Course Description:

Graduate Bulletin Description: Concepts and principles of marketing as applied to sports. Topics include: structure of sports industry, sports markets and products, market research, and sports sponsorships.

The purpose of this course is to introduce an overview of various aspects of sport marketing and the application of basic principles of sport marketing. This course will provide students with an up-to-date understanding of marketing concepts as they are currently being applied in professional sports, collegiate sports, special event levels, and other various sport administration contexts. Additionally, this course will focus on the role that marketing plays in attracting fans and sponsors.

Course Outcomes:

By the end of this course, learners will:
1. Define sport marketing and its key components and functions
2. Discuss the nature and scope of sports marketing opportunities in the sport industry
3. Apply key marketing concepts to practical and real-life examples the sport industry
4. Demonstrate an applied understanding of sponsorship-linked marketing
5. Articulate ideas effectively verbally and in writing
6. Create effective and aesthetically interesting presentations for use in the sports marketing setting
7. Demonstrate effective utilization of technology to enhance sports marketing efforts in the sports industry

**Required Textbook:**
There is no textbook required for this course. All course materials will be made available via Blackboard.

**Course Assignments:**
Points will be accumulated in this class through the completion of the following learning modules and related assignments (see full assignment descriptions in the related modules in Blackboard):

1. Module #1: Introduction to Sports Marketing 50 points
2. Module #2: Sports Marketing and Consumers 50 points
3. Module #3: Sports Marketing Mix 30 points
4. Module #4: Sports Marketing Strategy 50 points
5. Module #5: Marketing Segmentation 30 points
6. Module #6: Sports Marketing Implementation & Control 50 points
7. Module #7: Sports Marketing and New Media 30 points
8. FINAL GROUP PROJECT 50 points

**Total Possible Points:** 340 points

**Grading System:**

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<th>Graduate</th>
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<tbody>
<tr>
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**General Note on Grading:**

The College of Education faculty members strive to implement assessment measures that reflect a variety of strategies in order to evaluate a student's performance in a course. For graduate students, B grades will be awarded for satisfactory work that satisfies all course requirements; B+ grades will be awarded for very good work, and A grades will be reserved for outstanding performance. Please note that there is a distribution of grades from A-F within the College of Education and that plusses and minuses are recorded and distinguish distinct grade point averages.
Class Policies & Expectations

1. This course is being delivered via the Wayne State University Blackboard System (see link above). If you are unfamiliar with using Blackboard, there are several very good tutorials and videos under the “Blackboard Videos” and “Help” links in blackboard.

2. **Assignments will not be accepted after the posted deadline.** They need to be submitted via Blackboard, as per the individual assignment description. Technology issues are not a good excuse for turning in assignments after the deadline.

3. A grade of “Incomplete” will only be considered when circumstances such as serious illness or accident prevent the student from completing coursework within the term. A number of unsupported absences, failure to complete course requirements or learning of a low grade near the end of the semester does not justify an “I” grade. An incomplete will not be awarded if a student is not passing at the time of the request.

4. Written assignments (including discussion board posts) are graded on content, creativity, and writing skills. It is important that your work reflects your professionalism; therefore, problems with sentence structure, spelling, grammar, punctuation, and writing mechanics will result in a lower grade for the assignment.

5. All written assignments should be written in APA editorial style and format. If you are unfamiliar with this style of writing, it’s suggested that you purchase the APA Style Guide for use in this graduate-level course work. Please also see the “APA Formatting” resources in the KHS Learning Community folder on Blackboard.

**Plagiarism:**

Plagiarism includes copying material from outside texts or presenting outside information as if it were your own by not crediting authors through citations (either deliberately or unintentionally). If you're in doubt about the use of a source, cite it. All outside references must be submitted with assignments. The College of Education has a “zero tolerance” approach to plagiarism and other forms of academic dishonesty. Specific examples of academic dishonesty, including what constitutes plagiarism, can be found in the University’s Undergraduate Bulletin, the Undergraduate Student Handbook, and the Student Due Process Policy. It is each student’s responsibility to read these documents to be aware of which actions are defined as academic dishonesty. Sanctions include failure in the course involved, probation and expulsion. Students are advised to think carefully and thoroughly, ask for help from instructors if it is needed, and to make smart decisions about their academic work.

**Enrollment/Withdrawal Policy:**

Beginning in Fall 2011, students must add classes no later than the end of the first week of classes. This includes online classes. Students may continue to drop classes (with full tuition cancellation) through the first two weeks of the term.

Students who withdraw from a course after the end of the 4th week of class will receive a grade of WP, WF, or WN:
WP will be awarded if the student is passing the course (based on work due to date) at the time the withdrawal is requested.

WF will be awarded if the student is failing the course (based on work due to date) at the time the withdrawal is requested.

WN will be awarded if no materials have been submitted, and so there is no basis for a grade.

Students must submit their withdrawal request on-line through Pipeline. The faculty member must approve the withdrawal request before it becomes final, and students should continue to attend class until they receive notification via email that the withdrawal has been approved. The last day to withdraw from classes for the fall term is **Sunday, November 13, 2016**.

