



TEXAS A&M UNIVERSITY  
**SAN ANTONIO**



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MKTG 3367 -900

**Sport Marketing**, Spring 2024 CRN: 23581

Department of Management and Marketing

College of Business

### **Course Syllabus**

<b>Class Meeting Time and Place:</b>	Thursdays 12:30pm-1:45pm, BLH 262
<b>Class Duration:</b>	01/16-5/7
<b>Instructor:</b>	Dr. Arne Baruca Office: BLH 341 P Tel: 210-784-2321 E-Mail: arne.baruca@tamusa.edu Student emails will receive a reply within one business days.
<b>Course Website:</b>	<a href="https://tamusa.blackboard.com/">https://tamusa.blackboard.com/</a>
<b>Office Hours:</b>	M 11:00 am - 12:30 pm R 10:00 am – 11:00am & 12:30pm – 2:00pm And by WeBex/Zoom appointment W from 10:00 am – 2:00 pm

**Catalog Course Description:** Sport Marketing presents an overview of the various techniques and strategies used in meeting the wants and needs of consumers in the sport industry as well as understanding how sport can be used to assist in the marketing of other companies and products.

#### **Course Objectives:**

To provide students with in-depth insight into the roles and practices in the various areas of sports marketing and the micro and macro variables that influence and drive these business decisions, actions and results. By the end of this class, passing students will be able to articulate:

- The elements that make up the sports landscape
- How sports are used to evoke behavior, attitudes, and beliefs
- Consumers' participation in sports as spectators and as participants
- Marketing research within the context of sports
- How teams and sports are promoted
- How sports-related products are managed and promoted
- How sports brands are built and rebuilt (rebranded)
- A general understanding of marketing objectives, strategies, and tasks within a sports context.
- Sports sponsorships elements and sponsorship proposals
- How to identify and leverage athlete endorsement
- Pricing strategies for sporting events
- The economic impact of sports
- The evolution of women's sports
- The upcoming changes and challenges within the sports landscape

**Prerequisites:** MKTG 3311. Students who do not meet the pre-requisites must contact the instructor immediately.

**AACSB Assessment:**

The College of Business is in the process of applying for AACSB accreditation. As part of that process, students will be assessed on program level outcomes based on course outcomes from various courses. The materials from this course may be used for assessing such program level outcomes, and hence students must follow the necessary rigor to ensure mastery of the above course outcomes.

**Required Materials:**

- **Textbook:** *Sports Marketing: A Winning Approach*. By Delancy Bennett, Geraldo Matos and James Blair. Publisher: Stukent. E-Book.
- Mimic Sports Marketing Simulation  
Both the book and simulation can be accessed here: <https://join.stukent.com/join/049-F4C>
- **Blackboard:** Connect to <http://tamusa.blackboard.com>.
- **Time:** You are expected to spend 4-8 hours per week for the course. Based on the background, some student may require more time. Time spent may be longer when assignment/exams are due.

**Other Recommended / Reading Materials:** Additional reading materials are available on the course website as recommended by the instructor.

**Course Requirements every student must fulfill in order to succeed in course:**

1. Students should check the Course Calendar, Announcements, and Messages (e-mail) systems in Blackboard on a regular basis.
2. Students should keep current with all course assignments, quizzes, and examinations.
3. If the course uses remote proctoring for exams, students must schedule their exam early in the semester.
4. Students should ask questions and communicate with the instructor either in class, online, off-line or during office hours.
5. For all classwork, exams, quizzes etc., if a student is completing it off-campus, then they are responsible for availability of internet connectivity. Extensions will not be granted for lack of availability of internet connections.
6. Students should remember that online and hybrid courses assume greater responsibility and independent learning skills by the student for their own learning outcomes.
7. For online courses, students should keep current on class recordings, if not attending the live class (either in person or online).
8. For online asynchronous courses, there will be no online class sessions. All materials will be made available through Blackboard or through online links.
9. For online synchronous courses, there will be online class sessions as indicated. Students are expected to attend the online session at the given time. If a student is unable to attend a session, instructor will make the recording of the session available for the student to view. All materials will be made available through Blackboard or through online links.

