Instructor Information
Calvin Nite, PhD
Office: PEB 210D, New College offices
Office Hours: By Appointment
Email: calvin.nite@unt.edu
Course Website: learn.unt.edu (blackboard)

Course Materials
Required books:
The 22 Immutable Laws of Branding by Al Ries
All Marketers are Liars by Seth Godin
Positioning: The Battle for Your Mind by Al Ries
Social Media: How to Use Social Media Marketing to Grow your Business by FBB Publications
TBD (student choice)

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: branding, positioning, sponsorships, customer service, etc.) and will provide students with opportunities to apply this knowledge by working with local sport organizations on relevant projects. 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. Develop and implement strategies designed to build the brands of sport organizations.
3. Utilize social media as a medium for brand building and advertising.
4. Implement positioning strategies for furthering marketing goals of sport organizations.
5. Evaluate and design improvements of the marketing and branding efforts of sport organizations.
6. Utilize various forms of print and digital media within marketing endeavors.
7. Demonstrate effective written and oral presentation skills.
8. Develop and assess personal branding efforts.

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>Chase University at Texas Motor Speedway</td>
<td>1, 2, 3, 4, 5, 6, 7</td>
<td>10</td>
</tr>
<tr>
<td>Strategic Marketing Plan for UNT RESM</td>
<td>1, 2, 3, 4, 5, 6, 7</td>
<td>10</td>
</tr>
<tr>
<td>Personal Brand Presentation</td>
<td>6, 7, 8</td>
<td>10</td>
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<tr>
<td>Ignite Talks (5*4 points)</td>
<td>5, 7, 8</td>
<td>20</td>
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<tr>
<td>Total</td>
<td></td>
<td>50</td>
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Grading Scale:

<table>
<thead>
<tr>
<th>Score Range</th>
<th>Grade</th>
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<tbody>
<tr>
<td>45-50</td>
<td>A</td>
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<tr>
<td>44-40</td>
<td>B</td>
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<tr>
<td>35-39</td>
<td>C</td>
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<tr>
<td>30-34</td>
<td>D</td>
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<td>≤ 30</td>
<td>F</td>
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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. Students are expected to arrive at class on time and dressed professionally (business casual minimum). Students who do not adhere to the professional expectations of this class will lose one letter grade from their final grades per unprofessional instance. These can include but are not limited to the following: unprofessional email etiquette, dressing unprofessionally for class, not showing up for scheduled meetings with organizations working with the course, and not preparing for class (e.g. reading the assigned material, not completing necessary assignments for class, etc.). Students will be notified by the professor of instances that are deemed unprofessional and when their grades have been reduced.

Class Attendance
Students are expected to attend class and be on time for class meetings. 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. For each unexcused absence, a student’s final grade will be dropped one letter grade. Students who are tardy to class (without approval from the instructor) will be given an unexcused absence and will have their final grade dropped by one letter.

The professor will maintain attendance/tardy records and students will be informed when they have accrued an unexcused absence or 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 or agency engaged in the selling of term papers or other academic materials.

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.

Access to Information - Eagle Connect
Your access point for business and academic services at UNT occurs at 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/.

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. You may also contact them by phone at (940) 565-4323.
**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 grow. 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:**

**2017 Chase University at Texas Motor Speedway (10 points total): Student Learning Outcomes – 1, 3, 4, 5, 6, 7, 8**

Chase U is a partnership between Monster Energy NASCAR Cup Series driver Chase Elliot and Texas Motor Speedway. This partnership will provide college and high school students a discounted ticket to the AAA Texas 500 NASCAR Race at Texas Motor Speedway on Sunday, November 5th. With the discounted ticket, students are given access to tailgate in the Chase U party area outside the grandstands prior to the race with live music, free food, games and an appearance by Chase Elliot. To keep the event exclusive, students must show their school ID to enter the Chase U tailgate area. The goal for Texas Motor Speedway is to provide students at local universities the opportunity to lead with the on-campus advertising and event execution in a real-world business setting. All students are expected to attend the event. Students will be divided into groups of two or three students and complete the following:

**Event Promotions (5 points):** From October 13th-15th, the corporate sponsors of Chase Elliot will be in the DFW area promoting Chase U. Each group is required to develop an implementable promotion for this event. This includes, designing promotional materials (i.e. flyers), planning different aspects of the event (i.e. designing giveaways, formulating fun/exciting activities to generate interest), and implementing the promotional event (i.e. attending this event and managing event logistics). Secondly, students are required to develop promotional items (i.e. flyers and other deliverables) that will attract customers to the Chase U tailgate at the AAA Texas 500 NASCAR Race. Details of the exact requirements of this assignment will emerge throughout the semester.

**Social Media Activity (5 points):** Every student is required to post content promoting Chase U every week from Weeks 6-Week 10 of the course. Each group is required to post across multiple social media platforms (left to the discretion of members of the group). For example, all the students in the group cannot simply post to Facebook and neglect other platforms such as Instagram or Twitter. Additionally, every group is required to record and post on their chosen social media platforms a minimum of two videos promoting Chase U. Subsequent requirements (e.g. proper hashtags, sharing, etc.) will be provided throughout the semester.

