



Course Syllabus: Sport Marketing & Finance
College of Education
SPAD 5723 Section X20
Spring 2026: March 20 – May 15

Contact Information

Instructor: Dr. Sandra Shawver
Office: 321 Bridwell Hall
Office hours: Monday: 11:00 a.m. – 1:00 p.m.; Wednesday: 1:00 p.m. – 2:30 p.m. and
Thursday: 12:30 p.m. – 2:00 p.m.
Office phone: (940) 397-4941
E-mail: Sandra.shawver@msutexas.edu

Textbook & Instructional Materials

APA Publication Manual, 7th Edition
Fulerton, S. (2022) Sports Marketing (4th Ed). Chicago Business Press.

Shonk D. J., & Weine J. F. (2022). *Sales and Revenue Generation in Sport Business*, Champaign, IL: Human Kinetics

Suggested Resource

Street and Smith's *SportBusiness Journal*

Course Description

Course/Catalog Description: Study of applied concepts and practices in sport marketing and finance specific in the field of sport management.

Course Objectives/Learning Outcomes/Course Competencies

Satisfactory completion of the course will document that students have demonstrated the ability to:

1. Gain knowledge and skills in the general application of Sport Marketing and Finance within the general industry.
2. Gain knowledge and skills necessary for the development of marketing, sales and the use of analytics that are used within the sport industry.
3. Gain understanding and knowledge of the importance of leading and managing sport organizations that serve different demographics.

4. Gain knowledge and experience in planning, developing and evaluating financial and marketing information related to different sport organizations.

Class Delivery/Meeting Information

This course is a fully online course using MSUTexas Desire to Learn (D2L) platform. Students are expected to check in a minimum of two (2) days each week to be able to stay up to date on presentations, available material and assignments. Access to the MSU D2L online management system will be made available to each student. Each student is expected to be familiar with this program as it provides a primary source of communication regarding assignments, examination materials, and general course information. You can log into [D2L](#) through the MSU Homepage. If you experience difficulties, please contact the technicians listed for the program or contact your instructor.

Additionally YouTube, and/or ZOOM will be used in this course for some presentations/lectures/assignments.

Course Materials: Access to a personal computer with Microsoft Software, high speed Internet and the ability to access D2L (the MSUTexas Online Learning System, and Smart phone, iPad or similar technology for video assignments.

Technology: All students must have internet access and be able to: send and receive e-mail, create, send and receive Microsoft Word, Excel, Publisher or PowerPoint documents; use Google documents, sites & slides, use Desire 2 Learn portal through MSUTexas portal, YouTube, and ZOOM meeting platform for class assignments/meetings & presentations, post to discussion boards, appropriately use internet links and online websites such as Google Docs, Sites, Slides, etc.

Online Computer Requirements

Taking an online class requires you to have access to a computer (with Internet access) to complete and upload your assignments. It is your responsibility to have (or have access to) a working computer in this class. *Assignments and tests are due by the due date, and personal computer technical difficulties will not be considered reason for the instructor to allow students extra time to submit assignments, tests, or discussion postings.* Computers are available on campus in various areas of the buildings as well as the Academic Success Center. **Your computer being down is not an excuse for missing a deadline!!** There are many places to access your class! Our online classes can be accessed from any computer in the world that is connected to the internet. Contact your instructor immediately upon having computer trouble. If you have technical difficulties in the course, there is also a student helpdesk available to you. The college cannot work directly on student computers due to both liability and resource limitations however they are able to help you get connected to our online services. For help, log into [D2L](#).

Student Handbook

Refer to: [Student Handbook](#)

Student Honor Creed

"As an MSU Student, I pledge not to lie, cheat, steal, or help anyone else do so."

Academic Misconduct Policy & Procedures

Academic Dishonesty: Cheating, collusion, and plagiarism (the act of using source material of other persons, either published or unpublished, without following the accepted techniques of crediting, or the submission for credit of work not the individual's to whom credit is given). Additional guidelines on procedures in these matters may be found in the Office of Student Conduct.

