



**SCHOOL OF BUSINESS & ECONOMICS
BUS 334, SPORTS MARKETING—SPRING 2019**

Section 1: Tuesdays and Thursdays, 02:00PM to 03:15 PM, SCI A107

Be sure to take the time to read this handout thoroughly. It explains in detail what you will be expected to do to complete our course successfully. Let me know immediately if you have any questions.

• **Contact Information**

Ricardo Boeing, Ph.D

Office: CPS, Room 427

Office Hours
Wednesdays, 2:00PM – 6:00PM

Office Phone: (715) 346-2736

Cell Phone (715) 869-2150 (text messages are welcome)

Email address: rboeing@uwsp.edu

Other appointments available upon request

You can always contact me between class sessions via email or by sending me a brief text message. For both cases, don't forget to include your full name, course and section. I'll try to get back to you as soon as possible. I'll be also available immediately before or after class.

I am extremely excited about this course and your learning experiences, motivation and success. Please let me know if you have any difficulties or suggestions right away. I want it to be both enjoyable and effective. Don't let a small issue become a big problem because you haven't talked to me. If you have any ideas that could make the class more interesting and better, feel free to tell me as well.

• **Course Overview**

Materials: This course requires that you read articles, handouts, and various media.

There will be no textbook for this class. However, I will provide all materials that are necessary for each class and content we discuss during class.

Articles, Handouts, and Media. Copies of class readings, handouts and media will be accessible via D2L.

SBE Mission: The UWSP School of Business and Economics educates and inspires students and prepares graduates for success in positions of leadership and responsibility. Our students achieve an understanding of regional opportunities that exist within the global economy. Evidence of our graduates' level of preparation is evident in their ability to:

- Analyze and solve business and economics problems
- Understand the opportunities and consequences associated with globalization
- Appreciate the importance of behaving professionally and ethically
- Communicate effectively

UWSP Course Description: Provide current or future sport program administrators/marketers with fundamental and intermediate levels of knowledge about Sports Marketing. Students are introduced to

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a variety of sport marketing theories in order to understand why and how successful marketing is critical to sport organizations.

Our Learning Outcomes:

Knowledge You Will Gain	
<ul style="list-style-type: none"> To explain the impact of Sports Marketing 	
<ul style="list-style-type: none"> Use Sports Marketing to engage others. 	
<ul style="list-style-type: none"> To identify contemporary issues and trends in sport marketing 	
<ul style="list-style-type: none"> To understand the tools & strategies that make-up a sports marketing plan. 	
<ul style="list-style-type: none"> To describe, analyze, and apply sport marketing concepts as they apply to branding, licensing, sponsorships, venue and event marketing, global sport marketing, and public relations. 	

Grading

Your points will come from 3 exams; the Social Media Marketing Project; the Social Media Final presentation and report; Companies’ Social Media Analysis; Cases; and an overall participation grade. The breakdown is as follows:

Exam/Activity	Points
Exams (100 points each)	400
Sports Marketing Proposal Presentation	80
Case Studies (3) - 10 each	30
Online Assignments #1, 2 and 3: (20 each)	60
Sports Marketing Final plan Presentation	180
Attendance & Participation	50
Total	800
Sports Marketing Plan Ranking	15 (1 st place) 10 (2 nd place) and 5 (3 rd place)
Field Trip 1 Extra Credit (assignment for those who cannot go)	10
Field trip 2 Extra Credit (assignment for those who cannot go)	10

Grade distribution

A	93.00% and above		
A-	90.00% - 92.99%	B+	87.00% - 89.99%
B	83.01% - 86.99%	B-	80.00% - 82.99%
C+	77.00% - 79.99%	C	73.01% - 76.99%
C-	70.00% - 72.99%	D+	67% - 69.99 %
D	63.00% - 66.99%	D-	60.00% - 62.99%
F	0% - 59.99%		

COURSE INFORMATION:

Attendance & Tardiness:

“All students are expected to be present and regular in attendance for scheduled classes and open labs. Absences will be considered justified and excusable only in cases of emergencies, serious illness or death in the immediate family.” Regular attendance is critical for your success in this course. I expect you to

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attend each and every class on time. Attendance will be taken and attendance/participation points will be allocated based on the percentage of days absent and the quality of your classroom participation. I will deduct for distracting behavior, not knowing what is going on, sleeping, etc. If you do miss a class, you are responsible for getting and completing any missed assignments. DO NOT EMAIL ME TO ASK WHAT WAS MISSED. Check the syllabus, ask your classmates, and contact me with SPECIFIC questions if you have them.

