Course Description:

This course is designed to provide students with opportunities for understanding and applying general marketing principles within various aspects of the sport industry. Particularly, this course will focus on the elements that make the sport product distinctive from other products. This course will provide a broad overview of the important tenets of marketing (including: sales, sponsorships, advertising, branding, customer service, etc.) and will provide students with opportunities to apply this knowledge by creating marketing plans for actual sport organizations. This course will consist of multiple teaching techniques designed to promote a learning environment that is both theoretically and practically driven.

Student Learning Outcomes:

After completing this course, students should be able to:

1. Explain the uniqueness of the sport product compared to other consumer products.
2. Critically assess sport marketing research.
3. Explain the motivations of sport consumptive behaviors.
4. Develop pricing packages specific to organizational positioning strategies.
5. Demonstrate effective sales strategies through innovative marketing techniques.
6. Utilize various forms of print and digital media within marketing endeavors.
7. Demonstrate effective oral presentation skills.
8. Demonstrate effective writing skills.

Grading Structure & Student Learning Outcome Evaluation

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Learning Outcomes Evaluated</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>LPGA Promotions Packages</td>
<td>1, 2, 3, 4, 5, 6, 7, 8</td>
<td>60</td>
</tr>
<tr>
<td>• Promotions Packet (30 points)</td>
<td></td>
<td></td>
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<tr>
<td>• Promotions Packet Presentation (20 points)</td>
<td></td>
<td></td>
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<tr>
<td>• Sales efforts (10 points)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marketing Evaluation</td>
<td>2, 8</td>
<td>20</td>
</tr>
<tr>
<td>Reading Quizzes (10*2 points)</td>
<td>1, 2, 3, 4, 7</td>
<td>20</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>100</td>
</tr>
</tbody>
</table>

Grading Scale:

90-100    A
80-89     B
70-79     C
60-69     D
≤ 59      F
Course Policies:

Class Decorum
Students will be held accountable for their words and actions in this class. **Professionalism** will be an element of every graded assignment.

Class Attendance
Students are expected to attend class. Students are expected to arrive to class before the scheduled start time for the course. Students who miss assignments or learning activities due to absence or tardiness **WILL NOT BE ALLOWED TO MAKE UP MISSED ASSIGNMENTS OR ACTIVITIES** without documentation from a university sponsored trip, religious holy day observance, or documented illness. If students are going to have university excused absences, they should make every effort to notify the instructor PRIOR to the absence to obtain the make-up work for the missed class. Finally, students who are excessively tardy to class will not be allowed to attend the class for which they are tardy after the second tardy.

Late Work & Extra Credit
Any exams or assignments missed without prior arrangements being made or in compliance with previously outlined policies **may not be made up.** Also **NO EXTRA CREDIT WILL BE GIVEN, SO PLEASE DO NOT APPROACH THE INSTRUCTOR ABOUT IT!!!** Students will be given ample opportunities throughout the semester to earn their desired grades.

Academic Integrity
Students caught cheating or plagiarizing will receive a "0" for that particular assignment or exam [or specify alternative sanction, such as course failure]. Additionally, the incident will be reported to the Dean of Students, who may impose further penalty. According to the UNT catalog, the term "cheating" includes, but is not limited to: a. use of any unauthorized assistance in taking quizzes, tests, or examinations; b. dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; c. the acquisition, without permission, of tests or other academic material belonging to a faculty or staff member of the university; d. dual submission of a paper or project, or resubmission of a paper or project to a different class without express permission from the instructor(s); or e. any other act designed to give a student an unfair advantage. The term "plagiarism" includes, but is not limited to: a. the knowing or negligent use by paraphrase or direct quotation of the published or unpublished work of another person without full and clear acknowledgment; and b. the knowing or negligent unacknowledged use of materials prepared by another person without full and clear acknowledgment. 