[Office of Student Conduct](#)

Moffett Library

Moffett Library provides resources and services to support student's studies and assignments, including books, peer-reviewed journals, databases, and multimedia materials accessible both on campus and remotely. The library offers media equipment checkout, reservable study rooms, and research assistance from librarians to help students effectively find, evaluate, and use information. Get started on this [Moffett Library webpage](#) to explore these resources and learn how to best utilize the library.

Grading / Assessment

Due dates will be shared in D2L or in class. Any assignment can be submitted before the due date. Late assignments will not be accepted without prior approval (48 hours minimum). Do not wait until the last minute on any of your work!!

APA Formatting, grammar, punctuation and spelling will be graded as a part of any course work. All work should be in your own words!

I will give feedback on assignments when appropriate, including, comments through "news items", comments directly in the discussion board, and comments to the feedback box associated with each assignment submitted to dropbox. Please take the time to read these comments as I am taking the time to make them.

Grades for each assignment will be posted in the D2L course grade book.

Table 1: Points allocation for each assignment

Description of Evaluation	Possible Points	Total Points	% Of Final Grade
1. Discussion Board Activities or Video Activities (3)	10.00	30.00	10.7%
2. Quizzes (2)	30.00	60.00	21.4%
3. Monetizing Inventory	25.00	25.00	9.0%

4. Case Study (CVB)	25.00	25.00	9.0%
5. Ticket Sales	50.00	50.00	17.9%
6. Sport Marketing Domains	30.00	30.00	10.7%
7. Sponsorship Components	40.00	40.00	14.3%
8. Sponsorship vs Advertising DB	20.00	20.00	7.1%
Total		280.00	100%

Table 2: Total points for final grade.

A =90%	252+
B =80%	224-251
C =70%	196-223
F = <60%	0-196

Course Assignments

Online Discussion & Video Based 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) to four (4) discussion board posts and/or Video's 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 YouTube, ZOOM, or on the discussion board. See Discussion Board Rubric for specific grading criteria.

Case Studies: Students will be assigned a case study related to the finance or marketing of sport or a sport entity.

Quizzes

There will be two separate quizzes within the course related to the material within the stated module. The due dates will be listed on D2L with each quiz worth 30 points. Each quiz will have a specific time limit for completion. These will appear on the Course Schedule in more detail.

Projects Required

Assignments for the course include Monetizing Inventory, Hospitality, Tourism & Merchandising, Sport Marketing Domains, & Sponsorship Components. These will appear on the Course Schedule in more detail.

Late Work

As adults, students, and working professionals I understand you must manage competing demands on your time. Should you need additional time to complete an assignment please contact me a minimum of 48 -72 hours before the due date so we can discuss the situation and determine an acceptable resolution. Late work that has not been pre-approved will not be accepted and will receive a grade of zero (0). If a student has been approved to submit an assignment late there may be a deduction of 5 points per day enforced based on the individual circumstances.

Make Up Work/Tests

My allowance of a student to make up missed assignments and tests will be done on a case-by-case scenario. I will contact the appropriate coach and/or administrator as needed to review the situation prior to discussing with the student.

Important Dates

Last day for term schedule changes: January 23, 2026

Deadline to file for graduation: February 16, 2026

Last Day to drop with a grade of "W:" April 29, 2026

Refer to: [Drops, Withdrawals & Void](#)

Desire-to-Learn (D2L)

Extensive use of the MSU D2L program is a part of this course. Each student is expected to be familiar with this program as it provides a primary source of communication regarding assignments, examination materials, and general course information. You can log into [D2L](#) through the MSU Homepage. If you experience difficulties, please contact the technicians listed for the program or contact your instructor.

Attendance

Students are encouraged to attend all meetings of the classes in which they are enrolled. Although in general students are graded on intellectual effort and performance rather than attendance, absences may lower the student's grade where class attendance and class participation are deemed essential by the faculty member. Instructor's records will stand as evidence of absences. A student with excessive absences or lack of signing on to the course portal for an online course, may be dropped from a course by the instructor. Any individual faculty member or college has the authority to establish an attendance policy, providing the policy is in accordance with the General University Policies.

