

MARK 4310.060, Fall 2024

The University of Texas at Tyler

This course is in support of a degree program at the University of Texas at Tyler that has earned professional accreditation by AACSB International. AACSB International is an association of more than 11,000 business educational institutions, and other organizations in 70 countries that are dedicated to the advancement of management education worldwide. Less than 5% of business programs worldwide have earned this distinguished hallmark of excellence in management education.

Basic Information:

Course Section: MARK 4310.060

Course Title: Sports Marketing

Meeting Time and Place: Online/Canvas

Course Credit Hours: 3

Textbooks and Other Required Materials: *The Elusive Fan: Reinventing Sports in a Crowded Marketplace*, Irving Rein, Philip Kotler and Ben Shields, McGraw Hill, ISBN 0-07-145409-8

Faculty Contact Information

Mr. Christian Bushardt

Email: CBushardt@uttyler.edu

Cell Phone Number: (601) 466-2219

Office Hours: As needed/requested by students. We can meet via zoom, phone, email, or any other reasonable method of communication. I am available at the student's convenience.

Course Attendance:

MARK4310.060 is an online delivery. We will not have required live class zoom meetings. I will post videos, slides, and you will do work on your own time. We may have some live zoom sessions to answer questions or other concerns as a group, but these will not be required. You are always welcome to schedule a live zoom session for one-one-one assistance.

Course Communication:

Please use your university Email (NOT CANVAS) for written communication unless requested otherwise. Please communicate via email as this has greater correlation with your future job role. Future employers will expect effective email communication skills. Please check email regularly as that is the primary way in which we will communicate.

DO NOT USE CANVAS MESSAGE TO COMMUNICATE

Course Information:

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.

Course Objectives/Assignments:

- (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

Grading Rubric:

Exam 1 – 100 Points (Chapters 1-3)

Exam 2 – 100 Points (Chapters 4-7)

Exam 3 – 100 Points (Chapters 8-10)

Quizzes – 50 Points

Discussion Boards/Role Plays/Guest Speakers – 50 Points

Total = 400 Points

360+ = A

320 = B

280 = C

240 = D

<240 = F

Exams

Exams are administered through canvas. You should refer to canvas for the availability of exams. You are allowed to use your book, notes and other materials during exams. You are not allowed to use another student or a copy of the exam, you must either know the answer or find it in your class resources. Exams are multiple choice and have limited time.

Quizzes

Quizzes will be administered through canvas. You should refer to canvas for the due dates of these assignments. You are allowed to use your book, notes and other materials during quizzes. You are not allowed to use another student or a copy of the quiz, you must either know the answer or find it in your class resources. Quizzes are timed with only 1 attempt. Quizzes will not be re-opened if you miss a quiz since all quizzes are available after first week of the semester. Additionally, quizzes are due before the exam and not weekly.

Discussion Boards/Role Plays/Guest Speakers:

We will have multiple discussion board posts throughout the semester addressing several different topics. Topics include but are not limited to: role play experiences, guest speaker/video comments/reactions, case analysis, and/or current events. You should refer to each discussion board topic for details about how to complete the assignment. Instructions on how to reply should be included with the prompt/first post by the instructor. Example: How points are allocated in a discussion on a role play experience may be different from a discussion revolving around an on-going current event. Required breadth and depth of posts varies depending upon topic being discussed. You should refer to canvas for details about submission times for Discussion Boards/Role Plays & Guest Speaker assignments.

Late Work:

Submitting work late will result in points deducted at the discretion of the instructor. You should expect technology to not work completely the first time, and plan time to trouble such problems which typically arise during normal business activities. Some assignments will not be accepted late.

Reasonable Accommodations For Disabilities:

Should you need accommodation for anything, please contact Student Accessibility and Resources center at saroffice@uttyler.edu. I also encourage you to contact me with any issues, and I will be happy to work with you.

ACADEMIC INTEGRITY

(UT Tyler students make the decision to not lie, cheat, or steal, nor tolerate those that do)

The code states UT Tyler students will not lie, cheat, or steal or allow other to do so. Students are responsible for doing their own work and avoiding all formats of academic dishonesty. The most common academic honesty violations are cheating and plagiarism. Cheating includes, but is not limited to: submitting material that is not one's own. Using information or devices that are not allowed by the faculty member, obtaining and/or using unauthorized material, fabrication information, violating procedures prescribed to protect the integrity of a test, or evaluation exercise, collaborating with others on assignments without the faculty member's consent, cooperating with or helping another student to cheat, having another person take an examination in the student's place, altering exam answers and requesting that the exam be re-graded, communicating with any during an exam, other than the faculty member or exam proctor. Plagiarism includes, but is not limited to: Directly quoting the words of others without using quotation marks or indented format to identify them, using sources of information (published or unpublished) without identifying them, Paraphrasing materials or ideas of others without identifying the sources.

