



NEW COURSE PROPOSAL Undergraduate Programs

**FLORIDA
ATLANTIC
UNIVERSITY**

Department Marketing

College College of Business
(To obtain a course number, contact erudolph@fau.edu)

UUPC Approval 12/5/22
 UFS Approval _____
 SCNS Submittal _____
 Confirmed _____
 Banner Posted _____
 Catalog _____

Prefix MAR	<small>(L = Lab Course; C = Combined Lecture/Lab; add if appropriate)</small>	Type of Course	Course Title
Number 4711	Lab Code	Lecture	Sports Marketing

Credits <small>(See Definition of a Credit Hour)</small> 3	Grading <small>(Select One Option)</small> Regular <input checked="" type="radio"/> Sat/UnSat <input type="radio"/>	Course Description <small>(Syllabus must be attached; see Template and Guidelines)</small> This course focuses on the marketing of sports and the role marketing plays in planning and decision-making in attracting fans and sponsors. This course builds on basic marketing concepts and explores their application in various sports contexts. Topics covered may include sport sponsorships, "marketing of" versus "marketing through" sports, segmentation and targeting, the marketing mix, promotion, fan retention, merchandising, pricing, and other contemporary issues that impact sports marketing.
Effective Date <small>(TERM & YEAR)</small> summer 2023		

Prerequisites, with minimum grade* (MAR 3023 or PUR 3463 or PET 4404) w/ "C" or better.	Corequisites	Registration Controls <small>(Major, College, Level)</small> College of Business majors (exclude "PBUS" majors) w/ Junior or higher status OR Sport Studies minor w/ Junior or higher status
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***Default minimum passing grade is D-. Prereqs., Coreqs. & Reg. Controls are enforced for all sections of course**

WAC/Gordon Rule Course <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <small>WAC/Gordon Rule criteria must be indicated in syllabus and approval attached to proposal. See WAC Guidelines.</small>	Intellectual Foundations Program (General Education) Requirement <small>(Select One Option)</small> None <small>General Education criteria must be indicated in the syllabus and approval attached to the proposal. See Intellectual Foundations Guidelines.</small>
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Minimum qualifications to teach course
 Masters degree in Marketing, MBA, or related masters with 18 graduate credits relevant to the course content.

Faculty Contact/Email/Phone Todd McClure tmcclure@fau.edu	List/Attach comments from departments affected by new course Communications (Sport Studies A&L), Exercise Science & Health Promotion
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Approved by	Date
Department Chair <u>MA RL</u>	<u>10-21-22</u>
College Curriculum Chair <u>Ethlyn Williams</u>	<u>11/16/22</u>
College Dean <u>Paul Han</u>	<u>11-21-22</u>
UUPC Chair <u>Ethlyn Williams</u>	<u>12/5/22</u>
Undergraduate Studies Dean <u>Dan Meeroff</u>	<u>12/5/22</u>
UFS President _____	_____
Provost _____	_____

Email this form and syllabus to mjenning@fau.edu seven business days before the UUPC meeting.



MAR 4711
Sports Marketing
Summer 2023
3 credits

Online

Professor Information

Dr. Todd McClure
Fleming 321
tmcclure@fau.edu
660-864-6165

Teaching Assistant Information

Daniel LeConte
dleconte2017@fau.edu

Office Hours

Office hours are by appointment only. If you'd like to schedule a meeting, please use this link calendly.com/tmcclure-phd.

Required Texts/Readings

- *Sports and Entertainment Marketing. 5th Edition with MindTap.* Authors: Kaser & Oelkers. Cengage Publishing. (***Information/links for accessing the text will be provided on Canvas.***)
- Other documents/readings that will be posted to Canvas.