Incompletes:

An instructor uses the grade of an “I” (Incomplete) at the end of a term to designate incomplete work in a course. It should be used only when the student was unable to complete the requirements of the course because of illness, military services, hardship, or death in the immediate family. A grade of “I” should be given only if the student has substantially completed the major requirements of the course.

Guidelines for Assignments:

- **Sports Marketing Plan**

Guidelines for Group Projects

Business activities involve group effort. Consequently, learning how to work effectively in a group is a critical part of your business education.

Every member is expected to carry an equal share of the group’s workload. As such, it is in your interest to be involved in all aspects of the project. Even if you divide the work rather than work on each piece together, you are still responsible for each part. The group project will be graded as a whole: its different components will not be graded separately.

It is recommended that each group establish ground rules early in the process to facilitate your joint work including a problem-solving process for handling conflicts. In the infrequent case where you believe that a group member is not carrying out his or her fair share of work, you are urged not to permit problems to develop to a point where they become serious. If you cannot resolve conflicts internally after your best efforts, they should be brought to my attention and I will work with you to find a resolution.

You will be asked to complete a peer evaluation form to evaluate the contribution of each of your group members (including your own contribution) at the conclusion of each project. If there is consensus that a group member did not contribute a fair share of work to the project, I will consider this feedback during grading.

This project is meant to be fun while at the same time giving you the opportunity to put into practice many concepts you’ll learn in class.

This group project will require your team (4 students per group) to design a Sports Marketing Plan for a new Mascot and a new Sports product for a specific sport organization (any in the country). This assignment combines what it will be discussed about sports marketing during the semester and the experiences in real sport events.

This project targets a specific, well-defined market segment. Your team must incorporate tools for monitoring the campaign, as well as for measuring and evaluating results. **Keep in mind that research is a crucial part of the plan and you will expect research to be conducted for the first presentation.**

Each team will present the sport organization and detail all information about it.

Project Structure:

(PowerPoint Presentation – 8 minutes)- Make sure to upload it to D2L (one per group)..

Structure of the proposal:

Detailing information about the chosen sports organization:

Understanding Consumers' Needs:

- Marketing research (for the new Mascot and the new product)
- Consumers as participants
- Consumers as spectators

Even though this project includes pretty much all the semester content and some of that will be seen just after the due date, it's important to study the content, since all the implementation and the final presentation and report will depend on the creation of this plan. I'll be available if you have any questions regarding the content or the plan itself.

Note: To prevent free riding, each member of the group will assess their team members' contributions to the project. Individuals can receive deductions if their team members indicate a lack of contribution. Peer evaluation instructions will be provided to you toward the end of the semester.

I have provided guidelines to help guide you through the project, but some parts have been left open an undefined on purpose to allow for your creativity and judgment (as most marketing problems in the real world).

IMPORTANT TIPS

- You will learn new things about marketing in class every week. Apply the marketing knowledge you learned in class to your project. This will help you develop a strong sports marketing plan, and will also give you a higher grade.
- Stay focused in your writings and presentation. **ONLY** present directly relevant information in your papers and presentations.

- **Final Project Presentation**

The final marketing plan (word document) will be

The presentation should last between 10 minutes each and summarize the most important parts of the plan. Each group will ask one question to the presenting group at the end.

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Planning Phase:

Step 1: Understanding Consumers' Needs

- Marketing research
- Consumer as participants
- Consumers as spectators

Step 2: Market Selection Decisions

- Market Segmentation
- Target markets
- Positioning

Step 3: Market Mix Decisions

- Sports Products
- Pricing
- Promotion
- Place

Implementation Phase

Control Phase

The Final Plan should follow the following format:

From 12 to 15 pages.

1.5 spaced with double spacing between paragraphs, including your bibliography (using APA format).

Times New Roman 12

1-inch margin.

- **Cases (I, II and III) and online assignment (I, II, and III)**

The Cases will be done in groups in class (**BRING AT LEAST ONE COMPUTER PER GROUP**). The three online assignments **will be done individually** and submitted through drop-box on each specific deadline. Further information will be given prior to those activities.

