

Syllabus

MKT 3410, version 1.2

Updated: May 28, 2015

MKT 3410—Sports Marketing

Course Description: Application of marketing concepts to sports and leisure activities; emphasis on planning and strategy development.

Textbooks and Other Materials

Courses that require *paid codes* to access online materials require that special arrangements are made to provide extended material access periods in the event that a course extension is needed. Special ISBN's have been created in these cases. *Do not attempt to order your textbook access codes from other sources.* Students enrolling in ODL courses are *required* to follow the textbook ordering information provided in the syllabus and Getting Started module of the course.

ODL is *not responsible* for student purchases that result in *the receipt of the wrong materials.* It is the responsibility of the student to order the correct textbook materials. Courses are written to specific textbook editions; edition substitutions *are not allowed.*

Textbook:

Roger Fisher, William Ury, and Bruce Patton. *Getting To Yes: Negotiating Agreements Without Giving In*. Third edition. Hoboken, New York: Penguin, 2011

ISBN-10: 0-143-11875-7

ISBN-13: 978-0-143-11875-6

Thomas J. Karam. *The Business of Marketing and Sports*. Fourth edition. (Provided with student subscription to the *Wall Street Journal*. See Getting Started course module for details.)

Ordering Information

Please review the following tips for ordering your course materials:

1. Do not purchase your textbooks until your enrollment is approved. During the processing period, a new section may be opened that could require a different textbook or edition.
2. Courses that require special access codes *require* that students use the direct links to the publisher microsites. (See the information in the syllabus and Getting Started Module for additional ordering instructions.)
3. *Always order by the ISBN.* Publishers and vendors often offer the same textbook title under different ISBNs. You must have the correct ISBN to access your online website.
4. Neebo Connect (<http://specialty.thecampushub.com/lsuext/>) is the official bookstore for our Distance Learning Program's courses, and it carries most of the required textbooks.
5. If you are having problems locating a textbook, contact us at Answers@outreach.lsu.edu for assistance.

Other Materials and Resources

All students are *required* to purchase a student subscription to the *Wall Street Journal*. Details are provided in the Getting Started course module.

Software: Silverlight, Web Browser, Adobe Flash Player, Adobe Shockwave Player, Adobe Acrobat Reader X or higher

It is recommended that you use Mozilla Firefox or Google Chrome as your web browser. Internet Explorer is not compatible with your Moodle course site.

Adobe Flash and Adobe Shockwave player are required for online testing. Adobe Acrobat Reader X or higher is required to view PDF document files.

Hardware: *Web cam with a microphone (built-in or external), headphones or working speakers, and high speed internet*

Exams are completed online and require the hardware listed above. Students are encouraged to review the technical requirements provided on the ProctorU website and to perform a test on their equipment prior to enrolling in this course to make sure they have the necessary resources available.

Technical Requirements: <http://www.proctoru.com/tech.php>

Equipment Test: <http://www.proctoru.com/testitout/>

Nature and Purpose of the Course

Course Outcomes: Upon completion of this course, students are expected to be able to:

1. Analyze the critical importance of sports marketing to individual amateur and professional athletes, as well as to sports industries
2. Identify various aspects of personal brand of athletes and their teams, which make their brands more marketable
3. Provide practical insight into various ideas that can be used for successful sports marketing and negotiations
4. Describe the importance of reasoned negotiations to successful sports careers and industries

Michael Jordan figured it out; Drew Brees understands the importance of it; Tiger Woods understood it and then lost it; Kobe Bryant never got it; the NFL and Notre Dame have mastered it. These athletes and sports organizations understand the critical importance of sports marketing.

This course is designed to offer you keen and practical insights into this intriguing area of study. You will be provided with the opportunity to learn the various ideas that can be used for successful sports marketing. Topics that will be covered include personal and corporate branding, negotiations, management of public information, celebrity endorsement, sponsorship, the role of sports agents, and the fan experience.

Working with the Course Materials

Remember, this course covers an entire semester of work or the equivalent of a classroom course lasting 15 weeks. That means that each module in this course equals nearly a week of course work and will require the same time and effort on your part. *Do not expect to complete each module in a single study session. Understand, too, that if you choose to submit assignments at a very high pace, your instructor may not be able to grade your work at the same rate.*

Each module contains information, activities, and assignments organized under a consistent series of headings. Get familiar with how the module is organized. Each module in this course is organized into the following sections: the Module Learning Objectives, the Video Lecture Material, the Reading Assignments, the Pencasts, and the graded Module Assignment. You should work through these parts of the module in order. Specific recommendations are provided in a link to

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the course module instructions, which you should review before beginning the first module. Completing the following sequence is strongly encouraged for each module.

