



**HHPS 525 01W – Marketing and Public Relations in Sport
(Online)
Spring, 2016 (8wk)**

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Preferred Form of Communication: Email
Communication Response Time: 24hrs

COURSE INFORMATION

Textbook(s) Required:

American Psychological Association. (2010). *Publication Manual of the American Psychological Association* (6th ed.). Washington, DC: APA.

Bernard, J., Hardy, S., & Sutton, W. A. (2014). *Sport Marketing* (4th ed.). Champaign, IL: Human Kinetics.

Course Description

An investigation of revenue source available to sport organizations and sport-marketing plans utilizing the concepts of product, price, promotion, sales and advertising. The course will further examine aspects of external and internal communication in sport pertaining to community, customer, employee and media relations.

Student Learning Outcomes

Upon completion of the course, the student should be able to:

- Discuss and define definitions and concepts related to sport marketing.
- Critique and analyze peer-reviewed academic research in sport marketing.
- Apply the concepts learned in the course in both written assignments and the development of a marketing plan.

Syllabus/schedule subject to change

- Demonstrate critical thinking skills in class activities, assignments, and discussions.
- Demonstrate the ability to write in accordance with the guidelines set forth by the American Psychological Association (6th ed.).

COURSE REQUIREMENTS

Instructional / Methods / Activities Assessments

This course will consist of required readings from the textbook, quizzes to test your knowledge and understanding of the material, and written assignments. More detail into these aspects of the course is provided in the grading section below.

Student Responsibilities

It is your responsibility to submit all required quizzes, assignments, and discussion posts by the due date and time listed for each section. **Failure to turn in work by the due date will result in a zero grade for any assignments!**

GRADING

Final grades in this course will be based on the following scale:

A = 90%-100%

B = 80%-89%

C = 70%-79%

D = 60%-69%

F = 59% or Below

Assessments

<u>Evaluation</u>	<u>Point value</u>
Section 1	50pts
Section 2	50pts
Section 3	125pts
Section 4	125pts
Total	350pts

Each section will include the following:

Quizzes: You will take several multiple choice and true/false questions to test your understanding of the required readings (will be scored out of 25pts).

Written assignments: You will be asked to write several short critiques and reviews of academic research in sport marketing. You will also write a short research paper combining these reviews and generating recommendations from them. Finally, you will also create a marketing plan for a sporting organization of your choice. These assignments will have instruction sheets and videos for them.

TECHNOLOGY REQUIREMENTS

- To fully participate in online courses you will need to use a current Flash enabled browser. For PC users, the suggested browser is Google Chrome or Mozilla Firefox. For Mac users, the most current update of Firefox is suggested.
- You will need regular access to a computer with a broadband Internet connection. The minimum computer requirements are:
 - 512 MB of RAM, 1 GB or more preferred
 - Broadband connection required courses are heavily video intensive
 - Video display capable of high-color 16-bit display 1024 x 768 or higher resolution
- You must have a:
 - Sound card, which is usually integrated into your desktop or laptop computer
 - Speakers or headphones.
 - *For courses utilizing video-conferencing tools and/or an online proctoring solution, a webcam and microphone are required.
- Both versions of Java (32 bit and 64 bit) must be installed and up to date on your machine. At a minimum Java 7, update 51, is required to support the learning management system. The most current version of Java can be downloaded at: [JAVA web site](http://www.java.com/en/download/manual.jsp)
<http://www.java.com/en/download/manual.jsp>
- Current anti-virus software must be installed and kept up to date.
- Run a browser check through the Pearson LearningStudio Technical Requirements website. [Browser Check](http://help.college.com/LS_Tech_Reg_WebHelp/en-us/#LS_Technical_Requirements.htm#Browsset)
http://help.college.com/LS_Tech_Reg_WebHelp/en-us/#LS_Technical_Requirements.htm#Browsset

Running the browser check will ensure your internet browser is supported.
Pop-ups are allowed.

JavaScript is enabled.
Cookies are enabled.

