

**Midwestern State University**  
Gordon T. & Ellen West College of Education

**Sport Marketing & Finance SPAD 5723**

**Syllabus**

**Course Instructor**

Dr. Sandy Shawver  
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**Office Hours**

Monday 10:00 a.m. - 12:00 p.m.  
Wednesday 2:00p.m.- 4:00p.m.  
Thursday 2:30p.m. - 3:30p.m.  
Virtual Appointments Available

**Class Meeting Places & Times Fall 2022**

Desire 2 Learn  
ZOOM Meetings (10/24 @ 9:00PM; November 3, 9:00 PM & November 29 @ 9:00 PM  
Additional meetings as needed/requested.

**Course/Catalog Description**

Study of applied concepts and practices in sport marketing and finance specific in the field of sport management.

**Required Text**

APA Publication Manual, 7<sup>th</sup> Edition  
Fulerton, S. (2022) Sports Marketing (4<sup>th</sup> Ed). Chicago Business Press.  
Shonk D. J., & Weiner J. F. (2022). *Sales and Revenue Generation in Sport Business*,  
Champaign, IL: Human Kinetics

**Suggested Resources**

Street and Smith's *SportBusiness Journal*

**Required Technology**

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, I Pad or similar technology for Flipgrid 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, download/use Flipgrid 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.

**Class 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 three (3) days each week to be able to stay up to date on presentations, available material and assignments. Additionally, ZOOM and/or Flipgrid will be used in this course as well for some presentations/lectures/assignments.

There are three (3) scheduled virtual class meetings via ZOOM that students are highly encouraged to attend. Dates for these ZOOM meetings are (links will be provided prior to the scheduled meeting on the news link in D2L) Monday, October 25 @ 7:00 PM, Wednesday, November 10 @ 10:30 AM, and Thursday, December 2 @ 7:30 PM,

## **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](#).

## **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 7th 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.

### **Communication Policies (Instructor Response)**

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 or rubric, or the assignment description on D2L. Remember, check three sources before emailing 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 after 1:00PM on Friday, over the weekend or holiday 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 MSUTexas email address is the one listed in your Desire 2 Learn Personal Information. Using your MSUTexas address ensures your privacy. If you have a different email account, you can forward

your MSUTexas email to that account, but I will only send and respond to e-mails sent from a MSUTexas address. Please make sure to include your name on any email that you send. You are required to check your MSUTexas 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

Students will follow the APA Style Manual, 7th Edition as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation used in the APA Style Manual, 7th Edition. 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 (7<sup>th</sup> edition) inclusive of running heads, page numbers and sub-headings.

You must cite and provide references on a separate page in APA format (7<sup>th</sup> 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 (not websites alone). 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. 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.

## **LATE ASSIGNMENTS**

Students are expected to submit assignments by the posted due date and to complete the course according to the published class schedule. 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 72 hours before the due date so we can discuss the situation and determine an acceptable resolution. Routine submission of late assignments is unacceptable and may result in points deducted from your final course grade.

## **Objectives**

Students will:

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.

### Dispositions

1. Students will evaluate and report on the characteristics of different types of leadership.
2. Students will develop a sport marketing plan for an individual organization of their choosing.
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 design a ticketing plan related to a specific team of their choosing.
5. Students will develop a sponsorship plan related to an assigned sport.

### Assessment

Description of Evaluation	Possible Points	Total Points	% Of Final Grade
1. Discussion Board Activities	10.00	30.00	9.3%
2. Flips	10.00	40.00	12.6%
3. Quizzes (2)	30.00	60.00	18.8%
Quizzes (2)	15.00	30.00	9.3%
4. Pro Method Sales	30.00	30.00	9.3%
5. Sport Tourism Project	50.00	50.00	15.7%
6. Marketing & Selling Equipment	50.00	50.00	15.7%
7. Pricing Strategy	30.00	30.00	9.3%
<b>Total</b>		<b>320.00</b>	<b>100%</b>

### Course Calendar

#### **PART 1      October 15 - November 7 (Finance)**

Topics: Introduction to Sales & Revenue Generation; Selling with PRO Method; Ticket Sales; Sponsorship Sales & Revenues; Corporate & Foundation Revenue; Food/Beverage, etc. Revenue

Readings:      Chapters 1-3 and 5, 6 & 9 (Shonk & Weiner, 2022).

