



1. Plainview Campus

Don A. Williams School of Education and Exercise Sport Science

2. 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 Number and Name: EXSS4321: SPORT PROMOTION AND MARKETING VC-01

4. Term & Year: Fall 2026 2nd 8 weeks

5. Professor: Robert Ssejumba

6. Contact Information:

a. Office phone: (806) 291-3832

b. WBU Email: ssejumba@wbu.edu

7. Office Hours, Building, & Location:

Office Location: West Athletic Complex

Office hours: 8:15am – 5pm

8. Course Meeting Time & Location: Online

9. Prerequisites: N/A

10. Catalog Description:

Provides framework for understanding how various marketing strategies are formulated, implemented, and evaluated in sports context. Sports are major economic activities of our modern society, and knowledge of role marketing in its operation has emerged as valuable asset to all involved.

11. Required Textbook and Resource Material: Sports Marketing Shank, Lyberger 5th 2015 Routledge 9781138015968
Fall 2022

12. Optional Materials: N/A

13. Course Outcome and Competencies:

- 1. Understand Core Sports Marketing Concepts:**

- Students will demonstrate a comprehensive understanding of key sports marketing principles, including market research, consumer behavior, branding, sponsorship, and pricing strategies.
- 2. **Apply Strategic Marketing Frameworks:**
 - Students will apply strategic marketing frameworks to develop and implement effective marketing plans tailored specifically to the sports industry.
- 3. **Analyze Consumer Behavior:**
 - Students will analyze and interpret consumer behavior data to make informed marketing decisions, understanding the unique motivations and characteristics of sports consumers.
- 4. **Develop Integrated Marketing Communications:**
 - Students will create and evaluate integrated marketing communication strategies, including promotional mixes and digital media campaigns, to effectively reach and engage target audiences in the sports sector.

14. Attendance Requirements: Students 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. Any student who misses 25 percent or more of the regularly scheduled class meetings will receive a grade of F in the course.

15. Statement on Plagiarism and Academic Dishonesty:

[Link to Statement on Academic Integrity](#)

Generative AI tools usage encouraged and may be actively assigned in coursework.

- i. Use of generative AI tools is actively encouraged and incorporated in to specific assignments for this course.
- ii. Use of generative AI tools for assignments in brainstorming, content understanding, or revision to work is perfectly acceptable if cited and referenced properly in any submitted work for the course.
- iii. Use of generative AI is encouraged as long as students understand the use of generative AI in the course is to be an assistance tool and not the generator of assignments and submitted work. Ultimately, all submitted work must still reflect student's own work, understanding, and analysis.
- iv. Specific parameters for generative AI usage provided by the instructor.
- v. Any use of generative AI tools outside of the approved instructor parameters will be considered a form of plagiarism and academic dishonesty.

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 Disability Services Coordinator and Academic Coach serves as the coordinator of students with disabilities and must be contacted concerning accommodation requests (office (806) 291-1057. Documentation of a disability must accompany any request for accommodations.

17. Course Requirements & Grading Criteria:

To maintain a fair and consistent learning environment, it is important that all assignments are submitted on time. Timely submission of work ensures that all students progress through the course at the same pace, allowing for meaningful discussions and peer interactions. Additionally, it helps students develop essential time management skills that are crucial in both academic and professional settings.

- A. Students are granted extensions for assignments for the following reasons: illness of the student or serious illness of a member of the student's immediate family, the death of a member of the student's immediate family, trips for student organizations sponsored by an academic unit, trips for university classes, trips for

participation in intercollegiate athletic events, a subpoena for a court appearance, and religious holidays. Appropriate documentation for all excused absences is required.

- B. Students who miss an assignment due to an officially documented extenuating circumstance must notify the instructor within 7 calendar days of the original due date. If approved, the make-up assignment will be due no later than 7 days after the original due date. For example, if an assignment was due on the 14th and a student had an excused reason for missing it, they must contact the instructor by the 21st. If approved, the assignment will also be due by the 21st. All make-up requests are assessed on a case-by-case basis and must include appropriate documentation. Extensions are not retroactive—failure to contact the instructor within the 7-day window will result in the assignment being recorded as missing with no credit.

Late Work Policy: The Mulligan Rule and Submission Requirements

In this course, punctuality and preparation are key to your success. However, life can sometimes get in the way, and for that reason, I offer **one mulligan**, much like on the golf course. Here's how it works:

- **Missed Assignment? No Problem.** You may use your mulligan to submit one missed assignment within **24 hours after the original due date**, no questions asked. This is your opportunity to make up for a missed deadline without penalty.
- **Conditions of the Mulligan:**
 - The mulligan can only be applied to **one assignment** during the semester.
 - The assignment must be submitted within the **24-hour grace period**. Any submission beyond this time frame will not be accepted, and the mulligan cannot be retroactively applied.
- **Important Note:** After 24 hours, the submission portal for the assignment will **automatically close**, and no further submissions will be accepted. Once you've used your mulligan, **no other late work will be permitted for the remainder of the semester**.

