

**THE UNIVERSITY OF TEXAS AT TYLER**  
**COLLEGE OF BUSINESS ADMINISTRATION**  
**Spring 2023**  
**January 9 – April 28**

**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: 1:00 pm to 2:30 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.

**Classroom Expectations**

Sports Marketing draws a diverse group of students. Each of us has individual beliefs, backgrounds, and experiences as members of this class I expect all to show respect for each other. I believe in a safe and inclusive learning environment where diversity and individual

differences are appreciated and valued. We all learn more when we listen to others that are different from ourselves. For the class and projects to succeed we need everyone's input and talents.

### 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

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
Hawaiian Night	250	-250
Hawaiian Night Evaluations	50	-50
Client Project	150	-150
Client Project Evaluations	50	-50
FINAL EXAM BONUS LECTURES	100	-100
Interview Assignment	100	-100
Chapters Quizzes (10 x30)	300	0
<b>GETTING STARTED BONUS* QUIZ</b>	<b>10 bonus points</b>	
<b>TOTAL POINTS</b>	<b>1,000</b>	

**NO LATE ASSIGNMENTS ARE ACCEPTED, but individual work may be completed early.**

### 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.

### 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. 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 five classes.*** PLEASE NOTE IF YOU ARE AN ATHLETE your leaving/missing for games counts towards the five absences; If you are going to miss more than 5 classes, you need to meet with me by January 13, 2023. 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.

### COURSE SCHEDULE

**\*IF YOU CANNOT BE PRESENT FOR HAWAIIAN NIGHT ON FEB. 9 FROM 6 PM UNTIL MIDNIGHT – DO NOT ENROLL IN THE CLASS.**

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
WEEK 1 Tuesday Jan. 10 Thursday Jan. 12	Introduction to Class 1/10 Coach Louis Wilson to class-introduction to class project* Mandatory Attendance	<b>Buy the Book</b> <b>Complete the getting started section</b> <b>Complete the Getting Started/Bonus Quiz on CANVAS by Sunday January 15 by 11:59 pm central time.</b>
WEEK 2 Tuesday Jan. 17 Thursday Jan. 19	Class meets work on Hawaiian Night Class meets work on Hawaiian Night	
WEEK 3 Tuesday Jan. 24 Thursday Jan. 26	Class meets work on Hawaiian Night Class meets work on Hawaiian Night	
WEEK 4 Tuesday Jan 31 Thursday Feb. 2	Class meets work on Hawaiian Night Class meets work on Hawaiian Night	
WEEK 5 Tuesday Feb. 7 THURSDAY FEB. 9* Mandatory Attendance -	FINAL PREPARTIONS FOR HAWAIIAN NIGHT	<b>Thursday Feb. 9<sup>th</sup> -entire class must work the event at the men's basketball from 6 pm onwards. The game is considered mandatory attendance.</b>
WEEK 6 Tuesday Feb. 14 Thursday Feb. 16	Week off to make-up for mandatory attendance Feb 9	Week off to make-up for mandatory attendance Feb. 9
WEEK 7 Tuesday Feb. 21 Thursday Feb. 23	Lecture What is Sports Marketing Introduction to Second Team Project	<b>INTERVIEW APPROVAL – MUST BE SUBMITTED</b>
WEEK 8 Tuesday Feb. 28 Thursday Mar. 2	Lecture the Fan Challenge Lecture Sports in Trouble	Read Chapters 1 and 2 <b>Before class – complete quizzes 1 and 2</b>
WEEK 9 Tuesday Mar. 7 Thursday Mar. 9	Lecture How Fans Connect Lecture Reinventing the Sports Brand	<b>Read Chapters 3 and 4</b> <b>Before class – complete quizzes 3 and 4</b>

WEEK 10 <b>SPRING BREAK</b>	SRING BREAK	<b>Watch some great sports and have fun!!</b>
WEEK 11 <b>Tuesday Mar21</b> <b>Thursday Mar 23</b>	Lecture Generating the Sports Brand Transformation Lecture Implementing the Sports Brand Transformation	Read Chapters 5 and 6 <b>Before class – complete quizzes 5 and 6</b>
WEEK 12 <b>Tuesday Mar. 28</b> <b>Thursday Mar. 30</b>	Lecture Communicating the Sports Brand Lecture Sustaining the Fan Connections	Read Chapters 7 and 8 <b>Before class – complete quizzes 7 and 8</b>
WEEK 13 <b>Tuesday April 4</b> <b>Thursday April 6</b>	Lecture Successful Cases of Sports Branding Lecture The Future of the Fan Connection	Read Chapters 9 and 10 <b>Before class – complete quizzes 9 and 10</b>
WEEK 14 <b>Tuesday April 11</b> <b>Thursday April 13</b>	INTERVIEW PROJECTS PRESENTATIONS	<b>Interview Projects Due</b>
WEEK 15 <b>Tuesday April 18</b> <b>Thursday April 20</b>	NIL LECTURE and Discussion  PRESENTATION TO CLIENT	<b>Client Presentations and Reports Due</b>
WEEK 16 <b>April 24 -26</b>	ALL MATERIALS ONLINE ON CANVAS- REVIEW PRESENTATIONS AND TAKE EXAM  Awesome Sports Marketing Examples -Bonus Lecture on CANVAS Epic Sport Marketing Fails Bonus Lecture on CANVAS	<b>FINAL EXAM -ONLINE</b>

**IMPORTANT DATES:**

February 1: Summer Registration Begins  
 March 1: Final Filing Deadline for Spring 2023 Graduation  
 March 23: Last day to withdraw from 15-week courses  
 April 3: Registration for fall begins  
 April 24-29: Final Exam Week

**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)
- 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>