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HHPS 525 01W – Marketing and Public Relations in Sport (Online) Spring 2024

INSTRUCTOR INFORMATION

Instructor: Dr. Anthony Rosselli

Office Location: Virtual

Office Hours: Online or by appointment

Office Phone: Virtual

Office Fax: Virtual

University Email Address: Anthony.Rosselli@tamuc.edu

Preferred Form of Communication: Email

Communication Response Time: 24hrs

COURSE INFORMATION

Materials – Textbooks, Readings, Supplementary Readings

Textbook(s) Required:

Mullin, B., Hardy, S., & Sutton, W. A. (2022). *Sport Marketing* (5th 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.

Syllabus/schedule subject to change

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.
- 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

Minimal Technical Skills Needed

Student should be proficient in Microsoft Word, web browsing, and navigating an online learning platform.

Instructional Methods

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 or Tips for Success in the Course

It is your responsibility to submit all required quizzes and assignments 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

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

I will round up grades of .5 and over (e.g., if you are an 89.5 you will receive a 90).

Assessments

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).

Discussions: You will participate in two main discussions where you will be responsible for leading a discussion thread and engaging with your classmates. You will not be able to see and respond to classmates threads (which you must respond to at least 2) until you post your own thread. These will be scored out of 25pts for thoroughness and engagement.

Written assignments: You will be asked to produce several substantial documents on various sport marketing topics. These will be presentation format. These will be scored out of 100pts.

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

YouSeeU Virtual Classroom Requirements:

<https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>

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:

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

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/Policies

- 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 D2L 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. The Code of Student Conduct is described in detail in the [Student Guidebook](http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx).
<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>

TAMUC Attendance

For more information about the attendance policy please visit the [Attendance](http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx) webpage and [Procedure 13.99.99.R0.01](http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx).
<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](http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/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/)

<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.

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.

See the course calendar on the next page:

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COURSE OUTLINE / CALENDAR

Section 1: 1/16/24 – 1/28/24 (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 Quiz 1 (Mullin et al. Chapters 1-4) Discussion 1	Due by: 1/21/24 Due by: 1/29/24 Due by: 1/29/24
Section 2: 1/29/24 – 2/11/24 (11:59pm)		
Readings: (Mullin et al.)	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 1	Due by: 2/11/24 Due by: 2/11/24
Section 3: 2/12/24 – 2/25/24 (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) Discussion 2	Due by: 2/25/24 Due by: 2/25/24
Section 4: 2/26/24 – 3/08/24 (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 2	Due by: 3/08/24 Due by: 3/08/24