Instructions for the assignments will be given two weeks prior to their due dates.

- **Attendance and participation points:**

Your attendance and participation in this class is graded 0 through 50 at the end of the semester. Here's how the grade is determined:

Before our next class meeting, please let me know if you have needs to sit close/far, head on/to the side as I will designate group areas to facilitate group work and discussion. Select a seat you are comfortable in your group area that will be your seat for the remainder of the course. I will pass around a seating chart on which you will fill in the first name you prefer to be called as well as your give last name. I use this chart to take attendance and count the instances of positive and negative class contributions. Positive contributions are accrued through answering/asking questions. Negative contributions from class disruptions, which are unprofessional behaviors such as chatting with neighbors, sleeping, writing letters, reading the newspaper, working on material not relevant to the lecture, leaving your chair or class (whether you come back or not) with no prior warning to me, using a laptop or other electronic device, allowing cell phones or other devices to disturb class, etc.

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- Regular commenting and no disruptions will result in an A on class participation
- Frequent comments with no disruptions B
- Infrequent comments and no disruptions C
- No comments and no disruptions D
- Disruptions without comments F

Attendance will be taken at the **end** of each class. Participation is the lifeblood of this class and you must be here in order to participate. You are allowed 4 excused absences (2 weeks), no questions asked. You do not need to notify me and the reason can be anything. After two absences, any unexcused absences will count significantly against your participation and attendance grade. For an absence to be excused 1) I must be notified PRIOR to the occurrence and 2) it must be a documented life event.

- **Exams (I, II, III, and IV)**

Exams will cover material from in-class discussions and assigned readings. Although classroom lectures will serve to highlight and reinforce key topics and issues. It is critical that you read and comprehend all assigned materials prior to the corresponding exam session. Exam format will be discussed prior to each exam. Anyone caught cheating or using a cellular phone during an exam will be asked to leave and will receive a ZERO on that exam. MISSED EXAMS: Make-up exams will NOT be given without prior approval.

Classroom Conduct

Additionally, the classroom environment is a unique opportunity for students to share ideas, opinions, discuss classroom and course content. As each student is entitled to contribute in class, specific expectations are necessary to ensure a thriving classroom environment. Expectations include: dressing appropriately and muting your cell phones, as well as no loud shouting, excessive side conversations, arriving to class under the influence of any alcohol or drugs, profane language, verbal or physical threats, intimidation of any kind, or any other behavior that may be disruptive to the professor or other students. If any of this behavior is exhibited, you may be asked to leave the class for the day. Any continued disruptive behavior may result in a referral to the Dean of Students Office.

Safety Statement

I will immediately notify the authorities about any student who threatens or perpetrates psychological or physical harm to any person (including the student himself or herself).

Electronic Devices

Electronic devices (phones, tablets, laptops) are to be used for class work only; similarly, in an office meeting, employees might use smart phones to respond to important customers but not to text their friends. If a personal or work issue requires your attention during class time, you may step outside the classroom to respond.

Course Academic Standards

Cheating in any form, including plagiarism, will not be tolerated. **Any academic misconduct will result in a failing grade for the course.**

All written assignments are to follow the American Psychological Association (APA) style guidelines for documentation, grammar, spelling, and punctuation. Points will be deducted for those deviating from APA style. Use the *Publication Manual of The American Psychological Association* (6th ed.) for all writing projects you do for this class.

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While completing your individual writing assignments, you may consult your books and notes and discuss ideas with your fellow students. The assignments are then to be written individually.

While completing your team assignments, you are to make your best effort at contributing towards the team's success.

Using D2L, you will be required to post a copy of some assignments to the anti-plagiarism web site turnitin.com

Other administrative details

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ADA / Equal Access for Students with Disabilities

The American Disabilities Act (ADA) is a federal law requiring educational institutions to provide reasonable accommodations for students with disabilities. For more information about UWSP's policies, see: <https://www.uwsp.edu/datc/Pages/uw-legal-policy-info.aspx>

UW-Stevens Point will modify academic program requirements as necessary to ensure that they do not discriminate against qualified applicants or students with disabilities. The modifications should not affect the substance of educational programs or compromise academic standards; nor should they intrude upon academic freedom. Examinations or other procedures used for evaluating students' academic achievements may be adapted. The results of such evaluation must demonstrate the student's achievement in the academic activity, rather than describe his/her disability.

