

COKER UNIVERSITY

Course Information

Course Code: MCAA 572
Course Name: Sport Marketing
Credit Hours: 3 credit hours
Term: G8 2022
Location: Online (Blackboard)

Course Description

This course examines the principles of marketing as they apply to intercollegiate athletics. Concepts unique to the sports product including consumer behavior, media and public relations will be emphasized. Promotional activities, market segmentation and legal aspects exclusive to intercollegiate athletics will be analyzed as the student develops successful marketing strategies. A focus will be on the elements of a truly effective and strategic marketing plan and the implementation of the plan from the perspective of the athletic administrator.

Instructor Information

Instructor: Tracy Ljone Whitted, Ph.D.

Email: twhitted@coker.edu

Telephone: (505)730-7377

I will always do my best to return communication within 24 hours. If it is the weekend, I recommend calling or texting as I do not check my email frequently over the weekends.

Required Texts

Author: Wakefield, Kirk

Book: Team Sports Marketing

<https://teamsportsmarketing.com/>

<https://www.teamsportsmarketing.com/join>

This is an online text. You are able to print off the chapters if you would like. The cost is \$30 for 6 months. I like this text because it is practical, current, concise, and cheap!

Grading Scale

A= 90 -100 points

B= 80-89 points

C= 70-79 points

D= 60-69

F= 0-60

Course Evaluation Procedures

<u>Activity</u>	<u>Weekly Points</u>	<u>Total</u>
Weekly Marketing Article Reviews (Weeks 1-5)	5	25
Branding Presentation		10
SWOT Analysis		10
Midterm Exam		15
Discussion Week 4 & Corresponding Presentation		10
Discussion Week 5 & Corresponding Paper		10
Final Marketing Plan		20
Total		100 Points

Course Methodology

WEEKLY MARKETING ARTICLE REVIEWS

Each week you will find an article related to sports marketing. It can be anything that interests you related to sports and marketing. Through a journal entry you will summarize the article in your own words and discuss why it is important and any major themes or concepts you learned. Remember to supply the link or full text of the article. Marketing articles are due each Thursday.

BRANDING PRESENTATION

Present the concepts of brand differentiation, brand knowledge, brand esteem, and other terms from Chapter 1.
Details in Blackboard.

SWOT ANALYSIS

Conduct a SWOT analysis on a collegiate athletic department of your choice.
Details in Blackboard.

DISCUSSIONS (Weeks 4 & 5)

A comprehensive response to the discussion question is due by WEDNESDAY. Responses to classmates are due by Friday. A minimum of 5 posts.

A paper or presentation corresponding to the discussion topic will be due Sunday.

MARKETING PLAN

Your signature assignment will be due at the end of the course FRIDAY and is worth 20 points. Please begin to consider this project from the beginning of class. If you gear your other

assignments towards your final marketing plan you will already have much of the necessary information.

MID-TERM EXAM (Chapters 1-8)

There will be one exam covering Chapters 1-8. It will be multiple choice, true/false, and short answers. It is straight from the online text. You can use your book during the exam however there will be a time limit, so you will not be able to look up every answer.

*****NO LATE ASSIGNMENTS WILL BE ACCEPTED.**

Course Overview

Week	Chapters	Assignments	Due Dates
1	1, 2, 3	Sport Marketing Article Review Branding Presentation	Thursday Sunday
2	4, 5, 6, 7	Sport Marketing Article Review SWOT Analysis	Thursday Sunday
3	8	Sport Marketing Article Review Mid Term Exam Chapters 1-8	Thursday Sunday
4	10, 11	Sport Marketing Article Review Discussion Discussion Paper/Presentation	Thursday Initial Post due Wednesday Responses due Friday Sunday
5	12, 13	Sport Marketing Article Review Discussion Corresponding Paper	Thursday Initial Post due Wednesday Responses due Friday Sunday
6		Marketing Plan	Friday

Instructors' Notes

*Remember this is an intense SIX weeks, **GRADUATE** course. An entire semester worth of information and work is expected in these six weeks. Please be prepared for the rigorous schedule and demands of this course.

*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.

Course Policies

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 or not the effort was successful. 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.

