

**Coker University  
BA 372 Sport Marketing  
Winter 2021, Online  
Professor: Tracy Ljone Whitted, Ph.D.**

**Course Description**

Application of fundamental marketing concepts to the sport industry. Marketing research, promotions, fundraising, advertising, and assessment of marketing programs specific to sport will be covered. The historical development of sport marketing will be included.

**Instructor Information**

Tracy Ljone Whitted, Ph.D.

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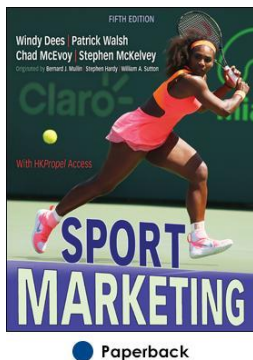
(505)730-7377

**Course Learning Outcomes**

1. Describe the special nature of sport marketing and the sport consumer.
2. Apply market research to the sport industry.
3. Evaluate branding in sport.
4. Employ promotional concepts and practices to sport.
5. Create a social media presence for a sport organization.
6. Develop an organizational sales strategy including sponsorship, corporate partnerships, and ticket pricing.

**Required Texts**

Dees, W., Walsh, P., McEvoy, C., & McKelvey, S. (2022). Sport marketing (5<sup>th</sup> ed). Champaign, IL: Human Kinetics.



**The text is already included in your course through RedShelf. A course fee of \$'amount' will be added to your tuition for the book. You have the option to OPT OUT by 'date' at 11:59pm EST and the fee will be taken off your account. If you opt out, you will still need to purchase the book on your own since it is central to this course and your grade. Please visit the course in Blackboard for the RedShelf link.**

If you have trouble accessing your materials you can submit a request for assistance at this link <https://solve.redshelf.com/hc/en-us/requests/new> and someone from RedShelf will quickly assist them in gaining access

Here is a link to three videos demonstrating how students access content, e-books, and how to opt out:

<https://solve.redshelf.com/hc/en-us/articles/360007589114-Blackboard-student-journey->

## **Course Methodology**

### *Class Discussions*

Online discussions will be part of your class participation. These forums take the place of face-to-face discussions and require that you be active multiple times throughout the week. All discussions will be based on research and not opinion. Initial posts due by Tuesday, responses to classmates due by Thursday.

### *Chapter Quizzes*

Chapter quizzes will be general comprehension assessments of the text and concepts. These quizzes are comprised of multiple choice, True/False, and short answer questions. They are open book. You have 60 minutes to complete each quiz.

### *Case Studies*

There will be four case studies. Case studies will apply marketing concepts to various sport organizations and situations. These case studies will require outside reading and research. More details can be found in Blackboard.

### *Signature Assignment: Sport Marketing Plan*

The course will culminate with your final sport marketing plan for a sport organization of your choice. Outside reading and research will be required. More details can be found in Blackboard.

## **Course Evaluation**

<b>Methodology</b>	<b>Points Per</b>	<b>Number</b>	<b>Total</b>	<b>Percentage of Total</b>
Discussions	25 points each	X 4	100 Points	19%
Quizzes	25 points each	X 5	125 Points	24%
Case Studies	50 points each	X 4	200 Points	38%
Signature Assignment	100 Points		100 Points	19%
<b>Total</b>			<b>525 Points</b>	<b>100%</b>

## **Grading Scale Based on 100 Points Total**

A= 472-525 points

B= 420-471 points

C= 367-419 points

D= 315-366 points

F= 0-314 points

**Course Calendar**

<b>Week</b>	<b>Chapter</b>	<b>Assignments Due</b>	<b>Due Dates</b>
Dec 13-19	1, 2	Discussion #1	Initial Post - Tuesday Responses - Thursday
		Quiz Chapters 1-2	Friday
		Case Study #1	Sunday
Dec 20-26	3,4,5	Discussion #2	Initial Post - Tuesday Responses - Thursday
		Quiz Chapters 3,4,5	Friday
		Case Study #2	Sunday
Dec 27-Jan 2	6,7,8	Discussion #3	Initial Post - Tuesday Responses - Thursday
		Quiz Chapters 6,7,8	Friday
		Case Study #3	Sunday
Jan 3-9	19,10,11	Discussion #4	Initial Post - Tuesday Responses - Thursday
		Quiz Chapters 9,10,11	Friday
		Case Study #4	Sunday
Jan 10-14	12,13,14,15	NO Discussion	
		Quiz Chapters 12,13,14,15	Thursday
		Signature Assignment: Sport Marketing Plan	Friday

### ***Technology Requirements***

- Internet Access
- Coker Blackboard
- Microsoft Word
- PowerPoint
- Presentation Software (PPT, Google Slides, or Prezi, etc.)

