

# **BUS 385 – SPORTS MARKETING**

## **Course Syllabus**

### ***Syllabus Objective***

*The purpose of this syllabus is to guide the participant in the requirements, demands, logistics and expectations of this course.*

### ***Getting Help***

*To receive technical assistance on issues related to Blackboard contact:*

*Academic Instructional Technology Help Desk  
Monday-Friday 8:00 a.m. - 5:00 p.m. Mountain Time  
719.587.7371  
[asaitc@adams.edu](mailto:asaitc@adams.edu)*

*To receive technical assistance on issues related to Blackboard Collaborate, 24 hours a day 7 days a week, call: 1(877)382-2293.*

### **Welcome**

Welcome to Business 385: Sports Marketing!

Whether you love sports or not, this is a really fun course. We'll be looking at the dynamic, progressive and influential nature of sports marketing with specific attention on athletic endorsements, team sports, event sponsorships and ethics (or lack thereof) within the industry. We'll do this using chapter readings, case studies and real-world examples that you will bring to the table through your experiences and interactions with various pieces of the sports marketing industry.

But first things first. Before you dive into the course material, you need to spend some time reviewing the entire syllabus. I encourage questions throughout the course, but please be aware that you are responsible for fully understanding the syllabus and if questions are asked that are addressed within, I will direct you back to the syllabus. Bottom line: Read very carefully and pay attention to the information presented in your syllabus. Email is my preferred method of contact; please reserve phone calls for emergencies only.

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## Instructor Information

**Instructor:** Heather Ashbach  
**Email:** hashbach@adams.edu  
**Virtual Office Hours:** Thursdays 1 p.m. (MST) via email

## Course Delivery

Online, Semester-based

## Credit Hours

3 Semester Hours

## Course Prerequisites

None

## Course Time Limits

All Semester-based courses follow a 16 week calendar as detailed in the Course Schedule.

## Course Materials

Textbooks can be purchased from the Adams State University Bookstore. To order textbooks or obtain information about book titles, you may go to [exstudies.adams.edu](http://exstudies.adams.edu) and click on the "Bookstore" link. Select the campus "Extended Studies".  
([www.bkstr.com/adamsstatestore/home](http://www.bkstr.com/adamsstatestore/home))

Use **Section Number: 1693** to order books from Bookstore site. This should provide the correct textbook information and ordering options.

If you have questions, you can contact the Bookstore by phone at 719-587-7912, email at [asubookstore@adams.edu](mailto:asubookstore@adams.edu), or by mail to Adams State University Bookstore, 1603 1<sup>st</sup> Street, Alamosa, CO 81101.

## Required Textbook:

Kaser and Oelkers. (2014). Sports and Entertainment Marketing. 4rd ed. Cincinnati: South-Western Educational Publishing. ISBN 978-1133602446.

## Catalog Description

Sports Marketing (BUS 385) illustrates the dynamic, progressive, and influential nature of sports marketing. Explores the sport marketing concept as a consumer-driven,

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integrated, goal-oriented philosophy for a team, event, organization, or athlete. Topics covered include: athletic endorsements, team sports, event sponsorships, and alternative sports.

## **Curricular Relationship**

This course is an elective course and serves to support student readiness for superior work in upper division emphasis areas such as marketing, management, small business management as well as in other majors such as HPPE.

## **Student Learning Outcomes**

Upon completion of this course, the student will be able to:

1. Critically evaluate the economics, sociology, and politics of sports and their influence on sports marketing.
2. Develop and appreciation for and understanding of the multiple stakeholders and diverse interests in and around sports business, and of their dynamic and interactive impact on sports business practice and performance.
3. Judge the effectiveness of leading-edge thought, methods, and practices in sports business, and to evaluate methods and practices from conventional business that can be applied to enhance performance in sports business.
4. Evaluate career opportunities in sports marketing while investigating the wide range of professional position in the industry.
5. Demonstrate understanding of the contemporary role of marketing in sports and the marketing process of sports and sports products/services.
6. Demonstrate the ability to identify and analyze the various components of the total sports marketing environment.
7. Use the principles of marketing for the formulation and implementation of sports marketing strategy and control of the marketing effort.

