



**Texas A&M University-Commerce**  
MKT/MGT 497-01W: Sports Marketing & Event Management

## COURSE SYLLABUS

### COURSE INFORMATION

MKT/MGT 497-01W: Sports Marketing & Event Management  
Summer2, 2014 - 3 Credit Hours



#### Professor / Instructor Contact Information/Bio

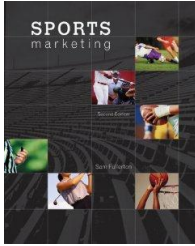
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Mary Anne Doty has been a faculty member in the Department of Marketing and Management, College of Business and Technology, at Texas A&M University-Commerce since 2003. Over the past 29 years she has taught undergraduate business courses at the Universities of Arizona, Kentucky and Maryland, as well as at Eastern Kentucky University and Southern Methodist University. A generalist, Professor Doty has taught courses in Business Policy, Marketing, Retail Management, Advertising and Promotions, Sales, Product Management, Entrepreneurship, Channels of Distribution, and Global Consumer Behavior. Mrs. Doty received her MBA and was all but dissertation (ABD) for a Doctorate in Business Administration from the University of Kentucky.

In addition to her teaching experience, she has been a marketing consultant and has worked in event planning and political marketing. Professor Doty performs market research, develops strategic plans for new product launches, and does competitive analysis in her consulting work. Previous clients included Texas Instruments, Raytheon Corporation, Analog Devices, Inc, and Nortel Networks. Mrs. Doty continues to work with industry as a consultant and a provider of executive education programs.

#### Materials – Text

The first text is REQUIRED for this class. There are copies in the campus bookstore, or you may order online (but please rush the delivery so you don't get behind). Sports Marketing, 2nd Edition, by Sam Fullerton, McGraw-Hill/Irwin Publishing 2010. The ISBN-13 is 9780073381114



The second book is important for completing the assignments, but you may choose which book you want to buy. Newer versions are also acceptable. You can find these online at Amazon.com or at Barnes and Noble online (some available in stores as well). They are not in the bookstore on campus. The choices are:

Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events by Judy Allen (2009). The ISBN-13 is 9780470155745

**OR**

Meeting and Event Planning for Dummies by Susan Friedman (2003). The ISBN-13 is 9780764538599

**OR**

Successful Event Planning by Shannon Kilkenney (2007). The ISBN-13 is 9780910627924

**OR**

Streetwise Meeting and Event Planning by Joe LoCicero (2008). The ISBN is 1598692712

## **COURSE DESCRIPTION**

This course provides a framework for understanding the management and marketing strategies used in the sports industry. The major focus on Sports Marketing examines two themes, sports as medium and sports as product. The first theme views sports as one of the vehicles to promote a product, service or organization. It explains how non-sport related businesses can benefit from using sports as part of their marketing communication program. The second theme focuses on the application of marketing principles and theories to promote sports and sport related products (including professional, college or amateur teams, events, and recreation).

Additionally we will incorporate concepts of Event Planning as we develop a sponsorship proposal.

### **Goals / Rationale of the course:**

- The course will require you to learn the vocabulary and concepts that are used to analyze the marketing of sporting products, teams and tournaments, and develop appropriate marketing plans, and then to apply these concepts to a sponsorship proposal.
- The course is organized with weekly assignments. Exams and discussion will be grouped in three modules: CH 1-6 (July 7-16); CH 7-12 (July 17-28); and CH 13-19 (July 29-August 6).

### **Course Outcomes/Objectives**

This course aims to improve student understanding of concepts, principles, problems and applications of sports marketing. After completing this course:

1. Students will be able to identify the marketing, sports industry and business terms, concepts and theories that comprise the fields of marketing and sports marketing.

2. Students will demonstrate the various types of sponsorships and other business relationships found between sporting organizations and corporations, including endorsements, licensing, and naming rights through analysis of a sports tournament.
3. Students will apply concepts from Event Management as they create a proposal to market a sports-related event or product.