- You will need some additional free software (plug-ins) for enhanced web browsing. Ensure that you download the free versions of the following software:
 - [Adobe Reader](https://get.adobe.com/reader/) <https://get.adobe.com/reader/>
 - [Adobe Flash Player](https://get.adobe.com/flashplayer/) (version 17 or later) <https://get.adobe.com/flashplayer/>
 - [Adobe Shockwave Player](https://get.adobe.com/shockwave/) <https://get.adobe.com/shockwave/>
 - [Apple Quick Time](http://www.apple.com/quicktime/download/) <http://www.apple.com/quicktime/download/>
- At a minimum, you must have Microsoft Office 2013, 2010, 2007 or Open Office. Microsoft Office is the standard office productivity software utilized by faculty, students, and staff. Microsoft Word is the standard word processing software, Microsoft Excel is the standard spreadsheet software, and Microsoft PowerPoint is the standard presentation software. Copying and pasting, along with attaching/uploading documents for assignment submission, will also be required. If you do not have Microsoft Office, you can check with the bookstore to see if they have any student copies.
- For additional information about system requirements, please see: [System Requirements for LearningStudio](https://secure.ecollege.com/tamuc/index.learn?action=technical) <https://secure.ecollege.com/tamuc/index.learn?action=technical>

ACCESS AND NAVIGATION

Pearson LearningStudio (eCollege) Access and Log in Information

This course will be facilitated using Pearson LearningStudio, the learning management system used by Texas A&M University-Commerce. To get started with the course, go to [myLeo](http://www.tamuc.edu/myleo.aspx). <http://www.tamuc.edu/myleo.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@tamuc.edu.

It is strongly recommended that you perform a "Browser Test" prior to the start of your course. To launch a browser test, login to Pearson LearningStudio, click on the "My Courses" tab, and then select the "Browser Test" link under Support Services.

Pearson Learning Studio Student Technical Support

Texas A&M University-Commerce provides students technical support in the use of Pearson LearningStudio.

Technical assistance is available 24 hours a day/ 7 days a week.

If at any time you experience technical problems (e.g., you can't log in to the course, you can't see certain material, etc.) please contact the Pearson LearningStudio Help Desk, available 24 hours a day, seven days a week.

The student help desk may be reached by the following means 24 hours a day, seven days a week.

- **Chat Support:** Click on '*Live Support*' on the tool bar within your course to chat with a Pearson Learning Studio Representative.
- **Phone:** 1-866-656-5511 (Toll Free) to speak with Pearson Learning Studio Technical Support Representative.
- **Email:** helpdesk@online.tamuc.org to initiate a support request with Pearson LearningStudio Technical Support Representative.

Accessing Help from within Your Course: Click on the '*Tech Support*' icon on the upper left side of the screen inside the course. You then will be able to get assistance via online chat, email or by phone by calling the Help Desk number noted below.

Note: Personal computer problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, an Internet cafe, or a bookstore, such as Barnes & Noble, etc.

Policy for Reporting Problems with Pearson LearningStudio

Should students encounter Pearson LearningStudio based problems while submitting assignments/discussions/comments/exams, the following procedure **MUST** be followed:

1. Students must report the problem to the help desk. You may reach the helpdesk at helpdesk@online.tamuc.org or 1-866-656-5511
2. Students **MUST** file their problem with the helpdesk and obtain a helpdesk ticket number

3. Once a helpdesk ticket number is in your possession, students should email me to advise me of the problem and to provide me with the helpdesk ticket number
4. At that time, I will call the helpdesk to confirm your problem and follow up with you

PLEASE NOTE: Your personal computer/access problems are not a legitimate excuse for filing a ticket with the Pearson LearningStudio Help Desk. You are strongly encouraged to check for compatibility of your browser **BEFORE** the course begins and to take the Pearson LearningStudio tutorial offered for students who may require some extra assistance in navigating the Pearson LearningStudio platform. **ONLY** Pearson LearningStudio based problems are legitimate.

Internet Access

An Internet connection is necessary to participate in discussions and assignments, access readings, transfer course work, and receive feedback from your professor. View the requirements as outlined in Technology Requirements above for more information.

myLeo Support

Your myLeo email address is required to send and receive all student correspondence. Please email helpdesk@tamuc.edu or call us at 903-468-6000 with any questions about setting up your myLeo email account. You may also access information at [myLeo](https://leo.tamuc.edu). <https://leo.tamuc.edu>

Learner Support

Go to the following link [One Stop Shop](#)- created to serve you by attempting to provide as many resources as possible in one location.

<http://www.tamuc.edu/admissions/onestopshop/>


Go to the following link [Academic Success Center](#)- focused on providing academic resources to help you achieve academic success.

<http://www.tamuc.edu/campusLife/campusServices/academicSuccessCenter/>

FREE MOBILE APPS

The Courses apps for phones have been adapted to support the tasks students can easily complete on a smaller device. Due to the smaller screen size course content is not presented.