**Grading Policy:** The final course grade will be based on your performance on the quizzes, exams, assignments and class participation using the following weights:

Chapter Quizzes	15%
Class Share – Individual Video Presentation	15%
Assignments	15%

Mid-term Exam	15%
Final Exam	15%
Simulation	15%
Participation	10%
Total	100%

The final letter grades will be assigned as follows: Above 90%  $\Rightarrow$  A; 80 – 89%  $\Rightarrow$  B; 70 – 79%  $\Rightarrow$  C; 60 – 69%  $\Rightarrow$  D; Below 60%  $\Rightarrow$  F.

**Examinations and Quizzes:** Two exams, a midterm and a final, will be given during the semester to measure comprehension and application of the course material. Being absent for an exam will result in a grade of zero for that exam and may result in a fail grade in the course. Also, the professor will administer quizzes throughout the semester to evaluate comprehension of course content.

**Class Share (Individual):**

Students are expected to find a current example of sport marketing in their daily environment (i.e., on campus, at work, on television, radio, magazines, newspaper articles, news stories, Internet, etc.) and give a 3-minute video presentation to the class. This usually begins at class #3. Students are asked to describe what they saw or heard, whom they think the effort is targeting, and what behavior the effort is promoting. Each week three students will upload their video on Flipgrid, and others will comment and debate it – every student needs to have one main presentation and 4 video responses to others. Class Share starts on Feb 2<sup>nd</sup> and ends on Feb 23<sup>rd</sup>.

**Other Assignments:**

Students will have several assignments that are based on videos and other materials provided. In these assignments, students will need to integrate core concepts and strategies from the textbook into applied situations.

**Mimic Sports Marketing Simulation:** The Mimic Sports Marketing simulation provides students with hands-on educational experiences with important elements of Sports Marketing in a fictitious scenario in which they take on the role of marketing manager at Ares, a fictional shoe manufacturer. Student work concerns setting up and managing the service and minimizing gaps between customer expectations and perceptions.

**Participation:** This includes reading assigned chapters and cases and participating in class discussions. Attendance is NOT participation. Class participation will be judged on the basis of quality and consistency of effort on a daily basis. Your participation grade is based on the following scale:

- A = Comes prepared to each class and actively participates in discussion (90-100%)
- B = Usually comes prepared and usually participates (80-89 %)
- C = Sometimes prepared and/or participates sporadically (70-79 %)
- D = Often unprepared, absent and/or rarely participates (60-69 %)
- F = Misses a lot, never speaks (0-59%)

**Make up and Late Assignment/exam/quiz policy:**

As a general rule, make-ups or late submissions will NOT be offered or accepted for any missed assignments/exams/quizzes. Late submissions or make-ups may be accepted/administered only in extraordinary circumstances such as an excused official university activity, a severe illness, or a dire emergency. However, you must provide comprehensive documentation either before or within a few days of the missed assignment/quiz/exam.

**Class conduct and civility code:** Everyone in class is expected to follow all rules in the student handbook, as well as common courtesy during classroom lectures and discussions in class and online, including the following:

1. Attendance may be taken at the beginning or the end of the class.
  2. It is the students' responsibility to obtain and be able to use the required materials and software for this class.
  3. Student must retain copies of all assignments and graded work for verification purposes. Keep copies of all computer files and e-mails.
  4. Talking while the instructor is lecturing is extremely disruptive and discourteous to the instructor and other students.
  5. Using computers or phones (except for a valid urgent need) during class for a purpose not related to class is disruptive. All cell phones and gadgets should be turned off
  6. For any questions about the exams and assignments, a student should contact the instructor, before the day they are due, so the instructor may have enough time to provide feedback.
  7. All communications will be via e-mail communications to the Texas A&M University e-mail account, and students are expected to use their school provided email account. The instructor will reply to a student e-mail messages and voice messages within 24 hours during week days (Monday-Friday).
  8. All assignment submissions must be uploaded to Blackboard by the due date.
- Anyone violating these policies may be subject to disciplinary actions.