### **TECHNOLOGY REQUIREMENTS**

The following technology is recommended to be successful in this web-enhanced course: Internet connection – high speed recommended (not dial-up) and Word Processor. Additionally, the following hardware and software are necessary to use eCollege:

Our campus is optimized to work in a Microsoft Windows environment. This means our courses work best if you are using a Windows operating system (XP or newer) and a recent version of Microsoft Internet Explorer (6.0, 7.0, or 8.0). Your courses will also work with Macintosh OS X along with a recent version of Safari 2.0 or better. Along with Internet Explorer and Safari, eCollege also supports the Firefox browser (3.0) on both Windows and Mac operating systems.

It is strongly recommended that you perform a “Browser Test” prior to the start of your course. To launch a browser test, login in to eCollege, click on the ‘myCourses’ tab, and then select the “Browser Test” link under Support Services.

### **COURSE REQUIREMENTS**

#### **Activities / Assessments**

#### **Exams: (45% of total course grade)**

Closed book exams will cover the required textbook reading and the content of the online Powerpoints. Complete the exams online by accessing the eCollege exam tool. The exams will be timed and grades made available to students following the submission of the exam. If you lose Internet connectivity during the exam, log back in immediately and continue on with the exam. Save your answers often (every 5-10 minutes). If you experience any issues while taking the exam, you must contact the eCollege Help desk immediately so that your issue is documented with a helpdesk ticket number. Considerations regarding exam issues will be made by the instructor on an individual basis based on the documentation.

Exams consist of 75 multiple-choice questions (worth 150 points each), with 60 minutes allowed to complete each exam. I will open the exam at 7 am on the assigned day, and close it at 11:30 pm. That means you must begin by 10:30 pm if you want the entire 60 minutes. Exams are closed book and individual. That means using your book or notes, or working with another student is considered cheating and is grounds for an F in the course. Exam I (CH 1-6) is on Wednesday, July 16; Exam II (CH 7-13) is on Monday, July 28. The final exam (CH 14-20) is on Wednesday, August 6.

#### **Core Concept Quiz: (5% of total class grade)**

The core concept quiz is over key terms from the textbook. This is a “Fill in the Blank” format quiz. I will give you a study guide 1 week before the quiz on Thursday, July 31 or Friday, August 1.

There will also be **Practice Quizzes** (true/false format) which do not affect your grade. These quizzes are a study tool to give you quick feedback about what you understand from the readings. Once you have read the chapters, and reviewed the Power Points, the quiz will help you identify areas that need further review.

### **Assignments (40% of total course grade)**

An important part of this course is applying what you have learned to real examples. The first assignment is to analyze the sponsorship of a specific sports tournament. This will involve researching the event on the official website, and then finding other published sources of information that will be less biased (local newspapers, sports publications, business and advertising media, and websites of corporate sponsors) to obtain as much information as possible. The paper is due by 11 pm on Saturday, July 19. Papers will be no more than 4 to 5 pages (single spaced with double spacing between paragraphs) including your bibliography (using APA format). This paper is worth 200 points or 20% of your grade.

The second assignment may be done individually or with a partner. You will develop a sponsorship proposal for a sporting event that would provide benefits to a potential corporate or business sponsor. This assignment combines what we learn about sports marketing with the event planning book you select. Specific criteria for this assignment will be found in the Document Sharing section of the website. The assignment is due on Monday, August 4 by 11 pm. It is also worth 200 points. If you work with a partner, only one person submits the assignment, with both students' names listed on the first page in alphabetical order.

**Assessment Method:** Papers will be graded on the comprehensiveness of the assignment (i.e. covering every element in the assignment), quality of research (using appropriate sources, objective sources), thoroughness of research (quantity of sources), quality of writing, incorporation of marketing terms and concepts in the paper, and originality of your recommendation. See the rubric at the end of the syllabus for details on expectations for the team assignment.

### **Discussions (10% of total course grade)**

Each chapter will have at least 2 discussion questions for you to answer. Discussion topics will be available until the night before the exam over that material. I expect you to respond to each question as well as your classmates' postings. This is your opportunity to apply the concepts in the chapter to your own experiences or observations. **ONCE THE DISCUSSION BOARDS HAVE CLOSED IT WILL BE TOO LATE TO PARTICIPATE IN THE DISCUSSION FOR THAT GROUP OF CHAPTERS.** Module 1 is worth 30 points, Module 2 and Module 3 are each worth 35 points, for a total of 100 points. Thus you will see 3 discussion grades in the grade book, and your grade is for all discussion questions over the module's chapters.