## **Course Requirements**

### **Academic Integrity Quiz**

You are required to **read and accept the Adams State Academic Integrity Policy**. While it is not graded, it must be completed by the end of Module 1. It is listed under Module 1 under the heading "Accept Academic Integrity Statement."

### **Syllabus Quiz**

Listed under Assessments, this five-question quiz serves as proof that you have read and adhere to the syllabus requirements. Completion of this quiz is required in order to receive a final course grade.

## **Course Overview**

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Included within each module will be some variety of the following elements:

- Learning objectives and outcomes
- Lesson summary and quick notes on the material
- Reading assignment

Assignments may include all or some of the following within each module:

- Discussion prompt
- Applied knowledge work (written responses to prompts, creation of marketing pieces, sales pitches, etc)
- Academic Integrity Quiz
- Syllabus Quiz

**You are free to work ahead on the learning modules, but participation in discussions will be limited to the week in which they are assigned (follow up with classmates is due the week after).** Think about it; it would be hard to have a real discussion with your classmates if you were the only one working ahead and had already posted your prompt with no one to respond or interact with. And I am of the mindset that discussions and collaboration with your peers is really where we all learn, so be prepared to provide quality posts and interactive dialogues with your fellow students.

All discussions and module assignments will be due by 11:59 p.m. Mountain Standard Time on the Saturday of the week they are assigned (see your course schedule/assignment list for dates). Again, you can work ahead on the module assignments, but remember they are due by the date assigned in the course schedule/assignment list. Late work is not accepted. Period. The beauty of an online course is that you can do it from anywhere and that is expected of you, whether that means you're responding to discussions about ethics in sports while on a sandy beach somewhere amazing for vacation or you're stuck in a work conference all week with a spotty hotel internet connection. Do not wait until the last minute to complete your work in case you run into a technical issue that prevents you from turning in your work on time.

## Assignments

There are 16 assignments that you will complete in this course, ranging from written responses to creation of a sales pitch and promotional materials for a sample event. You'll need to get creative in this course; I like seeing real samples and love when students use different types of media to make that happen. You don't have to be a tech wizard or professional graphic designer to do any of these assignments, but you will need to think creatively and find a way to express your thoughts in various formats.

As for writing style, unless describing a personal experience, all assignments should be written in a third person, business professional tone (no "I" or "we"). The goal of this is

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for you to learn how to make your point(s) clearly and concisely in a business professional manner. Please single-space all work and use a 12 point, sans-serif font. For many of the assignments, you will need to consult outside references and incorporate samples. Properly cite all references, following either APA or MLA format. I do not tolerate plagiarism. Period. Make sure you properly cite all sources and put all points in your own words. Assignments that are plagiarized will receive a failing grade.

Feedback on your work will be available one-week following the assignment due date. It will remain open for the duration of the course.

Each assignment is worth 5 pts.

**All written work is subject to plagiarism detection software review. Identified instances of cheating or plagiarism will follow the Academic Integrity statement in the Syllabus.**

## Discussions

Discussions in an online class function differently than they do in a traditional classroom, but they serve the same purpose. They allow you to interact with your classmates and learn from one another's ideas. The prompts in this course are designed to get you thinking about how the material applies to your life and will ask you to draw from personal experiences with the topic. You should plan to actively and consistently participate in each discussion; they constitute a large chunk of your grade.

Discussions will open at 12:01 a.m. on the date the module begins.

When posting to the discussion area, please type in your comments directly into the discussion forum (i.e. do not type your comments into a document and then attach it to the discussion).

When viewing the discussion item for the week, you will only see the prompt. **You will not be able to see others' posts until you post your original response.**

**You will have one week following the discussion to respond to at least two posts of your classmates in order to receive full credit for the discussion.**

To gain full credit for the discussion item, **you must post your original response and then respond to at least two other student posts.**

Remember this is an academic setting so I'm wanting to see clear examples (either through descriptions or samples) and thoughtful analysis. Constructive feedback/responses are the only kind that will be tolerated. Please be courteous. Don't flame (i.e., post insults, invective, or other personally disrespectful comments) or post flamebait (i.e., deliberately provocative or manipulative material intended or likely to elicit flames).