**Class attendance and Participation:** This is a hybrid class, so class participation is mandatory. A vital part of every student's education is regular attendance of class meetings (for face-to-face/hybrid classes/online synchronous classes) or regular review of class materials posted by the instructor for asynchronous classes. Any absences tend to lower the quality of a student's work, and frequent or persistent absences may result in a failing grade. Students are responsible for the materials covered in class. The course covers a lot of material and most students find at least some parts of it difficult. Class participation is highly encouraged as it makes the class more interesting and enhances the learning experience. Students are strongly encouraged to ask questions, participate in class discussions and problem solving, and visit/contact the instructor during office hours in case of questions or concerns. Good attendance and participation will be rewarded when final grades are assigned.

The course is intensive and challenging and you are expected to master the materials presented in class. The structure of the class makes your individual study and preparation outside of class extremely important, and may vary considerably based on student background. However, a **minimum** of four hours of work outside the class is expected for every one hour of class period per week. Reading the assigned chapter(s) and having some familiarity with them before class will be very useful for understanding lectures.

***Spring 2024 MKTG 3367-900 Class Schedule***

The provisions and information set forth in the schedule below are intended to be informational and not contractual in nature. The instructor reserves the right to amend, alter, change, delete or modify the provisions of the schedule.

<b>Date</b>	<b>Topic/ Readings</b>	<b>Assignment/Task</b>
<b>Jan 22</b>	Syllabus and Class Introduction	
	Chapter 1 – Understanding the Sports Landscape	Quiz 1 - Due Jan 29 <sup>th</sup>

<b>Jan 29</b>	Chapter 2 – The Power of Sports	Quiz 2 – Due Feb 5 <sup>th</sup> Class Share Video Starts
<b>Feb 5<sup>th</sup></b>	Chapter 3- Understanding Sports Consumes as Spectators and Participants	Quiz 3 – Due Feb 12 <sup>th</sup> Class Share video
<b>Feb 12<sup>th</sup></b>	Chapter 4 – Sports Marketing Research	Quiz 4 – Due Feb 19 <sup>th</sup> Class Share Video
<b>Feb 19<sup>th</sup></b>	Chapter 5 – Branding and Rebranding	Quiz 5 – Due March 26 <sup>th</sup> Class Share Video ends
<b>Feb 26<sup>th</sup></b>	Chapter 6– Sports Marketing Promotions	Quiz 6 – Due Mar 4 <sup>th</sup>
<b>Mar 4<sup>th</sup></b>	<b>Midterm Exam</b>	<b>Chapters 1 -6</b>
<b>Mar 11– 17</b>	<b>Spring Break – No class</b>	
<b>Mar 18</b>	Chapter 7 – Sports Sponsorships	Quiz 7 – Due Mar 25 <sup>th</sup> Simulation Round 1
<b>Mar 25</b>	Chapter 8– Endorsements	Quiz 8 - Due Apr 1 <sup>st</sup> Simulation rounds 2 and 3
<b>Apr 1</b>	Chapter 9 – Pricing Strategies for Sports Goods and Services	Quiz 9 Due Apr 8 <sup>th</sup> Simulation rounds 4 and 5
<b>Apr 8</b>	Chapter 10 – The Economics of Sports	Quiz 10 Due Apr 15 <sup>th</sup> Simulation rounds 6 and 7
<b>Apr 15</b>	Chapter 11 – Women in Sports	Quiz 11 - Due Apr 22 <sup>nd</sup> Simulation rounds 8 and 9
<b>Apr 22</b>	Chapter 12 – The Changing Sports Landscape	Quiz 12 Due April 29 <sup>th</sup> Simulation rounds 10 and 11
<b>Apr 29</b>	<b>Guest Speaker</b>	
<b>EXAM week May 1- 7</b>	<b>Final Exam</b>	<b>Exact date and time TBD</b>