Instructor 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.

Please note: 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 and authenticity, and for educational purposes.

Instructor Response Policy

Before emailing 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 emailing me. For example, if you have a question about an assignment, you should consult your syllabus, your grading scale/rubric, or the assignment description on D2L. 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. I do not typically respond to emails during the evening hours or over the weekend. Any emails received after 1:00PM on Friday, over the weekend or holiday will receive a response no later than Tuesday by 12:00 noon.

Change of Schedule

A student dropping a course (but not withdrawing from the University) within the first 12 class days of a regular semester or the first four class days of a summer semester is eligible for a 100% refund of applicable tuition and fees. Dates are published in the [Schedule of Classes](#) each semester.

Refund and Repayment Policy

A student who withdraws or is administratively withdrawn from Midwestern State University (MSU) may be eligible to receive a refund for all or a portion of the tuition, fees and room/board charges that were paid to MSU for the semester. HOWEVER, if the student received financial aid (federal/state/institutional grants, loans and/or scholarships), all or a portion of the refund may be returned to the financial aid programs. As described below, two formulas (federal and state) exist in determining the amount of the refund. (Examples of each refund calculation will be made available upon request).

Services for Students with Disabilities

In accordance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, Midwestern State University endeavors to make reasonable accommodations to ensure equal opportunity for qualified persons with disabilities to participate in all educational, social, and recreational programs and activities. After notification of acceptance, students requiring accommodations should make application for such assistance through Disability Support Services, located in the Student Wellness Center, (940) 397-4140. Current documentation of a disability will be required in order to provide appropriate services, and each request will be individually reviewed. For more details, please go to [Disability Support Services](#).

College Policies

Campus Carry Rules/Policies

Refer to: [Campus Carry Rules and Policies](#)

Smoking/Tobacco Policy

College policy strictly prohibits the use of tobacco products in any building owned or operated by MSU TEXAS. Adult students may smoke only in the outside designated-smoking areas at each location.

Alcohol and Drug Policy

To comply with the Drug Free Schools and Communities Act of 1989 and subsequent amendments, students and employees of Midwestern State are informed that strictly enforced policies are in place which prohibits the unlawful possession, use or distribution of any illicit drugs, including alcohol, on university property or as part of any university-sponsored activity. Students and employees are also subject to all applicable legal sanctions under local, state and federal law for any offenses involving illicit drugs on University property or at University-sponsored activities.

Active Shooter

The safety and security of our campus is the responsibility of everyone in our community. Each of us has an obligation to be prepared to appropriately respond to threats to our

Course Assignments:

Online Discussion & Video Course Activities: Students are required to participate in online discussion by posting to the Discussion Board. Each student will be required to make four (4) discussion board posts and /or videos 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 YouTube, ZOOM or on the discussion board. See Discussion Board Rubric for specific grading criteria.

Monetizing Inventory: Students are to choose a segment of the industry (e.g., intercollegiate athletics, professional sport, community recreation, or fitness) and describe all the types of inventory that can be sold.

Ticket Sales: Students are to provide information from the following areas: 1) Ticket sales & revenue streams, 2) B2B & B2C sales inclusive of the primary & secondary benefits of each, 3) Ticket sales inventory (pp. 55 - 60) inclusive of an example of each (preferably related to your individual experience where applicable). Students are encouraged to research information outside of your text for a fuller understanding of the topic and, if used be included on your reference page and in-text citations.

Domains of Sport Marketing: For this assignment, students will answer the assigned review questions from chapter 2 in the text in a written document.

Sponsorship Components: Utilizing the information gained from reading the assigned chapter, incorporating at least three (3) outside sources and any personal experience you have develop a short research paper on the different components of sponsorship as related to a sports entity.

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

References/Scientifically-Based Research/Additional Readings:

Halberstam, D. J. (2016). The fundamentals of sports media and sponsorship sales: Developing new accounts. Halby Group Inc.

Stotlar, D. K., & Nagel, M. S. (2017). Developing successful sport sponsorship plans (5th ed). FIT Publishing.