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If modifications are required due to a disability, please inform the instructor and contact the Disability and Assistive Technology Center to complete an Accommodations Request form. The Disability and Assistive Technology Center is located on the 6th Floor of Albertson Hall. For more information, call 715-346-3365 or visit: <https://www.uwsp.edu/datc/Pages/default.aspx>

Inclusivity/Nondiscrimination Statement

It is the responsibility of the instructor to present materials and activities that are respectful of diversity, such that students from all diverse backgrounds and perspectives be well-served by this course. No person shall be discriminated against because of race, ethnicity, color, age, religion, creed, gender, gender identity, sexuality, disability, nationality, culture, genetic information, socioeconomic status, marital status, veteran's status, or political belief or affiliation and equal opportunity and access to facilities shall be available to all. To address concerns regarding any of these issues please call 715-346-2606 or visit: <http://www.uwsp.edu/hr/Pages/Affirmative%20Action/About-EAA.aspx>

Religious Beliefs Accommodation

It is UW System policy (UWS 22) to reasonably accommodate your sincerely held religious beliefs with respect to all examinations and other academic requirements. A direct link to this policy can be found here: https://docs.legis.wisconsin.gov/code/admin_code/uws/22

Help Resources

The Tutoring and Learning Center helps with Study Skills, Writing, Technology, Math, & Science. The Tutoring and Learning Center is located at 018 Albertson Hall. For more information, call 715-346-3568 or visit: <https://www.uwsp.edu/tlc/Pages/default.aspx>
If you need healthcare, UWSP Student Health Service provides student-centered healthcare that empowers and promotes wellness for all UWSP students. Student Health Service is located on the 1st floor of Delzell Hall. For more information, call 715-346-4646 or visit: <http://www.uwsp.edu/stuhealth/Pages/default.aspx>

The UWSP Counseling Center is staffed with licensed mental health professionals dedicated to assisting students as they navigate difficult circumstances or resolve personal concerns. Therapy and consultation services are free of charge for registered students. The UWSP Counseling Center is located on the 3rd Floor of Delzell Hall. For more information, call 715-346-3553 or visit: <http://www.uwsp.edu/counseling/Pages/default.aspx>

In addition to the support services provided by Student Health Service and the UWSP Counseling, there are also professional support services available to students through the Dean of Students.

The Office of the Dean of Students supports the campus community by reaching out and providing resources in areas where a student may be struggling or experiencing barriers to their success. Faculty and staff are asked to be proactive, supportive, and involved in facilitating the success of our students through early detection, reporting, and intervention.

As such, an instructor may contact the Office of the Dean of Students if he or she senses that a student is in need of additional support beyond what the instructor is able to provide. For more additional information, please go to <http://www.uwsp.edu/dos/Pages/default.aspx>

UWSP students may also share a concern directly if they or another member of our campus community needs support, is distressed, or exhibits concerning behavior that is interfering with the academic or personal success and/or the safety of others. Please report any concerns of this nature at <https://www.uwsp.edu/dos/Pages/Anonymous-Report.aspx>

Emergency Response Guide

In the event of an emergency, follow UWSP's emergency response procedures. For details on all emergency response procedures, please go to <http://www.uwsp.edu/rmgt/Pages/em/procedures>

UWSP Community Bill of Rights and Responsibilities

UWSP values a safe, honest, respectful, and inviting learning environment. In order to ensure that each student has the opportunity to succeed, a set of expectations has been developed for all students, staff, and faculty. This set of expectations is known as the Rights and Responsibilities document, and it is intended to help establish a positive living and learning environment at UWSP. For more information, go to: <https://catalog.uwsp.edu/content.php?catoid=10&navoid=422#section-1-communal-bill-of-rights-and-responsibilities>

University Attendance Policy

In addition to the course attendance policies determined by the instructor (noted above if applicable), the university provide standard guidelines by which students are to abide. All exceptions to the course attendance policy or the university guidelines should be documented in writing. A link to the university's attendance guidelines can be found at: <https://www.uwsp.edu/regrec/Pages/Attendance-Policy.aspx>