### IMPORTANT POLICIES AND RESOURCES

**Academic Accommodations for Persons with Disabilities:** Texas A&M University-San Antonio is committed to providing all students with reasonable access to learning opportunities and accommodations in accordance with The Americans with Disabilities Act, as amended, and Section 504 of the Rehabilitation Act. If you experience barriers to your education due to a disability or think you may have a disability, please contact Disability Support Services in the Central Academic Building, Suite 210, or at (210) 784-1335 or visit <https://www.tamusa.edu/index.html> or email us at [dss@tamusa.edu](mailto:dss@tamusa.edu). Disabilities may include, but are not limited to, attentional, learning, mental health, sensory, physical, or chronic health conditions. All students are encouraged to discuss their disability-related needs with Disability Support Services and their instructors as soon as possible.

**Academic Learning Center:** The Academic Learning Center provides free course-based tutoring to all currently enrolled students at Texas A&M University-San Antonio. Students wishing to work with a tutor can make appointments through the Brainfuse online tutoring platform. Brainfuse can be accessed in the *Tools* section of Blackboard. You can contact the Academic Learning Center by emailing [tutoring@tamusa.edu](mailto:tutoring@tamusa.edu), calling (210) 784-1307, or visiting the Central Academic Building, room 202.

**Counseling/Mental Health Resources:** As a college student, there may be times when personal stressors interfere with your academic performance and/or negatively impact your daily functioning. If you are experiencing emotional

difficulties or mental health concerns, support is available to you through the Student Counseling Center (SCC). To schedule an appointment call 210-784-1331 or visit Madla 120.

All mental health services provided by the SCC are free and confidential (as the law allows). The Student Counseling Center provides brief individual and group therapy, crisis intervention, consultation, case management, and prevention services.

Crisis support is available 24/7 by calling the SCC at 210-784-1331 (after-hours select option '2'). For more information and self-help resources, please visit [www.tamusa.edu/studentcounseling](http://www.tamusa.edu/studentcounseling)

**Emergency Preparedness:** JagE Alert is Texas A&M University-San Antonio's mass notification. In the event of an emergency, such as inclement weather, students, staff and faculty, who are registered, will have the option to receive a text message, email with instructions and updates. To register or update your information visit: <https://tamusa.bbcportal.com/>.

More information about Emergency Operations Plan and the Emergency Action Plan can be found here: <https://www.tamusa.edu/about-us/campus-information/safety/university-police-department/documents/emergency-operations-plan.pdf> and <https://www.tamusa.edu/about-us/campus-information/safety/university-police-department/documents/emergency-action-plan.pdf>

Download the SafeZone App for emergencies or call (210) 784-1911. Non-Emergency (210) 784-1900

**Financial Aid and Verification of Attendance:** According to the following federal regulation, 34 CFR 668.21: U.S. Department of Education (DoE) Title IV regulation, a student can only receive Title IV funds based on Title IV eligibility criteria which include class attendance. If Title IV funds are disbursed to ineligible students (including students who fail to begin attendance), the institution must return these funds to the U.S. DoE within 30 days of becoming aware that the student will not or has not begun attendance. Faculty will provide the Office of Financial Aid with an electronic notification if a student has not attended the first week of class. Any student receiving federal financial aid who does not attend the first week of class will have their aid terminated and returned to the DoE. Please note that any student who stops attending at any time during the semester may also need to return a portion of their federal aid.

**Writing, Language, and Digital Composing Center:** The Writing, Language, and Digital Composing Center supports graduate and undergraduate students in all three colleges as well as faculty and staff. Tutors work with students to develop reading skills, prepare oral presentations, and plan, draft, and revise their written assignments. Our language tutors support students enrolled in Spanish courses and students composing in Spanish for any assignment. Our digital studio tutors support students working on digital projects such as eportfolios, class presentations, or other digital multimedia projects. Students can schedule appointments through JagWire under the Student Services tab. Click on "Writing, Language, and Digital Composing Center" to make your appointment. The Center offers face-to-face, synchronous online, and asynchronous digital appointments. More information about what services we offer, how to make an appointment, and how to access your appointment can be found on our website at <https://bit.ly/WLDCCenter>.