Inclusion in Syllabi: The following statement should be included in all syllabi, "We respect the right and privacy of students 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>."

Artificial Intelligence (AI): UT Tyler is committed to exploring and using artificial intelligence (AI) tools as appropriate for the discipline and task undertaken. We encourage discussing AI tools' ethical, societal, philosophical, and disciplinary implications. All uses of AI should be acknowledged as this aligns with our commitment to honor and integrity, as noted in UT Tyler's Honor Code. Faculty and students must not use protected information, data, or copyrighted materials when using any AI tool. Additionally, users should be aware that AI tools rely on predictive models to generate content that may appear correct but is sometimes shown to be incomplete, inaccurate, taken without attribution from other sources, and/or biased. Consequently, an AI tool should not be considered a substitute for traditional approaches to research. You are ultimately responsible for the quality and content of the information you submit. Misusing AI tools that violate the guidelines specified for this course (see below) is considered a breach of academic integrity. The student will be subject to disciplinary actions as outlined in UT Tyler's Academic Integrity Policy.

AI is not permitted in this course at all.

Example 1: I expect all work students submit for this course to be their own. I have carefully designed all assignments and class activities to support your learning. Doing your own work, without human or artificial intelligence assistance, is best for your efforts in mastering course learning objectives. For this course, I expressly forbid using ChatGPT or any other artificial intelligence (AI) tools for any stages of the work process, including brainstorming. Deviations from these guidelines will be considered a violation of UT Tyler's Honor Code and academic honesty values.

Example 2: To best support your learning, you must complete all graded assignments by yourself to assist in your learning. This exclusion of other resources to help complete assignments includes artificial intelligence (AI).

Refrain from using AI tools to generate any course context (e.g., text, video, audio, images, code, etc.) for an assignment or classroom assignment.

Example 3: The work submitted by students in this course will be generated by themselves. This includes all process work, drafts, brainstorming artifacts, editing, and final products. This extends to group assignments where students must create collaboratively create the project. Any instance of the following constitutes a violation of UT Tyler's Honor Code: a student has another person/entity do any portion of a graded assignment, which includes purchasing work from a company, hiring a person or company to complete an assignment or exam, using a previously submitted assignment and/or using AI tools (such as ChatGPT).

Discussion Boards/Role Plays/Guest Speakers will be announced throughout the semester and added to the syllabus.

Week	Date	Chapter	Content	Assignments Due
Week 1	8/26-9/2		Introductions	
Week 2	9/3-9/9	1	The Fan Challenge	
Week 3	9/10-9/16	2	Sports in Trouble	
Week 4	9/17-9/23	3	How Fans Connect	Quizzes for Chapters 1,2,3 Due: 9/23 @ 11:59PM in Canvas
		Quizzes	Quizzes for Chapters 1, 2, 3	
Week 5	9/24-9/30	Exam 1	Exam 1 – Chapters 1, 2, 3	Exam 1 opens 9/24 @ 12:01AM Exam 1 closes 9/30 @ 11:59PM
Week 6	9/1-10/7	4	Reinventing the Sports Brand	
Week 7	10/8-10/14	5	Generating the Sports Brand Transformation	
Week 8	10/15-10/21	6	Implementing the Sports Brand Transformation	
Week 9	10/22-10/28	7	Communicating the Sports Brand	Quizzes for Chapters 4,5,6,7 Due: 10/28 @ 11:59PM in Canvas
		Quizzes	Quizzes for Chapters 4, 5, 6, 7	
Week 10	10/29-11/4	Exam 2	Exam 2 – Chapters 4, 5, 6, 7	Exam 2 opens 10/29 @ 12:01AM Exam 2 closes 11/4 @ 11:59PM
Week 11	11/5-11/11	8	Sustaining the Fan Connections	
Week 12	11/12-11/18	9	Successful Cases of Sports Branding	
Week 13	11/19-11/24	10	The Future of the Fan Connection	
Week 14	12/2-12/8	Quizzes	Quizzes for Chapters 8, 9, 10	Quizzes for Chapters 8,9,10 Due: 12/8 @ 11:59PM in Canvas
Week 15	12/9-12/13	Final Exam	Final Exam – Chapters 8, 9, 10	Final Exam opens 12/9 @ 12:01AM Final Exam closes 12/13 @ 11:59PM

The instructor reserves the right to revise, alter or amend this syllabus as necessary. Students will be notified in writing / email of any such changes.