**Assessment Method:** Your contributions to the discussion will be graded for *quality* and quantity, **timeliness**, and **analysis** of content. I will subtract points for insignificant postings ("I agree with \_\_\_\_") that don't contribute to the understanding of each topic. There is also a penalty for waiting until the last 24 hours before the discussion closes. I understand that students may fall behind on a chapter but if most or all postings occur the last day, you have not contributed adequately to the discussion. Grading will be done at the conclusion of each module (CH 1-6, CH 7-13, and CH 14-20).

**Grading****Total Points Possible for Semester = 1000**

900-1000 = A
800-899 = B
700-799 = C
600-699 = D
0-599 = F

Weights for Assessment	
3 Exams @ 150 pts each	45%
Core Concept Quiz	5%
Tournament Assignment	20%
Sponsorship Proposal Assignment	20%
Discussion	10%

**ACCESS AND NAVIGATION****Access and Log in Information**

This course was developed and will be facilitated utilizing eCollege, the Learning Management System used by Texas A&M University-Commerce. To get started with the course, go to: <https://leo.tamu-commerce.edu/login.aspx>.

You will need your CWID and password to log in to the course. If you do not know your CWID or have forgotten your password, contact Technology Services at 903.468.6000 or [helpdesk@tamu-commerce.edu](mailto:helpdesk@tamu-commerce.edu).

**Being a Successful Online Student**

- [What Makes a Successful Online Student?](#)
- [Self-Evaluation for Potential Online Students](#)
- [Readiness for Education at a Distance Indicator \(READI\)](#)
  - o *Login Information: Login = **tamuc**; password = **online***

**COMMUNICATION AND SUPPORT****Interaction with Instructor Statement**

For personal concerns or questions, email is the best way to contact me. I generally check my email several times each day and you can expect a response within 48 hours. Most questions will be answered within 24 hours. My replies will be sent to your myLeo email address.

If you have a question that affects the entire class, ask it in class or use the Virtual Office to clarify the answer. That way I can explain myself once instead of answering the same question multiple times.

Always check your home page for Announcements when you login. I expect students will check their email daily and login at least 4 times per week.

### **Student Support**

Texas A&M University-Commerce provides students technical support in the use of eCollege. The student help desk may be reached by the following means 24 hours a day, seven days a week.

- **Help:** Click on the *'Help'* button on the toolbar for information regarding working with eCollege (i.e. How to submit to dropbox, How to post to discussions etc...)
- **Chat Support:** Click on *'Live Support'* on the tool bar within your course to chat with an eCollege Representative.
- **Phone:** 1-866-656-5511 (Toll Free) to speak with eCollege Technical Support Representative.
- **Email:** [helpdesk@online.tamuc.org](mailto:helpdesk@online.tamuc.org) to initiate a support request with eCollege Technical Support Representative.

## **COURSE AND UNIVERSITY POLICIES**

### **Academic Honesty Policy**

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. There are two problems that seem to come up in online classes. The first is students who attempt to cheat on exams. Exam questions are randomized in order, and a time limit is set. If you try to extend the time by claiming your computer was timed out before you can submit the exam, be aware that I can see how many questions you have answered and how long you were online.

The second problem is plagiarism. Texas A&M University-Commerce does not tolerate **plagiarism** and other forms of academic **dishonesty**. Conduct that violates generally accepted standards of academic honesty is defined as academic dishonesty. "Academic dishonesty" includes, but is not limited to, plagiarism (the appropriation or stealing of the ideas or words of another and passing them off as one's own), cheating on exams or other course assignments, collusion (the unauthorized collaboration with others in preparing course assignments), and abuse (destruction, defacing, or removal) of resource material. All projects will be turned in through "Turnitin.com" to screen for plagiarism. **THE PENALTY FOR CHEATING AND PLAGIARISM IS AN F IN THE COURSE.**

All students must download the College's Statement on Academic Honesty, sign it, and return it. I will post instructions on this in Week 1.

### **Drop a Course**

A student may drop a course by logging into their myLEO account and clicking on the hyperlink labeled 'Drop a class' from among the choices found under the myLEO section of the Web page. Thursday, July 24 is the last day to drop the class. Thursday, July 31 is the last day to withdraw from all classes with no refund and a grade of W.