**Meeting Basic Needs:** Any student who has difficulty affording groceries or accessing sufficient food to eat every day, or who lacks a safe and stable place to live, and believes this may affect their performance in the course, is urged to contact the Dean of Students (DOS@tamusa.edu) for support. Furthermore, please notify the professor if you are comfortable in doing so. This will enable them to provide any resources they may possess.

**Military Affairs:** Veterans and active-duty military personnel are welcomed and encouraged to communicate, in advance if possible, and special circumstances (e.g., upcoming deployment, drill requirements, disability accommodations). You are also encouraged to visit the Patriots' Casa in-person room 202, or to contact the Office of Military Affairs with any questions at [military.va@tamusa.edu](mailto:military.va@tamusa.edu) or (210)784-1397.

**Religious Observances:** Texas A&M University-San Antonio recognizes the diversity of faiths represented among the campus community and protects the rights of students, faculty, and staff to observe religious holidays according to their tradition. Under the policy, students are provided an opportunity to make up any examination, study, or work requirements that may be missed due to a religious observance provided they notify their instructors before the end of the second week of classes for regular session classes.

**The Six-Drop Rule:** Students are subject to the requirements of Senate Bill (SB) 1231 passed by the Texas Legislature in 2007. SB 1231 limits students to a maximum of six (6) non-punitive course drops (i.e., courses a student chooses to drop) during their undergraduate careers. A non-punitive drop does not affect the student's GPA. However, course drops that exceed the maximum allowed by SB 1231 will be treated as "F" grades and will impact the student's GPA.

**Statement of Harassment and Discrimination:** Texas A&M University-San Antonio is committed to the fundamental principles of academic freedom, equality of opportunity and human dignity. To fulfill its multiple missions as an institution of higher learning, A&M-San Antonio encourages a climate that values and nurtures collegiality and the uniqueness of the individual within our state, nation, and world. All decisions and actions involving students and employees should be based on applicable law and individual merit. Texas A&M University-San Antonio, in accordance with applicable federal and state law, prohibits discrimination, including harassment, on the basis of race, color, sex, religion, national origin, age, disability, genetic information, veteran status, sexual orientation, gender identity, gender expression, or pregnancy/parenting status. Individuals who believe they have experienced harassment or discrimination prohibited by this statement are encouraged to contact the appropriate offices within their respective units.

Texas A&M University-San Antonio faculty are committed to providing a safe learning environment for all students and for the university as a whole. If you have experienced any form of sex- or gender-based discrimination or harassment, including sexual assault, sexual harassment, domestic or dating violence, or stalking, know that help and support are available. A&M-San Antonio's Title IX Coordinator can support those impacted by such conduct in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, and more. The university strongly encourages all students to report any such incidents to the Title IX Coordinator. Please be aware that all A&M-San Antonio employees (other than those designated as confidential resources such as counselors and trained victim advocates) are required to report information about such discrimination and harassment to the university. This means that if you tell a faculty member about a situation of sexual harassment or sexual violence, or other related misconduct, the faculty member must share that information with the university's Title IX Coordinator ([titleix@tamusa.edu](mailto:titleix@tamusa.edu), 210-784-2061, CAB 439K). If you wish to speak to a confidential employee who does not have this reporting requirement, you can contact the Student Counseling Center at (210) 784-1331 or visit them in Madla 120.