University Drop Policy

You are expected to complete the courses for which you register. If you decide you do not want to take a course, you must follow the procedures established by the university to officially drop the course. If you never attend or stop attending a course and fail to officially drop, you will receive an F in the course at end of the semester. A link to the university's drop policy can be found at: https://catalog.uwsp.edu/content.php?catoid=11&navoid=431&hl=add%2Fdrop&returnto=search#Drop/Add/Withdrawal_Procedures

Academic Honesty

UW System policy (UWS 14) states that students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for respect of others' academic endeavors. Students suspected of academic misconduct will be asked to meet with the instructor to discuss the concerns. If academic misconduct is evident, procedures for determining disciplinary sanctions will be followed as outlined in UWS 14. A direct link to this policy can be found here:
https://docs.legis.wisconsin.gov/code/admin_code/uws/14

Grade Reviews/Appeals

A formal grade appeal, also known as a Grade Review, can be requested in instances when the student feels that he or she was not provided a syllabus with a grading scale in a timely manner (i.e., the end of the second week of classes) and/or the instructor did not stick with the grading scale published in the syllabus. Questions of whether or not the instructor appropriately graded one or more of the course assignments, quizzes, exams, etc. are not matters to be decided by a formal grade appeal, but rather should be taken up with the instructor directly. Information on grade reviews can be found in the University Handbook, Chapter 7, Section 5. A link to the university's policies on non-academic misconduct can be found at <https://www.uwsp.edu/acadaff/Pages/gradeReview.aspx>

Non-Academic Misconduct

Information on non-academic misconduct can be found in Chapters 17 and 18 of the Student Rights and Responsibilities Document. A link to the university's policies on non-academic misconduct can be found at <https://www.uwsp.edu/dos/Pages/stu-conduct.aspx>.

Confidentiality

Learning requires risk-taking and sharing ideas. Please keep your classmates' ideas and experiences confidential outside the classroom unless permission has been granted to share them.

It is important for students to understand that faculty are required to report any incidents of maltreatment, discrimination, self-harm, or sexual violence they become aware of, even if those incidents occurred in the past, off campus, or are disclosed as part of a class assignment. This does not mean an investigation will occur if the student does not want that, but it does allow the university to provide resources to help the student continue to be successful.

Sample Coursework Permission

The instructor may wish to use a sample of your work or some of the feedback you provide on the course in future teaching or research activities. Examples: showing students an example of a well-done assignment; analyzing student responses on a particular question; discussing teaching techniques at a conference. If your coursework or feedback is used, your identity will be concealed. If you prefer not to have your work included in any future projects, please send the instructor an e-mail indicating that you are opting out of this course feature. Otherwise, your participation in the class will be taken as

consent to have portions of your coursework or feedback used for teaching or research purposes.

Revision Clause

This syllabus, the provided schedule, and all aforementioned coursework, are subject to change. It is the student's responsibility to check the course website for corrections or updates to the syllabus. Any changes will be clearly noted in a course announcement or through email.

RESPONSIBILITIES

Your Teaming: Show up for the teams you work with. For various projects, you will be organized into study teams. You will rely on your team members for help with both required course work and as an informal support network. Some class time will be made available for group work, but it will need to be supplemented by additional work together as a group outside of class. **Be sure that at least one member of your team is your study buddy. If you miss a class—this person is your FIRST POINT OF CONTACT for keeping on task and schedule.**

Your Academic Success: Budget your time, invest in yourself. This is a junior level class, requiring that your writing skills be at the near professional level. In addition, the class requires a substantial commitment of your time. If you are an average student aiming to earn an average grade in this class, you should budget an average of about six hours per week for this class, outside of class time. To do well in this class, you should be sure to allow enough time in your weekly schedule.

We will cover chapters from the text each week. You will be responsible for learning a substantial amount of the material on your own. How can you accomplish this?

- Study the week's readings before coming to class.
- Review your notes and the text after class.
- Work with a study partner or group.

If you do miss a class, it will be your responsibility to get the notes and other information from another student. If a test, presentation or exam is scheduled for a day you are going to be absent, you must call or e-mail me in advance. **If you are ill, please do not come to class!**

Your Presence: Make our time together worthwhile. I expect everyone to act in a professional, courteous manner in the classroom and during your team interactions. We should feel that our classroom is a comfortable learning environment, free of unnecessary distractions. You can use devices in class to support this class.