RESM 4250 – Marketing in Sport and Recreation Industries
(course number RESM 4800 for Fall 2018)
Location: Frisco 132
Time: Wed 2:00 - 3:20 p.m.

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

Course Materials
Readings Assigned by the Instructor
Course Websites: unt.instructure.com (Canvas); Foliotek
(accessed through Canvas)

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. This course will provide a broad overview of the important tenets of marketing and will provide students with opportunities to apply this knowledge by creating and implementing 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.

Course Design:
This course will be designed as a service learning class. Students will attend the weekly scheduled class and will be expected to complete numerous out of class assignments and contribute to the online learning platform.

Course Learning Objectives:
After completing this course, students should be able to:

1. Design marketing materials for sport organizations or events that align with various stakeholder interests.
   a. Connect Skills: Written Communication, Teamwork, Critical Thinking
2. Foster sponsorship and partnership opportunities that align with the marketing goals of sport entities.
3. Develop assessment strategies that critically evaluate the effectiveness of marketing endeavors.
   a. Connect Skills: Critical Thinking
4. Design and implement various forms of print and digital media that align with organizational branding strategies and stakeholder interests.
   a. Connect Skills: Written Communication, Oral Communication, Teamwork, Critical Thinking,
5. Formulate pricing packages specific to organizational positioning strategies.
   a. Connect Skills: Written Communication, Teamwork, Critical Thinking
6. Present marketing materials with effective written and oral communication skills.
   a. Connect Skills: Written Communication, Critical Thinking

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>Personal Presentations</td>
<td>1, 4, 6</td>
<td>5</td>
</tr>
<tr>
<td>“Mean Green” Race Marketing</td>
<td>1, 2, 3, 4, 5, 6</td>
<td>45</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>50</td>
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Grading Scale:

45-50 A
44-40 B
35-39 C
30-34 D
≤ 30 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. 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, not preparing for class (e.g., reading the assigned material, not completing necessary assignments for class, etc.), and not participating in class discussions. 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.

**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. 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 Perceptions of Teaching (SPOT)**

Student feedback is important and an essential part of participation in this course. The Student Perceptions of Teaching (SPOT) evaluation 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:

**Personal Presentations (5 points): Student Learning Outcomes – 1, 4, 6**

At the beginning of the semester students will sign up for a date to deliver an in-depth presentation about themselves. Students will discuss their career goals and why they believe they will be marketable employees in the sport industry. The purpose of this assignment is for students to practice their personal marketing skills and hone their interviewing skills. As part of this presentation, students will build a profile on Foliotek that will be used to showcase their accrued accomplishments throughout this course and their academic careers. Specific details of this assignment will be provided throughout the course.

**“Mean Green” Race Marketing (45 points total): Student Learning Outcomes – 1, 2, 3, 4, 5, 6**

The Applied Physiology Lab (APL) in the Department of Kinesiology, Health Promotion, and Recreation (KHPR) will be hosting a series of charitable road races during the Fall and Spring semesters over the next three years. Students will be tasked with developing and implementing marketing proposals and deliverables for these races. Within the first two weeks of the class, students will identify a local charitable partner for the race with which the race will co-brand and for which a portion of the funds raised through the event will be donated. For each of the following, students will upload their contributions onto Foliotek AND each group will provide hard copies of all written assignments. Students will receive grades for the following:

**Comprehensive Marketing Plan (10 points)**

Students will develop a comprehensive marketing plan for the race. This will give students the opportunity to apply the information from the course lectures in a real-world scenario. Various elements of these plans will likely be implemented into the marketing of the current and future races. The following items will be included: product value statement, SWOT analysis, positioning and branding strategies, pricing strategies, target marketing strategies, implementation tactics and timeline. Each student is required to upload her/his contributions to this assignment onto Foliotek.

**Race Branding Deliverables (10 points)**

Students will design and create deliverables that will align with the branding efforts of both the race and charitable partners. These could include but are not limited to the following: t-shirts, signage, participant medals, trophies, “swag” bags, print and digital advertisements, etc. Students will be graded on creativity, timeliness, and effective completion of their assigned deliverables. All deliverables must receive approval from all partners. Students are required to upload their contributions onto Foliotek Required items include:

*Social Media/Website.* Students will create social media pages and content to be included on the APL website for the race.

*Race “Swag.”* Students will compile/develop at least three different giveaway/door prize type items that will be included for participants who sign up and complete the race. The types of items will be left to the discretion of the students.

*Printed Media Flyer.* Students will create a printed flyer for their assigned organization as an advertisement meeting the objectives of the organization. This should be one full page and printed in color.

