

# ****1. Campus Name: Virtual Campus****

# ****School of \_\_Education\_\_\_\_\_\_\_\_\_\_\_\_****

**2. Wayland Baptist 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.

**3. Course Prefix, Number, & Name: EXSS 5301 Sport Marketing**

**4. Term and Year: Spring1st8wks2021 (Jan. 11 – Mar. 6)**

**5. Full Name of Instructor: Dr. Charles Chaoqun Huang**

**6. Office Phone and WBU Email Address: 806-291-3791; huangc@wbu.edu**

**7. Office Hours, Building, and Location**: By appointment, Laney Center, Room 204, WBU-Plainview or Zoom meeting

**8. Class Meeting Time and Location**: Virtual Campus online instruction via Blackboard

**9. Catalog Description:** Essentials of sport marketing which includes planning, promotions, operations, and market analysis. The fundamental principles in the marketing of sport, products, events, and the importance of service quality. Latest research in the field and with input from industry professionals.

**10. Prerequisite:** Graduate Standing

**11. Required Textbook and Resources**: This course participates in WBU’s Automatic eBook program. A digital copy of your textbook is provided for in Blackboard, and the cost of your textbook is charged to your student account.

Mullin, B.J., Hardy, S., & Sutton, W.A. (2014). *Sport Marketing (4th edition)*. Champaign, IL: Human Kinetics. ISBN 9781450424981.

**12. Optional Materials**:

12.1 Resources available through WBU and Online libraries

12.2. Access to WBU Learning Resources [www.wbu.edu/lrc](http://www.wbu.edu/lrc)

**13. Course Outcome Competencies**:

At the completion of this course, the student should be able to:

13.1. Demonstrate usage of marketing terminology and theory related to the sport industry.

13.2. Explain sport marketing theory and how it can be used in the sport industry to meet the wants and needs of the sport consumer.

13.3. Recognize and design sport marketing research tools.

13.4. Develop effective sport marketing plans based on data-driven decision making and time-tested marketing principles.

13.5. Analyze case studies in sport to recognize sound marketing decisions and to articulate sport marketing solutions for various constituents.

13.6. Evaluate the sport marketing strategies of professionals as well as fellow students through critiquing the professionals’ work and students’ assignments.

13.7. Synthesize course material into a marketing plan for a sport organization.

**14. 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.

**15. Statement on Plagiarism and 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.

**16. 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.”

**17. Course Requirements and Grading Criteria: (Include information about term papers, projects, tests, presentations, participation, reading assignments, etc. and how many points or what percentage of the final grade each of these components or assignments is worth)**

**17.1 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.”**

**17.2 **Discussion Board Forums (DB Forums) (50×4=200 points).** There will be four DB forums. Each one will be divided into two parts: (1) a post in response to the topic or question (30 points), this is due by Wednesday of the given week; (2) reply to two classmates’ posts (20 points). The post to the topic or question must be 300 to 500 words and must incorporate at least one resource (e.g. textbook or a scholarly journal). Each reply must be no less than 150 words. All posts must be made in accordance with current APA format.**

**17.3 **Article Review (50×2=100 points)**. You will be expected to write two article reviews on any topic discussed in this course. Each article review cover one or two articles from professional journals. Your paper should be 2-3 pages, APA format. Please get help from writing center, if needed.**

**17.4 **Chapter Assignments (25×4=100 points)**. You will be asked to complete four assignments selected from the given chapters.**

**17.5 **Case Study (50×4=200 points)**. You are expected to complete four case studies during the whole semester.**

**17.6 **Written Examinations (200 points).** Two exams, a midterm and a final, will be given during the semester to measure comprehension and application of the course material. The exam will cover the material presented in the chapters covered during that time. The final is NOT cumulative.**

Total Possible Points- 800

| Item | Point |
| --- | --- |
| Discussion Board Forum | 200 points (4 @ 50 pts. each) |
| Article Review | 100 points (2 @ 50 pts. each) |
| Chapter Assignment | 100 points (4 @ 25 pts. Each) |
| Case Study | 200 points (4 @ 50 pts. Each) |
| Exam | 200 points  |

Grading Scale

| Grade | Points |
| --- | --- |
| A | 720 – 800 |
| B | 640 – 719 |
| C | 560 – 639 |
| D | 480 – 559 |
| F | 000 – 479 |

**18. Tentative Schedule**:

| Week | Topic | Assignments | Points |
| --- | --- | --- | --- |
| 1 (1/11-1/17) | * Introduction to sport marketing
* Strategic management
 | * Read: Chapters 1 & 2
* Case Study 1 (Chapter 2)
* DB Forum 1: What is marketing myopia? How can it be avoided?
 | * 50
 |
| * 50
 |
|  |
| 2(1/18-1/24) | * Sport consumer
* Analytics within sport marketing
 | * Read: Chapters 3 & 4
 | * 25
* 50
 |
| * Assignment 1: Consumer Behavior
* Article Review 1
 |
| 3(1/25-1/31) | * Market segmentation
* The sport product
* Branding
 | * Read: Chapters 5, 6, 7
* Assignment 2: (Chapter 6) Prepare an outline that shows at least three dimensions on which brand image differs between Nike, the World Wrestling Federation, and the WNBA.
* DB Forum 2: Discuss the four bases of segmentation in sport marketing
* Case Study 2 (Chapter 7)
 | * 25
* 50
* 50
 |
| 4(2/1-2/7) | * Sales and service
 | * Read: Chapter 8
* Midterm Exam (Chapters 1 – 8)
 | * 100
 |
| 5(2/8-2/14) | * Engagement marketing and activation
* Promotion and paid media
 | * Read: Chapters 9 &10
* Assignment 3: (Chapter 9) Sponsorship proposal
* DB Forum 3: Which commercial type was the most prevalent? Which commercial ad type was the most effective? Why?
 | * 25
* 50
 |
| 6(2/15-2/21) | * Public relations
* Social media
 | * Read: Chapters 11 & 12
* Case Study 3: (Chapter 11)
* Article Review 2
 | * 50
* 50
 |
| 7(2/22-2/28) | * Place and delivering the sport product
* Legal aspects
* Putting it all together
 | * Read: Chapters 13, 14, 15
* Assignment 4: (Chapter 14) Protect intellectual property
* DB Forum 4: Discuss the significance of product placement and distribution methods used in sport today
* Case Study 4: (Chapter 15)
 | * 25
* 50
* 50
 |
| 8(3/1-3/6) | * The shape of things to come
 | * Read: Chapters 16
* Final Exam (Chapters 9 – 16)
 | * 100
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**19. Faculty May Add Additional Information as Desired**: N/A