Supplementary/Recommended Readings

At various times throughout the course, I will likely post additional material for you to digest. This material could come in various forms including articles, podcasts, videos, etc. While I will try to get these posted at the beginning of a particular week, I may post something mid-week. It is your responsibility to regularly check Canvas to see if additional material has been posted and to read/listen/watch it as soon as possible. *I also value and welcome student input. If you run across some material that is relevant to the class, please share it with me and I will gladly pass it along to the class.*

Special Course Requirements - Travel

At some point in the semester, you will need to attend some type of sporting event to complete one of the course assignments. The actual event is up to you but must be some organized event. I will provide more information about the assignment on Canvas early in the semester.

Course Description

This course focuses on the marketing of sports and the role marketing plays in planning and decision-making in attracting fans and sponsors. This course builds on basic marketing concepts and explores their application in various sports contexts. Topics covered may include sport sponsorships, “marketing of” versus “marketing through” sports, segmentation and targeting, the marketing mix, promotion, fan retention, merchandising, pricing, and other contemporary issues that impact sports marketing.

Course Prerequisites and Credit Hours

(MAR 3023 or PUR 3463 or PET 4404) w/ "C" or better.

College of Business majors w/ "C" or better (exclude "PBUS" majors) w/Junior or higher status
OR Sport Studies minor w/Junior or higher status

Course Objectives/Student Learning Outcomes

Upon completing this course, students should:

1. Have an awareness of the scope and nature of sports marketing
2. Understand the importance of customer service as a method to enhance fan experiences
3. Recognize various strategies for increasing revenues and sustainability of sports organizations
4. Describe, analyze, and apply fundamental marketing concepts (4 P's) to sports
5. Understand perspectives of participants and spectators as sports consumers
6. Understand the multiple audiences involved in sports marketing
7. Identify and critically evaluate major challenges confronting the sports industry

Course Grading Scale

92.45 and higher-----A	69.45 through 76.44-----C
89.45 through 92.44-----A-	66.45 through 69.44-----D+
86.45 through 89.44-----B+	62.45 through 66.44-----D
82.45 through 86.44-----B	59.45 through 62.44-----D-
79.45 through 82.44-----B-	59.44 and below-----F
76.45 through 79.44-----C+	

Course Evaluation Method

Chapter Quizzes	100
Current Event Paper & Presentation	50
Sports Movie Commentary	20
Sport Facility Atmospherics	50
Discussions	50
Mini Case Studies	75
Interview with Sports Personnel	30
Personal Portfolio	25
Other Assignments	50
TOTAL	450

Additional Course Policies

Missing/Late Assignments

As a faculty member, part of my task is to instill in a responsibility in students to have work completed on time. Assignments to be submitted electronically are due according to the date and time specified on Canvas. It is the student's responsibility to be aware of various deadlines. **Late assignments will not be accepted.** (Where applicable, students may submit assignments early.) I strongly encourage students to have a backup plan in place to ensure all assignments are completed on schedule.

Attendance Policy Statement

This course is delivered fully online and in an asynchronous format. Consequently, there are NO regularly scheduled and/or required meeting times.

Students are expected to attend all of their scheduled University classes and to satisfy all academic objectives as outlined by the instructor. The effect of absences upon grades is determined by the instructor, and the University reserves the right to deal at any time with individual cases of non-attendance. Students are responsible for arranging to make up work missed because of legitimate class absence, such as illness, family emergencies, military obligation, court-imposed legal obligations or participation in University-approved activities. Examples of University-approved reasons for absences include participating on an athletic or scholastic team, musical and theatrical performances and debate activities. It is the student's responsibility to give the instructor notice prior to any anticipated absences and within a reasonable amount of time after an unanticipated absence, ordinarily by the next scheduled class meeting. Instructors must allow each student who is absent for a University-approved reason the opportunity to make up work missed without any reduction in the student's final course grade as a direct result of such absence.

Anti-plagiarism Software

Written components of any assignment or project may be submitted to anti-plagiarism software to evaluate the originality of the work. Any students found to be submitting work that is not their own will be deemed in violation of the University's honor code discussed above.

