADMINISTRATION**  
**Spring 2021**  
**January 11 to April 30**

**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:** Online

**OFFICE HOURS:** 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.

**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:** Online

**TEACHING METHOD:** Online

### **COURSE ACTIVITIES AND GRADING POLICY**

#### **GRADING:**

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

**\*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	<b>-100</b>
CHAPTER QUIZZES	400 (40 x 10 chapters)	<b>0</b>
JOB SEARCH	100 (25 job description, 75 assignment)	<b>-25 for job description -75 for write up of assignment</b>
SPORTS CITY MARKETING TEAM PROJECT*	100	<b>-100</b>
FINAL EXAM	100	<b>-100</b>
Interview Assignment	100	<b>-100</b>
Quiz Questions for Supplemental Lectures	50 (each lecture question set worth – 12.5) 4x 12.5 =50	<b>-12.5 for each set not completed</b>
Group Evaluations	0	<b>-10</b>
Introduction Video	50	<b>-50</b>
<b>GETTING STARTED BONUS* QUIZ</b>	<b>10 bonus points</b>	
<b>TOTAL POINTS</b>	<b>1,000</b>	

**NO LATE ASSIGNMENTS ARE ACCEPTED**

Each student must do an evaluation of their team members and self. Grades will be adjusted according to evaluations.

\*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.

**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.**

## 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
<b>WEEK 1</b> January 11 to 17 Monday to Sunday You may work ahead on assignments	Introduction to Class Lecture What is Sports Marketing	<b>Buy the Book</b> <b>Complete the getting started section</b> Complete the Getting Started/Bonus Getting Started Quiz Post your Video Introduction*Be sure to go through the course to flipgrid and not directly to flipgrid.
<b>WEEK 2</b> January 18 -24 Monday to Sunday You may work ahead but you must have completed your Quiz by 11:59 pm central time on Sunday January 24th.	Lecture: The Fan Challenge Lecture Sports in Trouble	Quiz Chapter 1 Read Chapter 1 Read Chapter 2 Quiz Chapter 2
<b>WEEK 3</b> January 25 -31 Monday to Sunday You may work ahead but you must have completed your Quiz by 11:59 pm central time on Sunday January 31	Lecture How Fans Connect Team Formed	Read Chapter 3 Chapter 3 quiz
<b>WEEK 4</b> February 1-7 Monday to Sunday You may work ahead but you must have completed your Quiz by 11:59 pm central time on Sunday	CLEP EXAM	<b>JOB DESCRIPTION DUE</b> <b>CLEP EXAM- Must submit print screen/snip of your results page by 11:59 pm central time.</b>

<b>February 7.</b>		
<b>WEEK 5</b> <b>February 8 – 14</b> <b>Monday to Sunday</b> <b>You may work ahead but you must have completed your Quiz by 11:59 pm central time on Sunday February 14.</b>	Lecture Reinventing the Sports Brand Lecture Generating the Sports Brand Transformation	Read Chapter 4 Chapter 4 quiz Read Chapter 5 Chapter 5 quiz
<b>WEEK 6</b> <b>February 15 - 21 Monday to Sunday</b> <b>You may work ahead but you must have completed your Quiz by 11:59 pm central time on Sunday February 21.</b>	Lecture Implementing the Sports Brand Transformation Lecture Communicating the Sports Brand	Read Chapter 6 Chapter 6 quiz Read Chapter 7 Chapter 7 quiz
<b>WEEK 7</b> <b>February 22 – 28</b> <b>Monday to Sunday</b> <b>You may work ahead but you must have completed your Quiz by 11:59 pm central time on Sunday February 28.</b>	<b>JOB INTERVIEW ASSIGNMENT DUE</b> Lecture Sustaining the Fan Connections Lecture Successful Cases of Sports Branding	<b>JOB INTERVIEW ASSIGNMENT DUE</b> Read Chapter 8 Chapter 8 quiz Read Chapter 9 Quiz on Chapter 9
<b>WEEK 8</b> <b>March 1-7</b> <b>You may work ahead but you must have completed your Quiz by 11:59 pm central time on Sunday March 7.</b>	Lecture The Future of the Fan Connection	Read Chapter 10 Chapter 10 quiz  <b>Turn in Bio of Person you will be interviewing for your final exam for approval. Presentations</b>
<b>WEEK 9</b> <b>March 8 -13</b> Monday to Sunday	SPRING BREAK	<b>HAVE FUN AN BE SAFE</b>
<b>WEEK 10</b> <b>March 14 - March 21</b> Monday to Sunday	<b>Team City Presentations</b>	<b>Presentations</b>

<b>WEEK 11</b> <b>March 22 -28</b> <b>Monday to Sunday</b>	Epic Fails -Lecture Awesome Marketing Examples -Lecture	Test questions due for supplement lectures: Epic Falls (10 questions) and Awesome Marketing (10 questions) due 3/28 by 11:59 pm central time
<b>WEEK 12</b> <b>March 29 – April 4</b> <b>Monday to Sunday</b>	Athletes as Brands Lecture	Test questions due for supplemental lecture: Athletes as a Brand (10 questions) due April 4 by 11:59 pm central time.
<b>WEEK 13</b> <b>April 5 -11</b> <b>Monday to Sunday</b>	E-Sports Lecture	Test questions due for supplemental lecture -E-Sports (10 questions) due 4/11 by 11:59 pm central time.
<b>WEEK 14</b> <b>April 12-18 Monday to Sunday</b>	INTERVIEW DUE	FINAL INTERVIEW DUE
<b>WEEK 15</b> <b>April 19 -25</b> <b>Monday to Sunday</b> You may work ahead once the exam is posted but you must have completed your <b>FINAL EXAM BY 11:59 pm central time on Tuesday April 30th.</b>	<b>FINAL EXAM</b> The final exam will cover the clep exam, the Elusive Fan, all lectures, and guest speakers.	<b>FINAL EXAM</b> The final exam will be available to take April 23, 24, and 25.

### **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](http://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 instructor 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](mailto:writingcenter@uttyler.edu)
- UT Tyler Tutoring Center (903.565.5964), [tutoring@uttyler.edu](mailto: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](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> .