**Attention Students with Disabilities:**

If you have a documented disability that requires accommodations, you will need to register with Student Disability Services (SDS) for coordination of your academic accommodations. The Student Disability Services (SDS) office is located at 1600 David Adams Undergraduate Library in the Student Academic Success Services department. SDS telephone number is 313-577-1851 or 313-577-3365 (TDD only). Once you have your accommodations in place, I will be glad to meet with you privately during my office hours to discuss your special needs. Student Disability Services’ mission is to assist the university in creating an accessible community where students with disabilities have an equal opportunity to fully participate in their educational experience at Wayne State University.

Please be aware that a delay in getting SDS accommodation letters for the current semester may hinder the availability or facilitation of those accommodations in a timely manner. Therefore, it is in your best interest to get your accommodation letters as early in the semester as possible.

**Religious Observance Policy:**

Because of the extraordinary variety of religious affiliations represented in the University student body and staff, the Wayne State University calendar makes no provision for religious holidays. It is University policy, however, to respect the faith and religious obligations of the individual. Students who find that their classes or examinations involve conflicts with their religious observances are expected to notify their instructors well in advance so that alternative arrangements as suitable as possible may be worked out.

**Wayne State University Writing Center:**

The Writing Center (2nd floor, UGL) provides individual tutoring consultations free of charge for students at Wayne State University. While the center serves both graduate and undergraduate students, undergraduate students in General Education courses, including composition courses, receive priority for tutoring appointments. The Writing Center serves as a resource for writers, providing tutoring sessions on the range of activities in the writing process – considering the audience, analyzing the assignment or genre, brainstorming, researching, writing drafts, revising, editing, and preparing documentation. The Writing Center is not an editing or proofreading service; rather, students are guided as they engage collaboratively in the process of academic writing, from developing an idea to correctly citing sources. To make an appointment, consult the Writing Center website: [http://www.clas.wayne.edu/writing/](http://www.clas.wayne.edu/writing/). To submit material for online tutoring, consult the Writing Center HOOT website: [http://www.clas.wayne.edu/unit-inner.asp?WebPageID=1330](http://www.clas.wayne.edu/unit-inner.asp?WebPageID=1330).
Class Schedule:
*Each module starts on Tuesday at noon and closes on Tuesdays at midnight. Please plan accordingly - no late work will be accepted after the due date. Schedule may change as deemed necessary and appropriate by the instructor.*

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<th>Dates</th>
<th>Topic/Major Assignments</th>
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| **1** Wednesday, August 31, -- Thursday, September 15 | **Introduction to Sports Marketing (50 points)**
  • Review the course syllabus, web agreement and introductory materials.
  • Take the syllabus quiz.
  • Review instructional materials for Module #1
  • Complete related Module #1 assignments, as posted in BB | 1. Introduction assignment (10 points)
  2. Business of Sport blog (10 points)
  3. Sports Marketing Case Study (25 points)
  4. Sign up for a marketing group (5 points) |
| **2** Thursday, September 15 – Thursday, September 29 | **Sports Markets & Consumers (50 points)**
  • Review the instructional materials for Module #2
  • Assign ‘roles’ in your marketing group
  • Complete related Module #2 assignments, as posted in BB, including group work.
  • Complete peer/group work evaluation | 1. Participants vs. Spectators as Consumers Blog (10 points)
  2. **Group Assignment:** Preliminary Client Research/Client Interview (40 points) |
| **3** Thursday, September 29 – Thursday, October 13 | **The Sports Marketing Mix (30 points)**
  • Review the instructional material for Module #3
  • Complete related Module #3 assignments, as posted in BB | 1. Marketing Mix Quiz (10 points)
  2. Case Study (20 points) |
| **4** Thursday, October 13 – Thursday, October 27 | **Sports Marketing Strategy (50 points)**
  • Review the instructional materials for Module #4
  • Complete related Module #4 assignments, as posted in BB, including group work.
  • Complete peer/group work evaluation | 1. **Group Assignment:** Marketing Mix and Strategies (50 points) |
| **5** Thursday, October 27 – Thursday, November 10 | **Marketing Segmentation (30 points)**
  • Review the instructional materials for Module #5
  • Complete related Module #5 assignments, as posted in BB, including group work.
  • Complete peer/group work evaluation | 1. Market Segmentation Blog (10 points)
  2. Case Study (20 points) |
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| 6 | **Thursday, November 10 – Thursday, December 1**<br>**Sports Marketing Implementation & Control**<br>**(50 points)**<br>• Review instructional materials for Module #6<br>• Complete related Module #6 assignments, as posted in BB, including group work.<br>• Complete peer/group work evaluation<br>• Have a good holiday!  
*Please note the extra week in this module to accommodate the Thanksgiving holiday.* |
|   | 1. **Group Assignment:**<br>Marketing Plan implementation and evaluation strategy<br>(50 points) |
| 7 | **Thursday, December 1 – Thursday, December 14**<br>**Sports Marketing and New Media (50 points)**<br>• Review the instructional materials for Module #7<br>• Complete related Module #7 assignments, as posted in BB, including group work.<br>• Prepare final project |
|   | 1. Marketing and New Media Blog (10 points)<br>2. New Media Case Study (20 points) |