Acceptable Student Behavior
Student behavior that interferes with an instructor’s ability to conduct a class or other students’ opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The university’s expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at [http://deanofstudents.unt.edu](http://deanofstudents.unt.edu).

Access to Information - Eagle Connect
Your access point for business and academic services at UNT occurs at [http://www.my.unt.edu](http://www.my.unt.edu). All official communication from the university will be delivered to your Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward your e-mail: [http://eagleconnect.unt.edu](http://eagleconnect.unt.edu).

ADA Statement
The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the Office of Disability Accommodation website at [http://disability.unt.edu](http://disability.unt.edu). You may also contact them by phone at (940) 565-4323.

Emergency Notification & Procedures
UNT uses a system called Eagle Alert to quickly notify you with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty, staff, and students. Please make certain to update your phone numbers at [http://www.my.unt.edu](http://www.my.unt.edu). Some helpful emergency preparedness actions include: 1) know the evacuation routes and severe weather shelter areas in the buildings where your classes are held, 2) determine how you will contact family and friends if phones are temporarily unavailable, and 3) identify where you will go if you need to evacuate the Denton area suddenly. In the event of a
university closure, please refer to Blackboard for contingency plans for covering course materials.

**Retention of Student Records**
Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Blackboard online system, including grading information and comments, is also stored in a safe electronic environment for one year. You have a right to view your individual record; however, information about your records will not be divulged to other individuals without the proper written consent. You are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the university’s policy in accordance with those mandates at the following link: [http://essc.unt.edu/registrar/ferpa.html](http://essc.unt.edu/registrar/ferpa.html)

**Student Evaluation of Teaching (SETE)**
Student feedback is important and an essential part of participation in this course. The Student Evaluation of Teaching (SETE) is a requirement for all organized classes at UNT. This short survey will be made available at the end of the semester to provide you with an opportunity to evaluate how this course is taught.

**Succeed at UNT**
UNT endeavors to offer you a high-quality education and to provide a supportive environment to help you learn and grown. And, as a faculty member, I am committed to helping you be successful as a student. Here’s how to succeed at UNT: Show up. Find Support. Get advised. Be prepared. Get involved. Stay focused. To learn more about campus resources and information on how you can achieve success: [http://success.unt.edu/](http://success.unt.edu/).
Assignments

*LPGA Promotions Packages (60 points total) Student Learning Outcomes – 1, 2, 3, 4, 5, 6, 7, 8*

The majority of the assignments for this course will be built around developing and selling various promotions packages for Volunteers of America Texas Shootout LPGA golf tournament. Primarily, students will be tasked with formulating and selling unique ticket packages for this event. Towards the first of the semester, students will be divided into groups and will complete the following assignments. Due dates are provided for each assignment.

**Promotions Packet (30 points).** Each group will be responsible for formulating a unique ticket promotions package that they will attempt sell to various corporate and individual entities. These packets should include various ticket packages, promotions, and sponsorship opportunities that are consistent with the tournament’s and LPGA’s corporate mission and vision. Each group is responsible for developing and delivering professional, aesthetically pleasing packets. Each group is also expected to work extensively with tournament representatives in their formulation of their packets. Each group will present its packet to the tournament representatives. These promotions packets must receive approval from tournament representatives AND from the course instructor prior to any group’s efforts to sell their promotions to any constituency. Specific details regarding styling and content will be provided throughout the duration of the course. Please refer to the course schedule for the due date of this assignment.

**Promotions Packet Presentation (20 points).** Each group will provide a formal presentation of its Promotions Packet to both the instructor and tournament representatives. It is essential that students properly prepare for these presentations as this will their primary opportunity for receiving approval to proceed with selling their packets to their targeted constituencies. Each group will have approximately 15 minutes to present their packets. Students will be graded both on content and delivery of their packets. Specific details regarding styling and content will be provided prior to the presentation date. Please refer to the course schedule for the presentation date.

