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**Plainview Campus**

**UNIVERSITY MISSION STATEMENT**

Wayland Baptist University exists to educate students in an academically challenging, learning-focused and distinctively Christian environment for professional success and service to God and humankind.

# COURSE NUMBER & NAME:

EXSS 4321 Sport Promotion and Marketing

## TERM:

Fall, 2022

## INSTRUCTOR:

Michael West

## CONTACT INFORMATION:

Office phone: N/A

WBU Email: michael.a.west@wayland.wbu.edu

Cell phone: 214-417-0885

## OFFICE HOURS, BUILDING & LOCATION:

Virtual office- email or text, I will get back with you as soon as I can. If you have not heard from me within 24 hours, please call, or text.

## COURSE MEETING TIME & LOCATION:

virtual

## CATALOG DESCRIPTION:

*Sport Marketing* presents an overview of the various techniques and strategies used in meeting the wants and needs of consumers in the sport industry as well as understanding how sport can be used to assist in the marketing of other companies and products. Areas to be addressed are the uniqueness of sport marketing in comparison with traditional marketing, an overview of the segments of the sport industry, the importance of market research and segmentation in identifying the right sport consumer, the use of data-based marketing in reaching the sport consumer, an overview of the marketing mix as individual units and the relationship between those units, and the development of sponsorship and endorsement packages.

## PREREQUISITE:

None

## REQUIRED TEXTBOOK AND RESOURCE MATERIAL:

Mullin, B.J., Hardy, S., and Sutton, W.A. 2014. *Sport Marketing* (5th edition). Human Kinetics. **ISBN-13:** 978-1492594628

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## COURSE OUTCOMES AND COMPETENCIES:

Students will be able to do the following:

* Demonstrate usage of marketing terminology and theory related to the sport industry
* Explain sport marketing theory and how it can be used in the sport industry to meet the wants and needs of the sport consumer
* Recognize and design sport marketing research tools
* Develop effective sport marketing plans based on data-driven decision making and time-tested marketing principles
* Analyze case studies in sport to recognize sound marketing decisions and to articulate sport marketing solutions for various constituents
* Evaluate the sport marketing strategies of professionals as well as fellow students through critiquing the professionals’ work and students’ assignments
* Synthesize course material into a marketing plan for a sport organization

## ATTENDANCE REQUIREMENTS:

As stated in the Wayland Catalog, students enrolled at one of the University’s external campuses should make every effort to attend all class meetings. All absences must be explained to the instructor, who will then determine whether the omitted work may be made up. When a student reaches that number of absences considered by the instructor to be excessive, the instructor will so advise the student and file an unsatisfactory progress report with the campus executive director. Any student who misses 25 percent or more of the regularly scheduled class meetings may receive a grade of F in the course. Additional attendance policies for each course, as defined by the instructor in the course syllabus, are considered a part of the University’s attendance policy.

## STATEMENT ON PLAGIARISM & ACADEMIC DISHONESTY:

Wayland Baptist University observes a zero tolerance policy regarding academic dishonesty. Per university policy as described in the academic catalog, all cases of academic dishonesty will be reported and second offenses will result in suspension from the university.

## DISABILITY STATEMENT:

In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at (806) 291-3765. Documentation of a disability must accompany any request for accommodations.

## COURSE REQUIREMENTS and GRADING CRITERIA:

**Quizzes 50%**

**Assignments 50%**

**Include Grade Appeal Statement**: “Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Vice President of Academic Affairs/Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.”