WBU Flame Logo



# ****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: SPRING1ST8WKS2023 (Jan. 16 – Mar. 11)**

**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.

Dees, W., Walsh, P., McEvoy, C., McKelvey, S., Mullin, B.J., Hardy, S., and Sutton, W.A. (2022). *Sport Marketing* (5th edition). Human Kinetics.

**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) (50×5=250 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 **Chapter Assignments (30×5=150 points)**. You will be asked to complete four assignments selected from the given chapters.**

**17.4 **Semester-Long Projects (100x2=200 points).** Semester-long projects are integrative projects on which you work over the course of the semester by incorporating the various concepts, theories, and examples that you learn throughout the semester. There are two projects: Semester-Long Project 1: Clipping Thesis and Semester-Long Project 2: Sport Marketing Plan. An explanation of each assignment and its intended outcome will be presented.**

**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 | 250 points (5 @ 50 pts. each) |
| Chapter Assignment | 150 points (5 @ 30 pts. Each) |
| Semester-Long Projects | 200 points (2 @ 100 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  (1/16-1/22) | * The special nature of sport marketing * Strategic marketing management * Understanding the sport consumer | * Read: Chapters 1, 2, 3 * Assignment 1: (Chapter 3) Find a social media promoted ad for a sport product or team. Analyze how, in your opinion, the ad is trying to influence consumer perceptions of the product. Is it effective? Why or why not? * DB Forum 1: (Chapter 1) Define marketing myopia and then give three examples in the sport industry. | * 30 |
| * 50 |
|  |
| 2  (1/23-1/29) | * Market research and analytics in the sport industry * Market segmentation and target marketing * The sport product | * Read: Chapters 4, 5, 6 | * 30 * 50 |
| * Assignment 2: (Chapter 5). How would you set up a segmentation plan for your favorite sport property and match each segment to a unique or customized product or ticket-package offering? * DB Forum 2: (Chapter 6) Think about a recent sports event you have attended. Discuss how the personnel, process, and physical facilities influenced your experience at the event. For any negative experiences, discuss how they could be improved. |
| 3  (1/30-2/5) | * Managing sport brands * Promotion and paid media * Public relations | * Read: Chapters 7, 8, 9 * Assignment 3: (Chapter 7) Choose one professional sports team that you think should be rebranded. Discuss why you think the team should be rebranded and what you would recommend they do. Should they create new logos, use new colors, change the team name, etc.? What strategies should they incorporate while making these changes? * DB Forum 3: (Chapter 8) Develop a television advertising campaign for a sport team or organization. Sketch out a series of storyboard concepts to demonstrate what the advertising campaign might look like and present it to the class. | * 30 * 50 |
| 4  (2/6-2/12) |  | * Midterm Exam (Chapters 1 – 9) | * 100 |
| 5  (2/13-2/19) | * Sponsorship, corporate partnership, and the role of activation * Social media in sports * Sales and service | * Read: Chapters 10, 11, 12 * Assignment 4: (Chapter 10) Think of your favorite sport team and list some of its current sponsors. Why are these companies sponsoring the team? What other brands might benefit from partnering in a different category? * DB Forum 4: (Chapter 11) Discuss whether social media can truly be used as a tool to generate revenue. Do ticket offers posted on social media sites create new revenue for a team, or do they cannibalize other ticket sales efforts? How effective are teams at realizing ROI from their social media platforms? | * 30 * 50 |
| 6  (2/20-2/26) | * Delivering and distributing core products and extensions * Legal aspects of sport marketing * The evolving nature of sport marketing | * Read: Chapters 13, 14, 15 * Assignment 5: (Chapter 13) Analyze a local facility in terms of its accessibility, flow, drawing radius, parking, aesthetics, staffing, security, surroundings, design and layout, and amenities. How would you improve these areas? * DB Forum 5: (Chapter 15) Describe which of the future predictions outlined in this chapter you either agree or disagree with, and then make your own predictions. What did we miss? What are some of the most important trends you believe will affect sport marketing in the next five to 10 years? | * 30 * 50 |
| 7  (2/27-2/5) |  | * Semester-Long Project 1: Clipping Thesis * Semester-Long Project 2: Sport Marketing Plan | * 100 * 100 |
| 8  (3/6-3/11) |  | * Final Exam (Chapters 10 – 15) | * 100 |

**19. Faculty May Add Additional Information as Desired**: N/A