**Sales Efforts (10 points).** Upon receiving approval of their Promotions Packets, groups will engage in a six-week “sales blitz” (3/1 – 4/26) wherein they will attempt to sell as many of their proposed promotions to their target markets. While there is no minimum requirement on the number of promotional packages that each group sells, students will be graded on their demonstrated efforts. As such, each group is required to provide 10 unique leads each week of the sales blitz. Evidence of these leads can include: business cards from prospective clients, photo evidence with prospective clients, signed statements (which will include contact information of the prospect), or other creative forms of proof. Evidence of the 10 leads will be provided to the instructor of the course at each class meeting starting 3/8 through 4/26. These will be graded on an “all or none” basis.

**The representatives of this tournament are excited about partnering with our program and appreciative of student efforts. As such, they have agreed to donate a portion of the class sales back to the program for student scholarships/assistantships. As such, the group that greatest sales (as determined by the following formula: Gross revenues + Number of unique promotions sold(1000) = X) will then be offered priority in applying for these funds.**

*Marketing Evaluation (20 points): Student Learning Outcomes – 2, 8*

Upon the conclusion of the both events for this class, each student will assess the marketing efforts for the Volunteers of America Texas Shootout LPGA golf tournament. Students will obtain direct data from tournament attendees regarding fan experiences of the tournament. Each student is responsible for collecting data from at least five different tournament attendees using methods discussed in class. Each student will provide the raw data along with a five-page summary of the major findings from their data collection. Further, students will reflect upon their personal experiences working with the tournament. Specific details of the requirements for this assignment will be provided in a separate document. Please refer to the course schedule for the specific due date of this assignment.

**Reading Quizzes (10 * 2 points = 20 points total): Student Learning Outcomes – 1, 2, 3, 4, 7**

At the beginning of the semester, students will be provided the reading list for this course. Students will be responsible for the assigned readings for each class. As such, there will be 10 reading quizzes (2 points each) throughout the course of the semester. Quizzes will be completed in class and students will be allowed to use any notes they have taken while reading (may not use the readings themselves). Missed reading quizzes may not be made up. Refer to the course schedule for assigned readings for each class.
Tentative Course Schedule

**Week 1 (1/18):** Syllabus, Course Introduction, Strategic Management perspective; Readings (Teece, 2010)

**Week 2 (1/25):** Sport Product and Sport Marketing Overview; Readings (Mason, 1999; Fullerton & Merz, 2008)

**Week 3 (2/1):** Matt Truax presentation, Developing proposals

**Week 4 (2/8):** Marketing Research, SWOT analyses (Helms & Nixon, 2010; Hill & Westbrook, 1997)

**Week 5 (2/15):** Positioning, Pricing; Readings (Brooksbank, 1994; Noone et al., 2013)

**Week 6 (3/22):** Consumer Motivations (Kim & Trail, 2011; Wann et al., 2008)

**Week 7 (3/1):** Promotions Package presentations (Promotions Packages due), Start of Sales Blitz

**Week 8 (3/8):** Sponsorship; Readings (Pope, 1998; Wakefield, 2012)

**Week 9 (3/15):** Spring Break (3/13 - 3/19)

**Week 10 (3/22):** Sales Strategies; Readings (Terho et al., 2015)

**Week 11 (3/29):** Online Marketing; Readings (Ashley & Tuten, 2015; Brown, 2003; Kaplan, 2012)

**Week 12 (4/5):** Cause Marketing and Social Responsibility (Babiak & Wolfe, 2006; McGlone & Martin, 2006; Roy & Graeff, 2003)

**Week 13 (4/12):** Consumer satisfaction; Readings (Ko & Pastore, 2004; Theodorakis et al., 2001; Van Leeuwen et al., 2002)

**Week 14 (4/26):** Start of LPGA tournament

**Week 15 (5/3):** Post tournament reflections

**Final Exam:** May 10th @ 6:00 p.m. Marketing Evaluations due