The Courses app is free of charge. The mobile Courses Apps are designed and adapted for different devices.

	App Title:	iPhone – Pearson LearningStudio Courses for iPhone Android – LearningStudio Courses - Phone
	Operating System:	iPhone - OS 6 and above Android – Jelly Bean, Kitkat, and Lollipop OS
	iPhone App URL:	https://itunes.apple.com/us/app/pearson-learningstudio-courses/id977280011?mt=8
	Android App URL:	https://play.google.com/store/apps/details?id=com.pearson.lsp_hone

Once downloaded, search for Texas A&M University-Commerce, and it should appear on the list. Then you will need to sign into the myLeo Mobile portal.

The Courses App for Android and iPhone contain the following feature set:

- View titles/code/Instructor of all Courses enrolled in online
- View and respond to all discussions in individual Courses
- View Instructor Announcements in individual Courses
- View Graded items, Grades and comments in individual Courses
- Grade to Date
- View Events (assignments) and Calendar in individual Courses
- View Activity Feed for all courses
- View course filters on activities
- View link to Privacy Policy
- Ability to Sign out
- Send Feedback

COMMUNICATION AND SUPPORT

Interaction with Instructor Statement

It is my goal to respond to any questions you have within a 24 hour period Monday through Friday (weekends are an exception). If the matter is urgent, please include the word "urgent" in the email subject line.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures

- 1) Because this is an online course, you may never meet me or your other classmates face-to-face. That means that written communication must be clear in all circumstances.
- 2) While completing assignments, chatting, etc within the eCollege environment (within this class), be professional. Write clearly with

correct spelling, punctuation, and grammar. Actively prepare by reading the assigned materials. Share your thoughts (ask and answer questions). Have course materials with you when you are online (you can use materials during quizzes, etc).

- 3) Due dates: The "due dates" listed for sections are the LAST chance to submit them. Please submit your work early. I DO NOT accept late assignments. **A zero grade will be given for any work not turned in on time.**
- 4) If you have a question or concern, e-mail me. Please include in the subject of the e-mail ("HHPS 525") and the subject of the message. I will respond within 24hrs during the week.
- 5) Use the following e-mail address for me: Anthony.Rosselli@tamuc.edu
- 6) You MUST check your e-mail regularly in case I need to communicate with you.

Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

University Specific Procedures

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See current Student Guidebook).

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: [Netiquette
http://www.albion.com/netiquette/corerules.html](http://www.albion.com/netiquette/corerules.html)

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- Room 132

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: Rebecca.Tuerk@tamuc.edu

Website: [Office of Student Disability Resources and Services](#)

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

Nondiscrimination Notice

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

COURSE OUTLINE / CALENDAR

Section 1: 3/21/16 – 3/30/16 (11:59pm)		
Readings: (Mullin et al.)	Ch 1: The Special Nature of Sport Marketing Ch 2: Strategic Marketing Management Ch 3: Understanding the Sport Consumer Ch 4: Market Research in the Sport Industry	
Assignments:	Introduction Discussion 1 Quiz 1 (Mullin et al. Chapters 1-4) Assignment 1	Due by: 3/24/16 Due by: 3/30/16 Due by: 3/30/16
Section 2: 3/31/16 – 4/10/16 (11:59pm)		
Readings: (Coakley)	Ch 5: Market Segmentation Ch 6: The Sport Product Ch 7: Managing Sport Brands Ch 8: Sales and Service	
Assignments:	Quiz 2 (Mullin et al. Chapters 5-8) Assignment 2	Due by: 4/10/16 Due by: 4/10/16
Section 3: 4/11/16 – 4/24/16 (11:59pm)		
Readings: (Mullin et al.)	Ch 9: Sponsorship, Corporate Partnerships, Role of Activation Ch 10: Promotion and Paid Media Ch 11: Public Relations Ch 12: Social Media in Sport	
Assignments:	Quiz 3 (Mullin et al. Chapters 9-12) Assignment 3 (Group work)	Due by: 4/24/16 Due by: 4/24/16
Section 4: 4/25/16 – 5/13/16 (11:59pm)		
Readings: (Mullin et al.)	Ch 13: Delivering & Distributing Core Products & Extensions Ch 14: Legal Aspects of Sport Marketing Ch 15: Putting It All Together	
Assignments:	Quiz 4 (Mullin et al. Chapters 13-15) Assignment 4 (Group work)	Due by: 5/11/16 Due by: 5/11/16

Syllabus/schedule subject to change