Midwestern State University
Gordon T. & Ellen West College of Education
Sport Marketing & Finance SPAD 5723

<u>**Course Instructor**</u>
Dr. Sandy Shawver
301 D Ferguson Hall
Office 940-397-4941
e-mail: Sandra.shawver@msutexas.edu

<u>**Office Hours**</u>
Monday   3:30p.m. - 5:00p.m.
Wednesday   9:30a.m.- 11:00a.m.
Thursday   1:30p.m. - 3:30p.m

<u>**Class Meeting Places & Times Fall 2019**</u>
Desire 2 Learn
ZOOM Meetings: January 28 @ 7:00PM; February 18 @ 12:30PM & March 11 @ 9:00AM; April 20 @ 8:00OM; Additional meetings as needed/requested.

<u>**Course/Catalog Description**</u>
Study of applied concepts and practices in sport marketing and finance specific in the field of sport management.

<u>**Required Text**</u>
APA Publication Manual, 6th Edition
Pederson, P., Thibault, T. (2014). *Contemporary Sport Management (Fifth Edition)*, Champaign, Il: Human Kinetics.
Pitts, B. (2016). *Case Studies in Sport Marketing* (Second Edition), Morgantown, WV: FIT.
<u>**Recommended**</u>
Stotlar, D. K., & Nagel, M. S. (2018) *Developing Successful Sport Marketing Plans* (fifth Edition), Morgantown, WV: FIT.
Street and Smith's *SportBusiness Journal*

<u>**Required Technology**</u>

- MSU Texas Email Account (must be checked daily)
- Computer (Mac or Windows)
- Internet access
- Microsoft Office (Word, Excel, PowerPoint) or compatible programs
- Adobe Reader
- Web browser plugin(s) for audio and video (e.g., Quicktime)

Course Prerequisites

Knowledge

- There are no pre-requisites for this course. However, typically students should have a base in sport management, kinesiology, coaching or a related discipline prior to taking this course. However, this is not required and there are no pre-requisites for this course.
- Students should be experienced with the APA 6th edition citation format.
- Students should be familiar with the research databases available through the MSU library and have a working knowledge of the academic journals in the sport management discipline. To assist in your familiarity with these materials, see the Links & Resources tab on the course menu bar.

Technology Skills

- Must be able to use D2L, Flip Grid, Google Docs & ZOOM online platforms
- Must be able to Send/receive email
- Must be able to create, send, and receive Microsoft Word, Excel, or PowerPoint documents
- Must be able to post and respond to discussion boards
- Must be able to download audio files
- Must be able to upload photos and videos to D2L
- Must be able to appropriately use internet links and websites

Communication Policies

Before you email me, make sure to follow the "Three then Me" rule. The "Three then Me" rule says that you search for your answer regarding the course in at least three other places before you email me. For example, if you have a question about an assignment, you should consult your syllabus, your grading scale or rubric, or the assignment description on D2L. Remember, check three sources before you email me your question. It is very likely you'll find the answer and not need to email me. If you don't find the answer, and need clarification, feel free to email me.

During the week, I will typically respond to your emails within 24-48 hours. Any emails received over the weekend will receive a response no later than Tuesday by noon.

Student Email Usage

You are required to use your MSUTexas email address for **all** correspondence during this course. Check that your MSU Texas email address is the one listed in your Desire 2 Learn Personal Information. Using your MSU Texas address ensures your privacy. If you have a different email account, you can forward your MSU Texas email to that account, but I will only send and respond to e-mails sent from a MWSU address. Please make sure to include your name on any email that you send. You are required to check your MSU Texas email a minimum of 3 days per week.

Netiquette

Communication online is different than that of face to face classes. Your fellow students can't see your facial expression, hear you giggling, or notice your gestures. All of these elements significantly add to face to face communication. So, please keep this in mind when you are commenting on others ideas, giving constructive criticism on a writing project, or just interacting with the class in general. You are expected to treat others in this class with the utmost respect and professionalism. If you're new to the online environment or if you have never taken time to learn about social rules for politeness and mutual respect in the virtual world, you should educate yourself netiquette.

Although you are not face to face, you can create lasting friendships in the online environment and can certainly serve as support systems for each other as we progress through the session. You may also want to think about the fact that just because individuals take an online course, it doesn't mean that they are necessarily at a distance from each other. During your introductions, take a minute to let others know where you're located (but not your specific address). You may find that you live near each other and could meet to work on projects, chat about the course, etc.

Also, think about the many ways that you can collaborate and interact with the others in class. Besides a blog and the discussion board, you can send email, make phone calls, meet in a chat room, trade your papers via email or file exchange, etc. Feel free to interact! I want you to be interactive with each other.

