



HHPS 420-01W

MARKETING FOR SPORT & RECREATION

COURSE SYLLABUS: SPRING 2024

INSTRUCTOR INFORMATION

Instructor: **Professor Brandy Runyan**

Office Location: **NHS 117**

Office Hours: **M/W/F/ 10:00 AM – 12:00 PM (by appointment only)**

Office Phone: **903-886-5308**

University Email Address: brandy.runyan@tamuc.edu

Preferred Form of Communication: **Email**

Communication Response Time: **Within 24 hours (unless weekend/holiday/breaks)**

COURSE INFORMATION

Course Location: Web-based

Textbook(s) Required:

Darlow, J. (2020). The Darlow Rules: 75 Rules to Becoming an Elite Marketer. Jack & Jill Publishing

Course Description

This course will provide students with basic knowledge and practical experience for developing strategic marketing techniques specific to recreation and sport management. Additionally, the history of promotion and marketing in the recreation and sport fields will be examined along with best practices in this extremely competitive world of attracting more consumers.

The syllabus/schedule are subject to change.

Student Learning Outcomes

At the end of this course the students will be able to:

- Understand the foundations of promotions and marketing for recreation and sport
- Understand the ever-growing competitive marketplace for consumer dollars
- Understand practices, issues and theories relevant to promotion and marketing in recreation and sport management
- Knowledge of the interrelationship between the promotion of goods and services using sports as a platform or vehicle to drive sales
- Experience in working on an actual promotion and/or marketing campaign for a special event and/or local recreation or sports entity
- Awareness of the range of promotion and marketing techniques and applications within the public and private sectors

****Extra Credit Work:** If an opportunity for extra credit presents itself, the instructor will extend those opportunities to students. Extra credit is not promised and not guaranteed.

****No Late Work Accepted:** If students have foreseeable issues turning in their work on time they are encouraged to work with their professor to arrange to turn their assignments in before the due date. No late work will be accepted in this course.

COURSE REQUIREMENTS

Instructional Methods

Course Delivery

- This class is web-based.
- All assignments will be completed and/or uploaded into D2L (including exams)

Student Responsibilities & Tips for Success in the Course

- Students will be required to attend class regularly so as not to miss out on important information in lectures.
- Students should come to class prepared and with all the required materials
- Students should read ahead in order to have the best opportunity to understand concepts presented in class.
- Reminder about APA: You are expected to produce quality, original work as part of your course requirements. Please note that all assignments must adhere to APA 7th Edition, including cover page, references pages, as well as the totality of the internal matter of your written works.

GRADING

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

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Total points corresponding to the final letter grades

A = 900-1000 Points

B = 800-899 Points

C = 700-799 Points

D = 600-699. Points

F = 0-599 Points

Weights of the assessments in the calculation of the final letter grade for this course are as follows:

Class Participation (15 @10pts)	150
Weekly Quizzes (10 at 20-pts each)	200
Marketing Plan Analysis	350
Final Exam	300
Total Possible Points	1000

Assessments-Spring 2024

A. Weekly Quizzes (200 points)

The 10 weekly quizzes (worth 20 pts each) for this course are designed to test your knowledge and are open-book multiple choice or T/F quizzes related to the chapters covered each week as well as in-class lectures!

B. Exams (300 pts)

The Final exam will be administered at the end of the semester, covering all information covered in lectures, guest speakers, assignments, websites, quizzes, and the book.

C. Participation in Class (150 points)

As this course is offered online it is mandatory that students engage with the instructor and peers through weekly discussion posts.

D. Market Plan Analysis (350 pts).

Students will demonstrate their knowledge of sport marketing and marketing plans through an in-depth marketing plan analysis assignment. Specific details and requirements will be provided in-class.

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TECHNOLOGY REQUIREMENTS

LMS

All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

Zoom Video Conferencing Tool

https://inside.tamuc.edu/campuslife/CampusServices/CITESupportCenter/Zoom_Account.aspx?source=universalmenu

ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@tamuc.edu.

Note: Personal computer and internet connection 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, Starbucks, a TAMUC campus open computer lab, etc.

COMMUNICATION AND SUPPORT

If you have any questions or are having difficulties with the course material, please contact your Instructor.

Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

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<https://community.brightspace.com/support/s/contactsupport>

Interaction with Instructor Statement

This is an online course; therefore, expect most communication to be online as well. Correspondence will always be through university email (your “myLeo” mail) and announcements in myLeo online (D2L). The instructor will make every effort to respond to emails within 24 provided the correspondence follows the requirements listed below. Students are encouraged to check university email daily.

All emails from students should include:

- Course name and subject in the subject line (ex. HHPS 316 – Jones)
- Proper email etiquette (no “text” emails – use proper grammar and punctuation) and address your professor accordingly (Professor, Dr. Etc., not by first name!)
- Student name and CWID after the body of the email

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures/Policies

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. The Code of Student Conduct is described in detail in the [Student Guidebook](#).

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum:

<https://www.britannica.com/topic/netiquette>

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TAMUC Attendance

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedures 13.99.99.R0.01](#)

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

Academic Integrity

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

[Undergraduate Student Academic Dishonesty Form](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/documents/13.99.99.R0.03UndergraduateStudentAcademicDishonestyForm.pdf>

[Graduate Student Academic Dishonesty Form](#)

<http://www.tamuc.edu/academics/graduateschool/faculty/GraduateStudentAcademicDishonestyFormold.pdf>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

Students with Disabilities-- ADA Statement

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

Velma K. Waters Library Rm 162

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

Fax (903) 468-8148

Email: studentdisabilityservices@tamuc.edu

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

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

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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.

Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

A&M-Commerce Supports Students' Mental Health

The Counseling Center at A&M-Commerce, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit www.tamuc.edu/counsel

AI use policy [Draft 2, May 25, 2023]

Texas A&M University-Commerce acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text, or suggest replacements for

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text beyond individual words, as determined by the instructor of the course.

Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism).

Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and follow their instructors' guidelines. If no instructions are provided the student should assume that the use of such software is disallowed.

In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

13.99.99.R0.03 Undergraduate Academic Dishonesty

13.99.99.R0.10 Graduate Student Academic Dishonesty

COURSE OUTLINE / CALENDAR

Module	AREA OF FOCUS	WHAT'S DUE
1	Class Orientation	P1
	Lecture 1.1: The Special Nature of Sport Marketing	Q1
2	Lecture 2.1: Strategic Marketing Management	P2
		Q2
3	Lecture 3.1: Understanding the Sport Consumer	P3
		Q3
4	Lecture 4.1: Market Research in the Sport Industry	P4
		Q4
5	Lecture 5.1: Market Segmentation	P5
	Lecture 5.2: The Sport Product	Q5

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6	Lecture 6.1: Managing Sport Brands	P6
		Q6
7	Lecture 7.1: Sales & Service	P7
		Q7
8	Lecture 8.1: Sponsorship, Corporate Partnerships	P8
	And the Role of Activation	Q8
	SPRING BREAK	
9	Lecture 9.1: Promotion & Paid Media	P9
		Q9
10	Lecture 10.1: Public Relations	P10
	Lecture 11.1: Social Media in Sport	Q10
11	Lecture 12.1: Delivering & Distributing Core Products and Extensions	P11
	Lecture 13.1: Legal Aspects of Sport Marketing	
12	Lecture 14.1: Putting it All Together	P12
	Lecture 14.2: The Shape of Things to Come	
13	Lecture 15.1: Marketing Plans	P13
14	Marketing Plan Analysis	P14
15	Marketing Plan Analysis	P15 Analysis Due
16	FINALS WEEK	

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