1. *Review the module learning objectives.* This will give you information on the material that will be covered in the module and what you should focus on as you are learning the material. It also provides insight as to what you will be expected to do once you have completed the module. Use this information as a guide when studying for your examinations.
2. *Watch the video lecture material.* Your instructor has provided videos for each of the modules. You should begin by watching the videos and taking notes that can be used later as you prepare for your examinations. *Important Note: Module 07 includes a Pencast lecture only.*
3. *Complete the reading assignments.* You will have readings from different sources throughout the course. Specific readings will be provided in the Reading Assignment area.
4. *Review the Pencasts.* Several modules will have supplemental Pencasts available. They are required and may cover material that is on the examinations.
5. *Complete your Module Assignment.* You will have graded quizzes in some of the modules; others may require a text submission.

It is also recommended that you take brief notes while you watch Video Lectures, read, and listen to Pencasts—summarizing major points, identifying terms, people, or key sporting events that stand out in the readings, etc. This kind of active engagement with the readings will help you to remember the material and will provide you with useful study notes to help you prepare for the assignments and exams.

Suggested Study Techniques

1. Carefully review the module objectives to help you focus on the information that will be covered on the exams.
2. Concentrate on the reading assignments, the module lecture material, and any additional resources provided. This review should include a detailed examination of any illustrative problems and examples. After an assignment has been completed, a rapid re-reading of the related text and other materials is strongly recommended.
3. Put yourself on a definite schedule. Set aside a certain block of hours per day or week for this course and work in a place where distractions are minimal.

4. Try to submit one assignment each week or at least every two weeks. Delays in submitting assignments usually result in lagging interest and the inability to complete the course.
5. Review your module assignments after they have been graded, paying special attention to any instructor feedback provided. (We suggest that you wait for assignment feedback before you submit subsequent assignments.)
6. Regardless of how you complete your graded assignments, keep in mind that module completion should not be your sole preparation for your exams. As with any college course, you should study for your exams.

Reading Assignments

You will read an average of 20 pages per module. Specific reading assignments will be given in each module.

In the sections on agents and negotiations, it is very important to carefully read the sections in *Getting To Yes*, which will complement the overview provided in the lectures. These chapters will help you understand the topic of negotiation and how it can be used in various areas of sports. After the initial reading of each Reading Assignment, it is recommended that you review the provided Pencasts for that Module.

Topic Outline

This course covers the following specific topics:

Module	Topic
01	Introduction to Sports Marketing
02	Personal Branding
03	Corporate Branding
04	The Role of Agents
05	Introduction to Sports Negotiations
06	Fundamental Negotiation Concepts & Terms
07	Case Example—Negotiating a Professional Sports Contract
Mid-Course Examination	
08	Managing a Sports Crisis or a Damaged Sports Brand
09	Celebrity Endorsements

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- 10 Case Example—Successful Negotiation of a Celebrity Endorsement Agreement
- 11 Sports Sponsorship for Teams & Organizations
- 12 Why Sponsorships Fail
- 13 Management of Public Information
- 14 The Fan Experience & Review for Final Examination

Final Examination

Module Assignments

Most of the assignments are in quiz format and are submitted online. If the assignment requires that you respond to a prompt, please submit your answer in the text area provided.

Carefully review your notes from the Video Lecture, Pencasts, and Reading material before you begin your module assignments. This study should include a detailed examination of the illustrative problems and examples, as well as the assigned readings.

You should submit each module assignment as soon as it is completed. Some courses have restrictions that require that a grade be received before you can submit additional assignments. Specific information on assignment submission is included in the Module Instructions. Please be sure to follow these instructions.

You must have a *grade posted in the Moodle grade book for the Module 14 Assignment in order to unlock access to the Final Exam*. Please allow at least 7 days for the final assignment grade to be posted in the gradebook.

Once you *submit* an assignment, you cannot revise it, so be sure to check your work. Your instructor will normally post a grade for your assignment within *seven calendar days*. Understand that occasional delays will occur, such as during holidays and semester breaks or if you submit several module assignments within the same week.