**Strategic Marketing Plan for UNT RESM (10 points): Student Learning Outcomes – 1, 3, 4, 5, 6, 7, 8**

In a recent communication with the UNT campus, President Smatresk outlined some of his goals for the coming year(s). He stated, “At our annual Planning Implementation Workshop, we focused on how our community will nurture students’ success and how we can become one of the most innovative centers of learning in the world. Enabling our students through cutting-edge technologies and strong partnerships, within and outside of our university, will be key to moving into an increasingly digital future. In short, our goal is to become a global leader in education innovation.” In heeding this call, the faculty in UNT’s RESM program (primarily) along with faculty from other units on campus are working to develop a sport and event management program that prepares students for working
in various sectors of the sport industry. Further, the goal is to deliver a program where innovation (in terms of curriculum, course delivery, and industry opportunities) is at the forefront of our endeavors. As such, students in this class will develop a comprehensive marketing plan that will serve as the launching point for this program to become a global leader in preparing students to work in sport and/or entertainment. Students will be divided into groups of two or three students (same groups as previous assignments) and complete the following:

**Written Marketing Proposal (5 points):** Each group will develop a comprehensive marketing plan that will serve to position UNT’s RESM program in accordance with President Smatresk’s vision for UNT. This proposal is expected to be creative and innovative both in content and delivery. The specific requirements for this proposal include: SWOT analysis, Target market analysis, Printed and digital media flyer, Website content and layout designs, Positioning/branding strategy, Social Media strategy, and Implementation timeline. Further details will be provided throughout the semester.

**Marketing Proposal Presentation (5 points):** Each group will present its comprehensive marketing plan to the class and members of RESM faculty. These presentations are expected to be creative and innovative both in content and delivery. In addition to the elements from the written proposal, each group is required to record and present a 30 second radio advertisement for the program. Each group is also required to record a two minute video advertisement to be included on the reimagined website. Further details will be provided throughout the semester.

**Ignite Talks (5 talks * 4 points = 20 points total): Student Learning Outcomes – 2, 6, 8, 9**

Every student will deliver Ignite talks (http://www.ignitetalks.io; Google it) over what s/he read that week from the assigned books for the class throughout the semester. Students are required to read the assigned books from this course by the end of the semester but there are no weekly “minimum requirements.” Students can read as much or as little as they would like each week. Students may read the books in any sequence that appeals to them. However, each student is required to deliver a presentation over content gleaned from the readings during the scheduled presentation weeks of class. Presentations will be graded based on completion, professionalism, and intrigue. Meaning, presentations that are not deemed professional or intriguing will not receive credit for the week. Please refer to the course schedule for dates of presentations.

**Personal Brand Presentations (10 points): Student Learning Outcomes – 7, 8, 9**

Upon reading their chosen book on the topic of personal branding, each student will deliver an Ignite talk (http://www.ignitetalks.io; Google it) about themselves. This presentation will allow students to show case how they seek to brand themselves. This is an opportunity for students to critically reflect on how they perceive themselves, how they wish others to perceive them, and if those perceptions are synchronous. This will also provide students opportunities to practice succinct communication that will be beneficial in their quest to secure jobs in an increasingly competitive job market. Additionally, each student is required to submit a portfolio and business card that represents their personal brand. Students will be provided a sign-up sheet during the first weeks of class to indicate which day each will present.
Tentative Course Schedule:

Week 1 (8/31): Syllabus, Course Introduction, Overview of Sport Product

Week 2 (9/7): Guest Speakers: Ronnie Platt and Gabe Flores (Texas Motor Speedway)

Week 3 (9/14): Ignite talks, Marketing goals, Corporate marketing v. individual marketing

Week 4 (9/21): Guest Speaker: Windy Dees (Associate Professor – University of Miami)

Week 5 (9/28): Ignite talks, Sponsorship and co-branding

Week 6 (10/5): Designing deliverables, Guest Speakers: Ronnie Platt and Gabe Flores 
(Due: Chase U social media posts)

Week 7 (10/12): Ignite talks, Viral and Social Media marketing (Due: Chase U social media posts)

Week 8 (10/19): Guest Speaker: Angelica Garcia (Social Media Director – Gas Monkey Garage); 
(Due: Chase U social media posts)

Week 9 (10/26): Ignite talks, Recreating, Rebuilding, Replacing Brands (Due: Chase U social media posts)

Week 10 (11/2): Internal marketing and customer service (Due: Chase U social media posts)

CHASE U @ TMS – 11/5 9:30-11:30 am

Week 11 (11/9): Chase U event recap and evaluation

Week 12 (11/16): Guest Speaker: Khalid Ballouli (Associate Professor – University of South Carolina)

Week 13 (11/23): THANKSGIVING

Week 14 (11/30): Ignite talks, Personal branding

Week 15 (12/7): Personal Brand Presentations (Due: Strategic Marketing Plan written proposals)

Final Exam Time: December 14th @ 8:00 p.m., Strategic Marketing Plan presentations

*Scheduled topics and speakers are subject to change. Students will be apprised of changing due dates.