Why This Policy? Just like in life, second chances are valuable, but they must be used wisely. This mulligan gives you an opportunity to recover from one setback without penalty, while also encouraging personal accountability and planning.

Online Submission Policy – Read Carefully

All assignments must be submitted through Blackboard by the posted due date. Essays, papers, and other written assignments must be uploaded as either a .docx (Microsoft Word) or .pdf file. OneDrive links will not be accepted in place of Microsoft Office documents, even if they link to a Word or PDF file. Submissions must be uploaded directly, not linked, as OneDrive allows continued editing after deadlines and often causes access issues. Discussion board posts must be typed directly into the text box provided within Blackboard—do not upload a file for discussion posts. For video assignments, only YouTube links will be accepted. Students must paste the YouTube link into the Blackboard text submission box and verify that the video is set to "Public" or "Unlisted." Before submitting, students are required to log out of their YouTube account to confirm that the video is viewable as a guest. For help uploading and submitting properly, view this tutorial: [How to Submit a Document in Blackboard \(YouTube\)](#).

Videos submitted through other platforms—including OneDrive, Google Drive, Dropbox, Vimeo, Dailymotion, TikTok, or any social media uploads—will not be accepted under any circumstances. These alternatives often cause submission delays, require special permissions, or allow editing after the deadline, all of which pose issues for grading and academic integrity. Any video submitted using a platform other than YouTube will receive a zero without exception.

Emailed submissions will not be accepted under normal circumstances and may result in an automatic 15% point deduction if approved. This policy ensures fairness, accurate grade tracking, and centralized communication. Exceptions will be considered only in rare, pre-approved cases or verified emergencies. If you are experiencing a legitimate issue that prevents you from accessing Blackboard, you must communicate with the instructor before the assignment deadline. Emailing an assignment at the last minute will not excuse you from following course policies.

Students are responsible for managing their own devices, file formats, and internet access. Claims such as "the computer ate my homework" are not valid excuses for late or missing work. Any allegation that Blackboard (our Learning Management System) malfunctioned must be reported and confirmed through the university's IT department. Plan ahead, double-check your files, and verify that all links and documents open properly before submitting. You are allowed one mulligan (free pass) per semester—use it wisely.

17. Assignments

Total Points: 900

Assignments:

- **Discussion Boards: (2x100) = 200 points**
- **Case Studies: (3x100) = 300 points**
- **Reaction Papers: (2x150) = 300 points**
- **Research Citation Practice: 50 points**
- **Course Reflection: 100 points**
- **Syllabus Quiz: 30 Points**

The University has a standard grade scale:

A = 90-100, B = 80-89, C = 70-79, D = 60-69, F= below 60, W = Withdrawal, WP = withdrew passing, WF = withdrew failing, I = incomplete. An incomplete may be given within the last two weeks of a long term or within the last two days of a micro term to a student who is passing, but has not completed a term paper, examination, or other required work for reasons beyond the student's control. A grade of "incomplete" is changed if the work required is completed prior to the last day of the next long (10 to 15 weeks) term, unless the instructor designates an earlier date for completion. If the work is not completed by the appropriate date, the I is converted to an F.

Student Grade Appeals:

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 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 to the 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.

18. 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.”

19. Tentative Schedule

Week 1

Module Focus: Authenticity, Branding, and Emotional Appeal in Sports Marketing

Assignments:

- *Syllabus Quiz*
 - *“How Do I Cite This?” – Research & Citation Practice*
 - *Discussion Board 1 – Pre-Discussion Activity: “No Autopilot Allowed – Spotting Real from Rendered” (Nike case study vs. a competing brand you personally engage with)*
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Week 2

Module Focus: The Psychology of Sports Consumers – Loyalty, Identity & Engagement

Assignments:

- *Case Study #1*
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Week 3

Module Focus: Marketing Moves That Matter – Strategy, Impact, and the Sports Consumer

Assignments:

- *Reaction Paper 1*
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Week 4

Module Focus: How Sports Products Catch On (or Don’t) – Product Life Cycles, Branding, and Innovation

Assignments:

- *Discussion Board 2*
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Week 5

Module Focus: Name That Stadium – The Business of Sports Sponsorship

Assignments:

- *Case Study #2*
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Week 6

Module Focus: Promotion in Sports – What Grabs Our Attention?

Assignments:

- *Reaction Paper 2*
-

Week 7

Module Focus: Price It Like a Pro – Strategy, Value, and Fan Motivation

Assignments:

- *Case Study #3*
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Week 8

Module Focus: Reflection & Synthesis – Applying Sports Promotion & Marketing Concepts

Assignments:

- *Course Reflection*