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Please be careful in the use of sarcasm and irony. Online communication lacks the subtle nonverbal cues that help us interpret such rhetorical flourishes in face-to-face settings, so that it is easy to miss the point or misunderstand. More importantly, it is easy to give or take offense where none is intended. Accordingly, give people the benefit of the doubt, and if you are misunderstood, don't get defensive. You might also consider using such rhetorical devices somewhat less in this medium than you would in ordinary conversation, since they are generally less effective here.

Please don't post excessively or monopolize the conversation. Remember that multiple shoot-from-the-hip posts are much less effective than fewer carefully-thought-out ones, and that some patience in responding will encourage more contributors with a wider variety of ideas and perspectives to participate.

You can also use a simple text editor like Notepad (default text editor in Windows) to compose your answer; then copy and paste into the discussion thread and use the text editing features in Blackboard to format your response. (Be aware that some students have experienced problems copying and pasting from Word into a forum post when using Firefox.)

Once you have copied the plain text, you can use the tools in Blackboard to format your response. There are bulleted and numbered lists, as well as character formatting options. You can also just type directly into the discussion thread and use the text editing tools. While Blackboard is less likely to time out, the possibility still exists that if you take too long to formulate your response, you may be timed out when you click Submit.

Avoid typing in all capital letters, as this is considered to be shouting and is considered rude. Avoid the use of emoticons (emotion icons), abbreviations and informal language. Text messaging abbreviations are not appropriate. Please be tolerant of those who are still learning how to use the Web and this forum (e.g., people who accidentally send multiple copies of the same message, PEOPLE WHO FORGET AND LEAVE THEIR CAPS LOCK KEY ON WHEN TYPING).

Each discussion response is worth 4 pts.

### **Instructor Response Time**

I will generally respond to emails within one business day. Assignments are graded within the seven days.

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## Grade Distribution and Scale

In alignment with ASU academic policies, no D may apply to a major or minor field.

### Grade Distribution:

Discussions	(5 @ 4 pts each)	= 20 pts
Module Assignments	(16 @ 5 pts each)	= 80 pts
Total points possible		= 100 pts

### Grade Scale:

90 - 100 points	90 - 100%	A
80 - 89 points	80 - 89%	B
70 - 79 points	70 - 79%	C
60 - 69 points	60 - 69%	D
< 60 points	< 60%	F

## ADA Statement

Adams State University complies with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act. Adams State University is committed to achieving equal educational opportunities, providing students with documented disabilities access to university programs. In order for a course to be equally accessible to all students, different accommodations or adjustments may need to be implemented. The Office of Disability Services (ODS) is located in Richardson Hall, Suite 3-100, by mail at 208 Edgemont Blvd., Suite 3-100, Alamosa, CO 81101, by email at [odsd@adams.edu](mailto:odsd@adams.edu), or by calling 719-587-7746. They are your primary resource on campus to discuss the qualifying disability, help you develop an accessibility plan, and achieve success in your courses. Please communicate with them as early as possible; this can be in person, via email, or by phone. The Disability Services Coordinator shall either provide you letters to give to your professors for accommodations or email these letters out to you and your professors.

## Academic Integrity

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In accordance with Academic Policy 100-03-01, Adams State University, to preserve academic integrity, does not tolerate academic dishonesty (misconduct). Every student is required to practice and adhere to the principle of ACADEMIC INTEGRITY while undertaking studies at Adams State University. Students and faculty at Adams State University value academic honesty as a virtue essential to the academic process. Cheating, plagiarism, unauthorized possession or disposition of academic materials, or the falsification or fabrication of one's academic work will not be tolerated.

Any offense will result in a zero for the exam, lesson, or exercise in question and may result in failure of the course. Please refer to the ASU Extended Studies Academic Integrity website for more information including the student handbook: [Academic Integrity at Adams State University](#).

You are required to **read and accept the Adams State Academic Integrity Policy**. While it is not graded, it must be completed by the end of Module 1. It is listed under Module 1 under the heading "Accept Academic Integrity Statement."

All written work is subject to plagiarism detection software review.

