



HHPS 525 (01W) Marketing and Public Relations in Sports (Sport Marketing)

COURSE SYLLABUS: Fall 2026

INSTRUCTOR INFORMATION

Instructor: Dr. Hoyeol Yu
Office Location: NHS 133
Office Hours: By appointment
Office Phone: 903-886-5549
University Email Address: hoyeol.yu@etamu.edu
Preferred Form of Communication: Email
Communication Response Time: 2 business day
Course Dates: 8/20/26 to 10/6/26

COURSE INFORMATION

Materials – Textbooks, Readings, Supplementary Readings

Textbook(s) Required: No

Course Description

Investigate 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:

1. Discuss and define definitions and concepts related to sport marketing.
2. Critique and analyze peer-reviewed academic research in sport marketing.
3. Apply the concepts learned in the development of a marketing plan.

The syllabus/schedule are subject to change.

4. Demonstrate critical thinking skills in class activities, assignments, and discussions.

COURSE REQUIREMENTS

Minimal Technical Skills Needed

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

Instructional Methods

All assignments must be typed, a 1-inch margin on all sides, double-spaced in 12- point font (in Arial, Cambria, Calibri or Times New Roman only). Please use APA 7th Edition (American Psychological Association). All written assignments must include a separate title page and reference page (APA).

Student Responsibilities or Tips for Success in the Course

All required quizzes and assignments must be submitted 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. Follow the rubrics provided for each assignment.

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

Assignments and Weighting:

Discussion Posts (4 @ 25)	100
Quizzes (4 @ 25)	100
Assignments:	400
1) SWOT Analysis (100)	
2) Sport Participation Motivation (50)	
3) Annotated Bibliography (50)	
4) Sponsorship Activation Presentation (100)	
5) Interview with a Marketer (100)	
Case Study Competition	100
Total	700

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Assessments

Discussion Posts: This is a chance for you to interact with your fellow students. I ask that you provide a thoughtful response to the provided prompt. You will be placed in groups and the discussion posts will stay within your group. I also ask that you respond to at least two of your classmates' posts with thoughtful comments. What I would like to see from discussion posts are thoughtfulness and effort. If you put the work in, you will be rewarded. There will be multiple discussion forum assignments throughout the semester. The discussion questions will be available to you and answered in the Discussions link via D2L. For every discussion question is due, each student must answer the questions in 150-200 words in combined length by Friday AND post reply/reactions that are 50-100 words in length each to at least **two other students' posts** by Sunday. Also, if your original post had a comment from other classmates or Dr. Yu, you must reply at least one comment. If you do not have a comment in your original post, you can add one more reply/reaction to other student's post.

Most importantly, for answering the discussion questions (not reply/reactions) must be also answered by recording (not uploading) a 2–3-minute video recording via the "Add Video Note" icon in the Discussions link via D2L.

Quizzes: Students will take four quizzes to test understanding of the required readings. Quizzes will each be scored out of 25 points.

Assignments: Students will complete sport marketing assignments. Students can earn up to 100 points for each assignment. Follow guidelines on each rubric to earn maximum points

Case Study Competition: You will be assigned as a group by Dr. Yu. All groups will receive detailed case study information and guidelines at the beginning of the semester. Each group will submit a written case study document and deliver a presentation of approximately 15 minutes. The entire written document and presentation must be completed.

TECHNOLOGY REQUIREMENTS

LMS

All course sections offered by East Texas A&M University 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:

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

Zoom Video Conferencing Tool

https://inside.tamuc.edu/campuslife/CampusServices/CITESupportCenter/Zoom_Account.asp?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@etamu.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, ETAMUC 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>

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.

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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 online in the [Student Guidebook](#).

Students should also consult the [Rules of Netiquette Webpage](#) for more information regarding how to interact with students in an online forum.

ETAMU Attendance

For more information about the attendance policy, please view the [Attendance Webpage](#) and the [Class Attendance Policy](#)

Academic Integrity

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

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

[Undergraduate Student Academic Dishonesty Form](#)

[Graduate Student Academic Dishonesty University Procedure 13.99.99.R0.10](#)

[Graduate Student Academic Dishonesty Form](#)

Graduate Students Academic Integrity Policy and Form

[Graduate Student Academic Dishonesty Form](#)

<https://inside.tamuc.edu/aboutus/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10.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

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East Texas A&M University
Velma K. Waters Library Rm 162
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
Email: studentdisabilityservices@etamu.edu
Website: [Office of Student Disability Services](#)

Nondiscrimination Notice

East Texas A&M University 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 East Texas A&M University 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 ETAMU 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.

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

East Texas A&M University Supports Students' Mental Health

The Counseling Center at East Texas A&M University, 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

Mental Health and Well-Being

The university aims to provide students with essential knowledge and tools to understand and support mental health. As part of our commitment to your well-being, we offer access to Telus Health, a service available 24/7/365 via chat, phone, or webinar. Scan the QR code to download the app and explore the resources available to you for guidance and support whenever you need it.

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<http://telusproduction.com/app/5108.html>

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

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

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