**Pregnant/Parenting Students:** Texas A&M-San Antonio does not require a pregnant or parenting student, solely because of that status or issues related to that status, to (1) take a leave of absence or withdraw from their degree or certificate program; (2) limit the student's studies; (3) participate in an alternative program; (4) change the student's major, degree, or certificate program; or (5) refrain from joining or cease participating in any course, activity, or program at the University. The university will provide reasonable accommodations to pregnant students that would be provided to a student with a temporary medical condition and that are related to the health and safety of the student and the student's unborn child. These could include maintaining a safe distance from substances, areas, and activities known to be hazardous to pregnant individuals and their unborn child; excused absences because of illness or medical appointments; modified due dates for assignments; rescheduled tests/exams; taking a leave of absence; and being provided access to instructional materials and video recordings of lectures for excused absences, if these would be provided to any other student with an excused absence. Pregnant/parenting students are encouraged to contact the Title IX Coordinator with any questions or concerns related to their status ([titleix@tamusa.edu](mailto:titleix@tamusa.edu); 210-784-2061; CAB 439K).

Texas A&M-San Antonio has also designated the Title IX Coordinator as the liaison officer for current or incoming students who are the parent or guardian of a child younger than 18 years of age. The Title IX Coordinator can provide students with information regarding support services and other resources.

**Students' Rights and Responsibilities:** The following statement of students' rights and responsibilities is intended to reflect the philosophical base upon which University Student Rules are built. This philosophy acknowledges the existence of both rights and responsibilities, which is inherent to an individual not only as a student at Texas A&M University-San Antonio but also as a citizen of this country.

### ***Students' Rights***

1. A student shall have the right to participate in a free exchange of ideas, and there shall be no University rule or administrative rule that in any way abridges the rights of freedom of speech, expression, petition and peaceful assembly as set forth in the U.S. Constitution.
2. Each student shall have the right to participate in all areas and activities of the University, free from any form of discrimination, including harassment, on the basis of race, color, national or ethnic origin, religion, sex, disability, age, sexual orientation, or veteran status in accordance with applicable federal and state laws.
3. A student has the right to personal privacy except as otherwise provided by law, and this will be observed by students and University authorities alike.
4. Each student subject to disciplinary action arising from violations of university student rules shall be assured a fundamentally fair process.

### ***Students' Responsibilities***

1. A student has the responsibility to respect the rights and property of others, including other students, the faculty and administration.
2. A student has the responsibility to be fully acquainted with the published University Student Rules found in the Student Handbook, [Student Code of Conduct](#), on our website, University Catalog and to comply with them, as well as federal, state, and local laws.
3. A student has the responsibility to recognize that student actions reflect upon the individuals involved and upon the entire University community.
4. A student has the responsibility to recognize the University's obligation to provide an environment for learning.
5. A student has the responsibility to check their university email for any updates or official university notification.

We expect that students will behave in a manner that is dignified, respectful, and courteous to all people, regardless of sex, ethnic/racial origin, religious background, sexual orientation or disability. Behaviors that infringe on the rights of another individual will not be tolerated.

Students are expected to exhibit a high level of honesty and integrity in their pursuit of higher education. Students engaging in an act that violates the standards of academic integrity will find themselves facing academic and/or disciplinary sanctions. Academic misconduct is any act, or attempt, which gives an unfair advantage to the student. Additionally, any behavior specifically prohibited by a faculty member in the course syllabus or class discussion may be considered as academic misconduct. For more information on academic misconduct policies and procedures please review the [Student Code of Conduct](#).

### **No Use of Generative AI Permitted**

MKTG 3311-903 assumes that all work submitted by students will be generated by the students themselves, working individually or in groups. Students should not have another person/entity do the writing of any portion of an assignment for them, which includes hiring a person or a company to write assignments and/or using artificial intelligence (AI) tools like ChatGPT. Use of any AI-generated content in this course qualifies as academic dishonesty and violates Texas A&M-San Antonio's standards of academic integrity.





TEXAS A&M UNIVERSITY  
**SAN ANTONIO**

January 16	First day of class
March 11-17	Spring Break – No classes
March 29	Study Day – No classes
April 13	Last day to drop with an automatic “W”
April 20	Last day to drop a course or withdraw from the University
April 29	Last day of classes
April 30	Study Day – No classes
May 1-7	Final exams

*The complete academic calendar is available online: <https://www.tamusa.edu/academics/academic-calendar/index.html>*