Conceptual Framework Overview

The outcomes for graduates of professional programs are based upon knowledge, skills, and dispositions in the following elements:

- **Learning Environment – Graduates of West College of Education (GWCOE) create challenging, supportive, and learner-centered environments in diverse settings**
- **Individual Development - GWCOE demonstrate knowledge of individual differences in growth and development**
- **Diverse Learners - GWCOE recognize the value and challenges of individual differences:**
- **Reflection - GWCOE engage in individual and group reflection to improve practice.**
- **Collaboration, Ethics, Relationships - GWCOE develop positive relationships, use collaborative processes, and behave ethically.**
- **Communication - GWCOE communicate effectively both verbally and nonverbally through listening, speaking, reading, and writing.**
- **Professional Development - GWCOE actively engage in continuous learning and professional development.**
- **Strategies and Methods - GWCOE use a variety of instructional strategies aligned with content to actively engage diverse learners.**
- **Content Knowledge - GWCOE demonstrate mastery of the content area(s) and remain current in their teaching fields.**
- **Planning Process - GWCOE demonstrate effective planning as part of the instructional cycle.**
- **Assessment - GWCOE demonstrate formative and summative techniques to plan, modify, and evaluate instruction.**

Assignment Completion Policy

Assignments and activities must be completed according the instructions provided with each assignment. Failure to follow the instructions will result in an automatic grade of "F" for the assignment.

General Preparation and Submission of Course Assignments and Projects Policies

Unless otherwise noted, all assignments must be submitted using block paragraph format. This means that each assignment should be typed with single line spacing. You should only double space between paragraphs. You should not indent paragraphs. You should use 11 or 12 point font in Arial or Times New Roman. All written assignment work must be done using correct APA format (6th edition) inclusive of running heads, page numbers and sub-headings.

You must cite and provide references on a separate page in APA format (6th edition). Failure to do so will result in at least one letter grade reduction

You must cite quality academic sources in your assignments. This means more than 90% of your references should stem from refereed/peer reviewed sources. For information on the difference between a quality academic source and a popular press source, consult the course information module for an explanatory paper.

You must write using proper sentence structure and grammar. You must proofread your work and use proper spelling and punctuation. Spell check is not always sufficient. Failure to use proper grammar, spelling, and punctuation will result in a grade reduction. Assignments submitted with incomplete and run-on sentences will receive an automatic grade reduction.

SPAD 5723 – Sp2020

All sources used in your assignments must appear on the reference page. All sources on the reference page must have appeared in the assignment. Failure to do so will result in an automatic "F."

All work must be original work and performed by each individual student. All group work must be original work by that group and performed by your group.

Assignments are graded on the basis of your adherence to the specified requirements, professional appearance, and organization of material, clarity of writing style, justification and support for your ideas, your creativity, and the comprehensiveness of the work. You should also use headings and subheadings when organizing projects and audits.

By logging onto Desire 2 Learn and by submitting each assignment, you are certifying that your work is original and that you are the individual that enrolled in the course.

Objectives

Students will:

1. Gain knowledge and skills in the general use of media and community relations within sports related positions.
2. Gain knowledge and skills necessary for the development of media sources and avenues that may be utilized in promotion of self, program and/or organization.
3. Gain understanding and knowledge of the importance of networking and positive community relations for a program/school/organization.
4. Gain knowledge and experience in planning, developing and maintaining media and positive community relations for sport and recreation entities.

Dispositions

1. Students will maintain a two (2) day log of their individual use of media and effectively evaluate how and why they use it as individuals.
2. Students will develop and post information to a social media site promoting the Sport Administration program and/or the athletic and recreation programs at MSU.
3. Students will discuss readings and other topics presented within class using the on-line discussion board or other electronic format (i.e. Flip Grid or ZOOM).
4. Students will critique (2) two interviews. Critiques should focus on live interview, taped interviews, media conferences, and/or speaking engagements from within the industry.
5. Students will develop a basic media guide and crisis communication plan.

Assessment

Description of Evaluation	Possible Points	Total Points	% 0f Final Grade
1. Discussion Board Activities or Flip Grids (5)	10.00	50.00	12.3%
2. Quizzes (5)	20.00	100.00	24.7%
3. Sport Marketing Plan	75.00	75.00	18.5%
4. Case Studies (3)	20.00	60.00	14.8%
5. Finance Project	60.00	60.00	14.8%
6. Web Activity Assignments (3)	20.00	60.00	14.8%
Total		**405.00**	**100%**

SPAD 5723 – Sp2020

Tentative Course Calendar

PART 1   **January 18 through February 1**

Topics: Managing Sport; Sport Management & Marketing Agencies

Readings: Chapters 3 & 10 (Pedersen, P. M. & Thibault, L. 2014);

Assignments: Review D2L and course syllabus
Introduction Flip Grid
ZOOM Class Meeting (1/28 @ 7:00PM)
Discussion Board Topic
Competitive Marketplace Analysis. Due January 27
Uniqueness of Sport Marketing Activity Due February 2
Quiz over chapter 3 & 10 readings

PART 2   **February 2 through February 15**

Topics: Finance & Economics in the Sport Industry

Readings: Chapters 15 (Pedersen, P. M. & Thibault, L. 2014);

Assignments: Quiz over chapter

ZOOM Meeting (2/12 @12:30PM)
Discussion Board/Flip Grid on Chapter Readings

PART 3   **February 16 through February 29**

Topics: Sport Marketing; Sport Consumer Behavior

Readings: Chapters 12 & 13 (Pedersen, P. M. & Thibault, L. 2014).