## Student Identity Verification

Adams State University utilizes a variety of methods to verify the identity of students enrolled in courses, including but not limited to: secure logins and pass codes, proctored exams, security questions, and other technologies and practices that are effective in verifying student identity. Some of these methods may incur an extra cost to students; associated costs will be outlined in the course syllabus, other University documents, and on the University website. Adams State University reserves the right to request additional government-issued documentation of identity from students for the purpose of ensuring that the person enrolled in the course is the person completing assignments, exams, and all other course requirements. Any student engaged in incidents of student identity fraud may face reprimand, disciplinary warning, a lowered or failing grade(s), and/or probation, or suspension from the course, academic program or University, or expulsion from the University.

## Technical Skills

To be successful in this course, students are expected to be able to:

- Navigate the World Wide Web and efficiently use a web browser such as Firefox
- Have a basic understanding of their computer operating system
- Use Adobe Reader to view and download .pdf documents
- Communicate via e-mail and attach files
- Play audio/video files
- Use a word processor such as Microsoft Office to create documents
- Use Blackboard tools which may include Collaborate
- Download and open PowerPoint presentations

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## Technical Requirements

A complete overview of the technical requirements and software for this course can be found [here](#). Blackboard tutorials are available in the Student Support Module, located in the Syllabus and Information section of this course. Information for receiving technical assistance is also included. Keep in mind that in order for Blackboard to function properly, you must allow pop-ups for the site (online.adams.edu) and have Java properly installed on your computer. For more information on these and other technical requirements, see the videos in the Student Support Module in the above mentioned location.

## Netiquette

Netiquette is the set of guidelines for communicating online in a professional and civilized manner. Students are expected to be courteous by demonstrating netiquette when communicating with their peers and instructor in this course.

- Be careful with the use of sarcasm and irony, as these can be easy to misinterpret.
- Do not post excessively or monopolize the conversation.
- Consider using a text editor such as Notepad to organize your thoughts before you post a reply.
- Do not type in all capital letters, as this can be considered shouting.
- Avoid the use of emoticons, abbreviations and informal language.

## Accessing Library Resources

Students enrolled in this course can utilize the [Adams State Nielsen Library](#) from on and off campus by selecting the Nielsen Library link in the Syllabus and Information tab of the Course Menu. You will be asked to enter in your username and password. Use the same login information that you use to access Blackboard and all other Adams State information. This will bring you to a page that will provide you with login information for the different databases to which Adams State subscribes. With the login information in hand, go to <http://www.adams.edu/library/resources/database.php>

## Adams State Resources

Adams State provides several resources to assist you and make your online learning experience a positive one. A listing of resources is available on the One Stop Student Services page on the Adams State Website (<http://www.adams.edu>). Some of the highlights are:

[Records Office](#) - Campus contacts available to help you through the registration process.

[Computing Services](#) - Technical assistance.

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[Disability Services Handbook](#) - Student Services can arrange assistance for students with special needs or disabilities.

[Academic Calendar](#) - Keep track of important dates.

[The Paw Print](#)- Adams State Student Newspaper.

## Institutional Policies

All students are responsible for adhering to the expectations, policies, and procedures outlined in the [Student Handbook](#).

For Institutional policies on items such as The Americans with Disabilities Act, Academic Integrity, Student Rights and Responsibilities and The Family Educational Rights and Privacy Act of 1974 (FERPA); please see the [Student Handbook](#).

## Extended Studies Policies and Procedures

To view the Extended Studies Policies and Procedures go to, [https://bannerweb.adams.edu/perl/Online\\_SG\\_General\\_Instructions.pdf](https://bannerweb.adams.edu/perl/Online_SG_General_Instructions.pdf)

## Course Evaluation

At the end of the course you will be asked to complete an evaluation specifically for this course. This evaluation will be reported anonymously. Your comments and recommendations will be seriously considered as the course is updated. Your input throughout the course contributes to my commitment to continually improve the quality and relevance of this course.

## Getting Started

Refer to the information contained in this syllabus anytime you have a question regarding the basic course information.

1. Review the Student Support Module contained in the Syllabus and Information section.
2. Proceed to Module 1.