Assignments: Review D2L and course syllabus  
 ZOOM Class Meeting (10/24 @ 9:00PM)  
 Introduction Flip Grid Due October 20th

Discussion Board Topics:  
Penn State Ticket Case Study  
Sponsors & Fan Engagement  
Crypto Naming Rights  
Assignment's: PRO Method Selling  
National Senior Games and Sport Tourism (written)  
Presentation: Sport Tourism Flip  
Quizzes – Chapters 1 - 4  
Chapters 5, 6 & 9

## **PART 2 November 8 – December 3 (Marketing)**

Topics: Foundations of Sport Marketing, Marketing Through Sports; Marketing of Sports Products & Pricing Decisions in Sports Marketing

Readings: Chapters 1, 2, 3, 6 & 9 (Fullerton, 2022)

Assignments: ZOOM Class Meeting (11/29 @ 9:00PM)  
Presentation (Flip): Select 2 of the 3 listed (10 pts each)  
Economic Impact  
Domains of Sport Marketing  
Market Segmentation  
Assignments: Product & Sport Based Strategies for Marketing & Selling  
Sport Equipment  
Using Bundling Strategy for Specific Target Market  
Quizzes: Chapters 1-3  
Chapters 6 & 9

### **Course Assignments:**

**Online Discussion & Flip Grid Course Activities:** Students are required to participate in online discussions by posting to the Discussion Board. Each student will be required to make discussion board posts and /or Flip presentations 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 or on the discussion board. See Discussion Board Rubric for specific grading criteria.

**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.

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

**Pro Method Sales:** Submission of a written document explaining the different aspects of the use of the Pro Method of selling. The document will include how you, as a marketer, will use this method in getting fans to purchase season tickets for a USA Professional Softball Team.

**National Senior Games & Sport Tourism:** Students will follow the instructions presented for reviewing a national and/or local event and identify how it fits within the definition of sport tourism. Additionally students will discuss the different aspects and areas of sport tourism that the event fits in either locally, state wide or nationally.

**Marketing & Selling Sport Equipment:** Students will create a product and sport- based strategy to market & sell sports equipment.

**Target Market Pricing Strategy:** Using an assigned sports team, students will identify the target market and develop a specific pricing strategy that will be used to promote an aspect of that team.

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

### **Grading Procedures**

<b>A = 90%</b>	<b>288 +</b>
<b>B = 80%</b>	<b>256 - 287</b>
<b>C = 70%</b>	<b>224 - 255</b>
<b>F &lt;70%</b>	<b>0 - 223</b>

### **Assignment Information and Deadlines**

All assignments will be due at the time designated and completed using only Microsoft Word Documents in correct APA 7<sup>th</sup> 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 7<sup>th</sup> 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.

**LATE ASSIGNMENTS:** 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 72 hours before the due date so we can discuss the situation and determine an acceptable resolution. Routine submission of late assignments is unacceptable and may result in points deducted from your final course grade. 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 assigned presentations (only business casual dress accepted.) Cell phones are to be turned off during the class period.

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.

### **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.

### **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) exists in determining the amount of the refund. (Examples of each refund calculation will be made available upon request).

### **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](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.



## **College Policies**

### **Concealed Carry University Policy**

Senate Bill 11 passed by the 84<sup>th</sup> 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/>.

### **Smoking/Tobacco Policy**

College policy strictly prohibits the use of tobacco products in any building owned or operated by WATC. 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.

### **Grade Appeal Process**

Update as needed. Students who wish to appeal a grade should consult the Midwestern State University [MSU Catalog](#)

### **Notice**

Changes in the course syllabus, procedure, assignments, and schedule may be made at the discretion of the instructor.