Do not rely too heavily on your textbook or other resource material when preparing your assignments. If you do, you may not realize until exam time that the perfect response you prepared for an assignment was only possible because you referred to resource material without really learning or understanding the material and concepts. Therefore, *you should attempt each assignment without referring to the resource material*, and if you find it necessary to look up an answer, be sure you have actually learned the concept and material rather than merely reflecting it in the answer.

Academic Integrity

Students in Online Distance Learning (ODL) courses must comply with the *LSU Code of Student Conduct*. Suspected violations of the academic integrity policy may be referred to LSU Student Advocacy & Accountability (SAA), a unit of the Dean of Students. If found responsible of a violation, you will then be subject to whatever penalty SAA determines and will forfeit all course tuition and fees.

Plagiarism

Students are responsible for completing and submitting their own course work and preparing their own modules. All work submitted in the course modules must be the student's own work unless outside work is appropriate to the assignment; all outside material must be properly acknowledged. It is also unacceptable to copy directly from your textbook or to use published answer keys or the teacher's edition of a textbook.

Collaboration

Unauthorized collaboration constitutes plagiarism. Collaborative efforts that extend beyond the limits approved by the instructor are violations of the academic integrity policy. Students who study together are expected to prepare and write their own individual work for submission and grading.

For more information and links to the *LSU Code of Student Conduct* and the SAA website, go to the [ODL Academic Integrity policy](#) on our website.

Examinations and Grading Policy

There will be two course examinations. The examinations will contain 30 multiple-choice questions (worth 2 points each) and two essay questions (worth 20 points each). The Mid-Course Exam covers the material presented in modules 01–07, and follows Module 07. The Final Examination is comprehensive and follows Module 14. Please see the *Mid-Course Examination* and *Final Examination* modules in Moodle for more information on what material will be included in the exams and how best to study. No dictionaries, books, or aids are allowed during the exam.

You will have a maximum of *three* hours to complete the exam.

- Module assignments count 10 points each.
- Exams are 100 points each.
- Course grade = total points earned.

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The following grading scale applies for students who complete the course on or after October 15, 2015. Prior to that date, the scale will be the same, except that pluses and minuses will be dropped from the grade posted in the student's permanent record and transcript.

97%–100%	= A+
93%–96%	= A
90%–92%	= A-
87%–89%	= B+
83%–86%	= B
80%–82%	= B-
77%–79%	= C+
73%–76%	= C
70%–72%	= C-
67%–69%	= D+
63%–66%	= D
60%–62%	= D-
0%–59%	= F

YOU MUST PASS THE FINAL EXAMINATION IN ORDER TO PASS THE COURSE.

IMPORTANT: The final exam cannot be taken until you meet the following requirements. Under no circumstances may the final exam be taken earlier.

1. You must have been enrolled in the course for *at least eight weeks*, regardless of when the modules and other exams are completed.
2. You must have a *grade posted in the Moodle grade book for the Module 14 Assignment in order to unlock access to the Final Exam*. Please allow at least 7 days for the final assignment grade to be posted in the gradebook.

To read the full exam policy and other policy statements, visit <http://cms.outreach.slu.edu/cms/CEHomePage.aspx>. Click on *Extended Campus*, select *Online Distance Learning*, and then click the link for *Policies*.

Taking Your Examinations

You are *required* to create a Louisiana State University ODL ProctorU account and to take your examinations through ProctorU, a remote proctoring service that allows you to take exams anywhere with internet access. Information on creating your ProctorU account can be found in the *Getting Started* module. You cannot use an account created through another university, so if you

already have an account, you will still need to create an account associated with LSU Online Distance Learning (ODL).

The ProctorU website provides links you can use to find out how ProctorU works and to check your computer to see that it meets the technical requirements. In addition, to test using ProctorU, you need *access to a web cam with a microphone (built-in or external), headphones or working speakers, and high speed internet* to use this service. A complete list of technical requirements is available from the ProctorU website.

You should schedule your exams about a week before you are ready to take them in order to avoid any additional charges.

Transcript Information

After you have completed this course, your grade will be filed with the Office of the University Registrar. If a transcript is needed, it is your responsibility to make a request to the registrar. If you would like to order a transcript, visit the Office of the University Registrar Transcript Requests page to view your options (<http://sites01.lsu.edu/wp/registraroffice/student-services/transcript-request/>).

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