### **Incompletes**

Incompletes are only given when a student has completed all work up to the last week of the term, and has an extenuating circumstance. Students only have access to the eCollege course for two weeks following the final day of the term. Therefore, incompletes are rarely given.

### **Administrative Withdrawal**

Students who do not login during the first 3 days of the semester may be administratively dropped from the class. Students who stop participating for over 5 days, and do not answer emails from the instructor may also be administratively dropped.

### **ADA Statement**

#### **Students with Disabilities:**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

**Office of Student Disability Resources and Services**  
**Texas A&M University-Commerce**  
**Gee Library 132**  
**Phone (903) 886-5150 or (903) 886-5835 Fax (903) 468-8148**  
[StudentDisabilityServices@tamuc.edu](mailto:StudentDisabilityServices@tamuc.edu)  
[Student Disability Resources & Services](#)

### **COURSE OUTLINE**

**Week 1 (July 7-13)** Read CH 1, 2,3 and 4 in the textbook and review the Power Point presentations. Answer Discussion questions for CH 1, 2, 3 and 4. Also select a sports tournament to research for the first assignment, due on Saturday, July 19.

**Week 2 (July 14-20)** Read CH 5 and 6 in the textbook and review Power Point presentations. Complete discussions for CH 1-6 by Tuesday night, July 15 at 11 pm. **Exam 1 (worth 15% of your grade) will be on Wednesday, July 16 between 7 am and 11:30 pm.** Begin next unit by reading CH 7 and 8 in the textbook, reviewing the Power Point presentations, and participating in Discussions for CH 7, 8 and 9. Continue working on the **sports tournament assignment (worth 20% of your grade), due Saturday, July 19 by 11 pm.**

**Week 3 (July 21-27).** Read CH 10, 11, 12, and 13 in the textbook and review Power Point presentations. Complete Discussion questions for CH 7-13 by the unit **deadline on Sunday night (July 27) at 11 pm.** Begin sponsorship proposal assignment, due Monday, August 4.

**Week 4 (July 28-August 3).** **Exam 2 (worth 15% of your grade) will be on Monday, July 28 from 7 am until 11:30 pm.** Continue working on sponsorship proposal assignment, due Monday, August 8. Read CH 14, 15, 16, 17 and 18 in the textbook and view Power Point presentations. Begin Discussion questions for CH 14-18, as well as the questions on Event Planning. **Study for Core Concept quiz (worth 5% of your grade), which will be given on Thursday, July 31 and Friday, August 1 from 7 am until 11 pm.**

**Week 5 (August 4-7).** **Sponsorship assignments (worth 20% of your grade) are due on Monday, August 4 at 11 pm.** Read CH 19 and 20 in the textbook and review the Power Point presentations. Discussion for CH 14-20 closes at 11 pm on Tuesday, August 5. **Final exam over CH 14-20 (worth 15% of your grade) will be from 7am until 11:30 pm on Wednesday, August 6.**

**Rubric for MKT/MGT 497 Assignments**

<b>Criteria</b>	<b>1</b>	<b>2</b>	<b>3</b>
<b>Comprehensiveness</b>	All elements are covered thoroughly and are well elaborated	Most elements are covered thoroughly; some are mentioned briefly	Significant portions of the paper are ignored or simply mentioned; Paper is more of an outline than a fully developed strategy.
<b>Research</b>	Exceeds expectations for quantity and quality of sources.	Better than minimum number of sources; Most sources are recently published; a variety of viewpoints are represented (not merely taken from a corporate website or blog).	Meets the minimum requirements for number of sources; Source quality is insufficient (outdated, biased, lacking in expertise, or inappropriate for a college paper, such as Wikipedia).
<b>Incorporates Sports marketing terms and concepts</b>	Applies sports marketing concepts with a balance of description and analysis; Examples are original and correctly applied.	Applies course concepts and terminology correctly, where appropriate.	Rarely or never enlightens with demonstrations of course concepts; Just “answers the question” without tying the answer back to sports marketing theory.
<b>Writing style</b>	Extremely well-written and edited. Team projects are written in one voice. Grammar and spelling are correct. All research sources are cited correctly.	Generally well-written and edited so that the document “speaks with one voice”; few errors in spelling or grammar. Most research sources are cited correctly.	Many grammatical or spelling errors in the paper. Research sources are not cited or are incorrectly cited.