

SPORT EVENT MANAGEMENT & PROMOTION

EDH 320 *3 credit hours*

Prerequisites LDE 201; EDH 220

INSTRUCTOR NAME: Dr. Nancy Lough

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CLASS LOCATION: TBD

COURSE INTRODUCTION

A study of the conceptual and empirical approaches sport leaders can utilize for conducting relationships with consumers and participants in sport environments. Topics include strategic sport marketing, sport consumer behavior, strategic marketing plan development for sport events and organizations; corporate sponsorships, endorsements, promotion and advertising, marketing ethics, as well as application of market research in sport contexts.

KNOWLEDGE

Learning Objectives:

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

- Explain the growth of the sport industry and the field of sport marketing
- Explain the process of marketing sport events and marketing through sport
- Define and utilize the terminology and theories applicable to sport marketing
- Define and utilize terminology and theories applicable to sport event management
- Explain how to conduct and utilize marketing research to inform planning
- Analyze and critique an existing marketing plan for a sport event or organization

PERFORMANCE SKILLS

Course Objectives:

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

- Correlate organizational goals and objectives with marketing strategies and sponsor objectives related to a managing a sport event
- Analyze and interpret sport marketing case studies for application of key concepts
- Develop a sample sport marketing and event management plan including professional presentation of materials
- Describe how sport marketers can successfully incorporate media to achieve objectives related to successful event management
- Describe the use of marketing mechanisms such as corporate sponsorship, naming rights, endorsements, licensing, websites and social media

DISPOSITION

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

- Analyze ethical concerns relevant to marketing sport and marketing through sport
- Analyze legal and ethical concerns relevant to sport event management
- Demonstrate professional ethics and behavior toward colleagues and constituents
- Demonstrate enhanced decision making guided by beliefs and attitudes related to values such as caring, fairness, honesty, responsibility and social justice.

REQUIRED TEXTBOOK(S), ETC.

Sports Marketing: 4th Edition (2014) by Mullin, Hardy & Sutton

Course readings available through UNLV library and class webcampus site

ASSIGNMENTS

1. Exams:

A midterm will be given, including material from lectures, assigned readings and class discussions/presentations. The exam will be worth 100 points. The final exam points will be accrued over the course of the semester via webcampus discussion questions. Students will be responsible for responding to DQs each week with points allocated based upon the chapter material read. The accumulation of points from the DQs will serve as the final exam score.

2. Sport Event Sponsorship analysis and proposal:

a) Students will analyze an existing sport event sponsorship relationship and critique the strengths and weaknesses of the present agreement. B) Students will then develop a **sponsorship proposal** for their approved sport event marketing plan. C) Students will make a formal sponsorship proposal to compete for acquisition of funding. D) Students will serve on a panel to determine which sponsorship proposals will be awarded funding. E) Students will negotiate the **evaluation** process with the panel to insure quality service and satisfaction by both parties. The total assignment is worth 50 points.

3. Sport Marketing Case Study Assignments (2):

Research a specific case as provided on webcampus following the guidelines provided. Develop through research and collaboration with a class colleague an analysis of the case along with an evaluation tool. Individual analysis worth 15 of 25 points.

- a. Working as a small team, analyze the case (guidelines provided) and develop a written solution to each case dealing with the **application of the appropriate concepts** as discussed in class.
- b. Present your case analysis to class, depicting concepts and theories from course content that relate to the case study (10 of 25 points).

4. Marketing Plan:

Students will work in teams of four to prepare an **original** marketing plan for a sport event or organization, of their choice, **with instructor's approval**. The sport organization may be a college athletic program, a sport organization, a sport event, a sport related business, or a sport product such as a new technology. You must treat this as if you are actually working for the organization, and the ideas expressed should be your **original work**. Every aspect of your plan must be realistic. You must research thoroughly and present data where applicable throughout. Guidelines will be provided that indicate due dates for key components of the plan.

PERFORMANCE ASSESSMENTS

Evaluation summary:

Exams:	2 @ 100 each =	200 points
Sponsorship analysis/proposal	1 @ 50 each =	50 points
Case Study:	2 @ 25 each =	50 points
Marketing Plan:	=	100 points
*quizzes		points added if necessary
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Total Possible =		400 points available

GRADING SCALE (% of total points available):

A+	97-100	C+	77-79
A	93-96	C	73-76
A-	90-92	C-	72 or lower will result in failure of the class
B+	87-89		
B	83-86		
B-	80-82		

Definition of Academic Dishonesty

Academic dishonesty includes, but is not limited to, dishonesty on quizzes, tests, or assignments; claiming credit for work not done or done by others; hindering the academic work of other students; misrepresenting academic or professional qualifications within or without the University; and nondisclosure or misrepresentation in filling out applications or other University records.