Selected University and College Policies

Code of Academic Integrity Policy Statement

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. *For more information, please see FAU Regulation 4.001 at: [FAU Regulation 4.001](#).*

Disability / Accessibility Policy Statement

In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services (SAS) and follow all SAS procedures. SAS has offices across three of FAU's campuses – Boca Raton, Davie and Jupiter – however disability services are available for students on all campuses. For more information, please visit the SAS website at www.fau.edu/sas/.

Counseling and Psychological Services (CAPS) Center

Life as a university student can be challenging physically, mentally and emotionally. Students who find stress negatively affecting their ability to achieve academic or personal goals may wish to consider utilizing FAU's Counseling and Psychological Services (CAPS) Center. CAPS provides FAU students a range of services – individual counseling, support meetings, and psychiatric services, to name a few – offered to help improve and maintain emotional well-being. For more information, go to <http://www.fau.edu/counseling>.

Religious Observances Accommodation Policy Statement

In accordance with rules of the Florida Board of Education and Florida law, students have the right to reasonable accommodations from the University in order to observe religious practices, observances, and beliefs with regard to admissions, registration, class attendance and the scheduling of examinations and work assignments.

For further information, please see FAU Regulation 2.007 at: [FAU Regulation 2.007](#).

University Approved Absence Policy Statement

In accordance with rules of the Florida Atlantic University, students have the right to reasonable accommodations to participate in University approved activities, including athletic or scholastics teams, musical and theatrical performances and debate activities. It is the student's responsibility to notify the course instructor at least one week prior to missing any course assignment.

Incomplete Grade Policy Statement

A student who is passing a course but has not completed all work due to exceptional circumstances, may, with consent of the instructor, temporarily receive a grade of incomplete ("I"). The assignment of the "I" grade is at the discretion of the instructor, but is allowed only if the student is passing the course.

The specific time required to make up an incomplete grade is at the discretion of the instructor. However, the College of Business policy on the resolution of incomplete grades requires that all work required to satisfy an incomplete ("I") grade must be completed within a period of time not exceeding one calendar year from the assignment of the incomplete grade. After one calendar year, the incomplete grade automatically becomes a failing ("F") grade.

You will find a *tentative* schedule for the class below. Although I do not intend to make significant changes to the schedule, I do reserve the right to make adjustments where necessary. Any changes to the schedule will be communicated via email as early as possible. I am working to line up guest speakers to share their experiences and expertise with you. As those individuals are identified, I will communicate this information with you.

<u>Course Outline</u>	<u>Topic/Chapter/Activities</u>
Week 1 (8/20 - 8/28)	Review syllabus, canvas, procedures, expectations; General Course overview
Week 2 (8/29 – 9/4)	Sports and Entertainment Marketing (Ch. 1)
Week 3 (9/6 – 9/11)	Sports Marketing Plan (Ch. 12)
Week 4 (9/12 – 9/18)	Understanding the Sports Consumer/Fan (Ch. 2)
Week 5 (9/19 – 9/25)	Marketing Research and Sports (Ch. 5)
Week 6 (9/26 – 10/2)	Sports Product Mix (Ch. 6)
Week 7 (10/3 – 10/9)	Sports and Entertainment as Service
Week 8 (10/10 – 10/16)	Sports Pricing (Ch. 8)
Week 9 (10/17 – 10/23)	Sports Promotion (Ch. 9)
Week 10 (10/24 – 10/30)	Sponsorships/Endorsements (Ch. 10)
Week 11 (10/31 – 11/6)	Selling Sports (Ch. 11)
Week 12 (11/7 – 11/13)	Legal/Ethical Issues and Sports (Ch. 13)
Week 13 (11/14 – 11/20)	Sport Leadership/Management (Ch. 14)
Week 14 (11/21 – 11/27)	TBD
Week 15 (11/28 – 12/3)	Career in Sports (Ch. 15)