Assignments: Quiz over chapter readings
State Farm Bayou Classic Assignment Due February 19
Sport Marketing Plan. Due February 24
ZOOM Meeting (2/18 @ 12:30PM)

PART 4   **March 1 through March 14**

Topics: Event Budgeting and Sponsorship

Assignments: Flip Grid/Discussion Board
Sports Sponsorship Plan Due March 12

Readings: TBA

Tentative Course Assignments:

Online Discussion & Flip Grid Course Activities: Students are required to participate in online discussion by posting to the Discussion Board. Each student will be required to make two (2) discussion board posts and /or Flip Grids on assigned topics during the semester. Discussions will focus on chapters from the course texts along with supplemental material provided by the instructor. Each student will read the designated material or chapter, and be prepared to thoroughly discuss it the week assigned via Flip Grid or on the discussion board. See Discussion Board Rubric for specific grading criteria.

Web Study Guide & Activities: Provides students dynamic & interactive activities that align with the chapter readings. Utilizing the online study resources for the course book online study resources students will go online and complete tasks and activities as assigned and submit them for credit on D2L. Students must have a code that comes with the purchase of a NEW BOOK to access the Web Study Guide.

Online Chapter Quizzes: Students will complete chapter quizzes after reading each chapter assigned from the texts.

Sport Marketing Plan: After completing required chapter readings students will develop an outline for a basic media guide for an assigned or selected sport at their institution.

Sport Sponsorship Plan: Students are to select a sport entity and event. Working with a partner students will develop and present a sponsorship plan that could be used to assist in the financing of the entity or event selected. Students will look at the mission and vison of the organization along with the history of the entity/event, the support presently being received by the organization and what entities may be considered for additional financial support through sponsorship.

Grading Procedures

A =91%	368 - 405
B =80%	324 - 367
C =70%	284 - 323
F <70%	0 - 284

Assignment Information and Deadlines

All assignments will be due at the time designated and completed using only Microsoft Word Documents in correct APA 6th Edition formatting. Unless otherwise stated assignments will be completed using Aerial or Times New Roman 11 or 12 point font. All margins, pagination, headings, sub headings and references must be done per APA 6th ed. formatting rules. Documents turned in as a PDF or other non-Microsoft Word documents will be returned to the student without a grade. Resubmissions of incorrectly submitted may or may not be offered per the instructors choice. Any D2L assignments must be turned in by the time designated on the day they are due unless otherwise stated. A deduction of **5 points per day will be enforced if an assignment is turned in late. Any submissions more than 5 days late will receive a zero grade unless prior approval has been given by the instructor.**

Other Class Policies

During this course you will be expected to deal with your subject area, your instructors, your peers, and your colleagues as a professional. This includes attending scheduled class meetings and dressing appropriately for our scheduled field trip (only business casual dress accepted.) Cell phones are to be turned off during the class period.

Plagiarism Statement

"By enrolling in this course, the student expressly grants MSU a 'limited right' in all intellectual property created by the student for the purpose of this course. The 'limited right' shall include but shall not be limited to the right to reproduce the student's work product in order to verify originality, authenticity, and educational purposes." from Student Handbook

Academic Dishonesty

Any student found to have committed an act of academic dishonesty (cheating, plagiarism, theft of another's work, misrepresentation of their own work, etc.) per the MSU Student Honor Creed (found in the student handbook) will be dismissed permanently from class and receive a final grade of "F" for the course.

ADA Statement

Midwestern State University does not discriminate on the basis of an individual's disability and complies with Section 504 and Public Law 101-336 (Americans with Disabilities Act) in its admissions, accessibility, treatment and employment of individuals in its programs and activities. A copy of the ADA Compliance Document is available online at http://students.mwsu.edu/disability/faq.asp. It is the responsibility of the student to inform the instructor of any disabling condition that will require modifications.

Disability Support Policy
The Office of Disability Support Services provides information and assistance, arranges accommodations, and serves as a liaison for students, instructors, and staff. The office has assistive devices, such as books on tape, recorders and adaptive software that can be lent to qualified individuals. A student/ employee who seeks accommodations on the basis of disability must register with the Office of Disability Support Services. Documentation of disability from a competent professional is required. The Office of Disability Support Services may be contacted at 940-397-4140(voice), 940-397-4515 (TDD), http://students.mwsu.edu/disability;, or visit 3410 Taft Blvd., Clark Student Center Room 168. In accordance with a documented disability, please contact the instructor before classroom accommodations can be provided.

Concealed Carry University Policy

Senate Bill 11 passed by the 84th Texas Legislature allows licensed handgun holders to carry concealed handguns on campus, effective August 1, 2016. Areas excluded from concealed carry are appropriately marked, in accordance with state law. For more information regarding campus carry, please refer to the University's webpage at: **http://mwsu.edu/campus-carry/.**