### ***Required Computer Skills***

- Microsoft Word
- PowerPoint

### ***Required Literacy Skills***

- APA format
- College level writing and research skills
- Citation of resources

## ***Coker University Student Covenant***

Coker University is a community dedicated to scholarship and community engagement. Those who join our circle of learning commit to a lifelong journey of intellectual and personal growth and service to others. Inspired by the six pillars of Davidson Hall, I agree to uphold the following tenets of the Coker University Student Covenant. I will:

- Conduct myself with integrity & be responsible for my actions and their consequences.
- Respect the rights, property, culture, and beliefs of others.
- Engage myself as an honorable scholar inside & outside the classroom.
- Hold myself & others accountable for the sustainability of our environment.
- Offer knowledge and creativity to serve my community
- Contribute to the wider world through a continued pursuit of knowledge.

As Davidson Hall serves as the center landmark of our campus, so shall these six tenets serve as the foundation for my actions and decisions as a member of this community. By pledging to these tenets, I obligate myself to honor the principles that define Coker University.

### **Coker University Academic Policies**

[Academic Catalogs - Coker University](#)

### **Instructors' Notes**

- The instructor will be monitoring all course room activities.
- All assignments and discussion postings should be written in a professional and academic manner.

- Please check **ANNOUNCEMENTS** regularly. These announcements are my primary means of communication with you.
- Feel free to contact me with any questions or concerns. I am here to help you. I typically respond to emails, phone calls and texts within 24 hours. If it is a weekend, please call or text as I am not on my computer regularly during the weekends. Please keep all communication professional.
- I reserve the right to modify this syllabus. This does not typically happen, however if it does, I will communicate all changes with you.

### **ACADEMIC RESPONSIBILITY**

Academic honesty is fundamental to a college. All members of the academic community must be confident that each person's work has been honorably performed, acquired, and presented. Any effort to gain an advantage not given to all students is dishonest whether the effort was successful or not. Coker College and this course instructor regard academic dishonesty as an extremely serious matter, with serious consequences that range from probation to expulsion. When in doubt about plagiarism, paraphrasing, quoting, or collaboration, consult the course instructor.

#### **Per the Coker University 2020-2021 Student Handbook:**

Intellectual honesty and integrity are the cornerstones of Coker University's educational mission. Student academic work is expected to represent unquestionably the student's own thoughts and words. Students must thoroughly and appropriately acknowledge sources for words or ideas that have been generated by others. It is each student's responsibility to be familiar with appropriate citation techniques and to acknowledge the intellectual and creative contributions of others in all academic work done at the University.

Academic dishonesty includes cheating, plagiarism, or failing to appropriately cite sources. Any form of academic dishonesty is wholly incompatible with the Coker University Student Covenant, the Mission of the University, and generally understood standards of ethical academic behavior. Academic dishonesty is among the most serious of violations that might be committed at the University; for that reason, penalties for academic dishonesty may include:

- penalties assessed to the assignment, or
- penalties assessed to the course grade, or
- suspension or expulsion from the University

In cases of academic dishonesty, the instructor may elect to take direct action or refer the matter to the Office of the Provost to arrange review by an academic hearing panel composed of members serving on the Student Development Committee of the Faculty Senate. Should an instructor choose to take direct action, he/she should inform both the student and the Office of the Provost. The Office of the Provost maintains a record of all reported academic dishonesty cases and multiple offenses may result in additional penalties. A student who believes a penalty has been unduly or unfairly assessed may appeal by way of the grade appeal process articulated in this section.

Any instance of academic dishonesty will result in a 0 for the assignment and the incident will be reported to the Office of the Provost and placed on academic probation.