*Promotional Event/Activity.* Students will create a relevant promotion that is meant to generate interest in the race. Students are not restrained to any specific type of promotion; however, the promotion should be a creative representation of the organizations’ goals.

*Radio Advertisement.* Students will create and record a 30-second radio advertisement that for the race.

*Commercial/Video.* Students will create and record a 30-second video that will serve as an advertisement for the assigned sport organization. These videos should be highly creative and done as professionally as possible.

**Sponsorship and Donation Packages (5 points)**

Students will develop sponsorship and donation packages for the race. Packages should include: different levels and pricings, details of offered services for each level and price, example illustrations of services and signage with each level, and list of possible targets who fit the intended brand and goals of the event and its partners.

**Student Weekly Journals (10 points)**

Students will maintain weekly journals (10 total) containing the following elements: description of their weekly activities/contribution to the project, description of their observations of their classmates’ activities/contributions to the project, and discussion of how they view the progression of the project and what they are learning. Each journal entry will receive a maximum of one point.
**Student Reflection Essay (5 points)**

Upon conclusion of the race, each student will write an essay critically assessing their marketing experiences. This essay will be approximately two to three pages and will provide students the opportunity to reflect upon how their experiences in this class, including working with charitable partners for the event, impacted to their learning of the course content.

**Peer Evaluation (5 points)**

Students will complete a peer-evaluation form upon which they will rate the contributions of their peers on their work on the class project. This form will be completed midway through the semester and then again at the end of the semester. The points from each form will be averaged at the end of the semester to provide a final peer evaluation grade.
## Tentative Course Schedule *

### Week 1 (8/29): Syllabus & Service-learning project introduction

### Week 2: (9/5) Overview of Sport Marketing

**Readings:** (Mason, 1999; Fullerton & Merz, 2008)

### Week 3 (9/12): Meet with Director(s) of Applied Physiology Lab (Dr. Brian McFarlin)

### Week 4 (9/19): Overview of Marketing Plans

**Due:** Student Weekly Journal #1

### Week 5 (9/26): Market and Organizational Research, Segmentation

**Readings:** (Helms & Nixon, 2010; Smith & Stewart, 2001)

**Due:** Student Weekly Journal #2

### Week 6 (10/3): Positioning, Placement, Pricing

**Readings:** (Filo & Funk, 2005; Green & Muller, 2002; Ross, 2007)

**Due:** Student Weekly Journal #3; Draft of SWOT analysis

### Week 7 (10/10): Branding, Brand Perception and Management

**Readings:** (Arai et al., 2014; Ballouli & Heere, 2014; Braunstein & Ross, 2010)

**Due:** Student Weekly Journal #4; Draft of Value Statement & Target Market Segments

### Week 8 (10/17): Consumer Behavior and Motivations, Fan Psychology

**Readings:** (Bloch, 1986; Kim & Trail, 2011; Mahony et al., 2000; Van Leeuwen et al., 2002; Wann et al., 2008)

**Due:** Student Weekly Journal #5; Draft of Brand Positioning strategy

### Week 9 (10/24): Mid-semester recap

**Due:** Student Weekly Journal #6; Peer Evaluation #1

### Week 10 (10/31): Cause Marketing and Social Responsibility

**Readings:** (Babiak & Wolfe, 2006; McGlone & Martin, 2006; Roy & Graeff, 2003)

**Due:** Student Weekly Journal #7; Draft of Flyer

### Week 11 (11/7): Sponsorship; Guest Speaker – Andrew Durbin (Director of Corporate Partnerships for Dallas Stars)

**Readings:** (Miloch & Lambrecht, 2006; Pope, 1998; Wakefield, 2012)

**Due:** Student Weekly Journal #8; Draft of Promotional Event

### Week 12 (11/14): Customer Service, Internal Marketing
Readings: (Ko & Pastore, 2004; Theodorakis et al., 2001)

Due: Student Weekly Journal #9; Draft of Sponsorship and Donation Packages

Week 13 (11/21) THANKSGIVING BREAK

Due: Student Weekly Journal #10; Script of Radio Advertisement; Script/Story board of Commercial Advertisement

Week 14 (11/28): Project preparation day

Week 15 (12/5): Marketing Plan Presentations

Due: Written Marketing Plan; Finalized Sponsorship Packages; Finalized Race Branding Deliverables; Peer Evaluation #2

Final Exam Date (12/10 @ 1:30 p.m.): Reflection Essays due; Final Celebration

* There may be instances where we have unannounced guest speakers. In those instances, the course content will be covered in subsequent lectures.