Plagiarism is a specific type of academic dishonesty that involves claiming credit for work done by others. Plagiarism includes the following:

- Borrowing the organization or ideas of others without acknowledging the original source
- Copying the words of others without putting them in quotation marks and providing a citation
- Handing in a paper or assignment written by someone else as if it were yours
- Copying answers from another person or from the book on a test or homework

In short, if you put your name on work that you did not do, this is plagiarism.

Presence Policy:

Cell phones must remain off during class. Vibrate or silent function is only allowed when permission is granted before class, and agreed upon due to an emergency situation.

Absence Policy:

Each excused absence may be made-up (upon approval from the professor) by completing an extra assignment as determined by the instructor. Failure to complete the make-up assignment within the following week will result in the loss of one grade increment (i.e. A to A-) per absence, for the course. **Unexcused absences will also result in the loss of one grade increment per absence.**

Excused absences must be approved by the instructor prior to the absence except in cases of emergency. If an emergency occurs that requires a student to miss class without prior notification to the instructor, the student should contact the instructor as soon as possible after the absence. Also, a student who has a note (specifically addressing the need to miss class) from a physician will be excused for the dates and times indicated. However, **absence from class does not give the student an excuse for not knowing about any changes in class material, scheduling, assignments, exams, and other announcements or activities given in class.**

Written assignments are expected to be word processed (double spaced, using APA style) unless otherwise assigned. **Assignments are due at the time designated and considered late when turned after this time.** Assignments turned in late will be **penalized 10% for each day** beyond the stated due date.

CHANGES TO SYLLABUS

Professor reserves the right to make alterations to the syllabus if necessary. However, no changes will be made to the syllabus without discussion and/or announcement in class.

UNLV Policies

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Academic Misconduct—Academic integrity is a legitimate concern for every member of the campus community; all share in upholding the fundamental values of honesty, trust, respect, fairness, responsibility, and professionalism. By choosing to join the UNLV community, students accept the expectations of the Student Academic Misconduct Policy and are encouraged when faced with choices to always take the ethical path. Students enrolling at UNLV assume the obligation to conduct themselves in a manner compatible with UNLV's function as an educational institution. An example of academic misconduct is plagiarism. Plagiarism is using the words or ideas of another, from the Internet or any source, without proper citation of the sources. See the Student Academic Misconduct Policy (approved December 9, 2005) located at: <https://www.unlv.edu/studentconduct/student-conduct>.

Classroom Conduct—Students have a responsibility to conduct themselves in class and in the libraries in ways that do not interfere with the rights of other

students to learn or of instructors to teach. Use of electronic devices such as pagers, cellular phones, or recording devices, or potentially disruptive devices or activities, are permitted only with the prior explicit consent of the instructor. The instructor may rescind permission at any time during the class. If a student does not comply with established requirements or obstructs the functioning of the class, the instructor may initiate an administrative drop.

Copyright—The University requires all members of the University Community to familiarize themselves with and to follow copyright and fair use requirements. You are individually and solely responsible for violations of copyright and fair use laws. The university will neither protect nor defend you, nor assume any responsibility for employee or student violations of fair use laws. Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under University policies. Additional information can be found at:
<http://www.unlv.edu/provost/copyright>.

Disability Resource Center (DRC)—The UNLV Disability Resource Center (SSC-A 143, <http://drc.unlv.edu/>, 702-895-0866) provides resources for students with disabilities. If you feel that you have a disability, please make an appointment with a Disabilities Specialist at the DRC to discuss what options may be available to you. If you are registered with the UNLV Disability Resource Center, bring your Academic Accommodation Plan from the DRC to the instructor during office hours so that you may work together to develop strategies for implementing the accommodations to meet both your needs and the requirements of the course. Any information you provide is private and will be treated as such. To maintain the confidentiality of your request, please do not approach the instructor in front of others to discuss your accommodation needs.

Final Examinations—The University requires that final exams given at the end of a course occur at the time and on the day specified in the final exam schedule. The general schedule is typically available at the start of the semester, and the classroom locations are available about a month before the end of the semester. See the schedule at:
<http://www.unlv.edu/registrar/calendars>.

Incomplete Grades—The grade of “I”—Incomplete—can be granted when a student has satisfactorily completed three-fourths of course work for that semester/session but for reason(s) beyond the student’s control, and acceptable to the instructor, cannot complete the last part of the course, and the instructor believes that the student can finish the course without repeating it. The incomplete work must be made up before the end of the following regular semester for undergraduate courses. Graduate students receiving “I” grades in 500-, 600-, or 700-level courses have up to one calendar year to complete the work, at the discretion of the instructor. If course requirements are not completed within the time indicated, a grade of “F” will be recorded and the GPA will be

adjusted accordingly. Students who are fulfilling an Incomplete do not register for the course but make individual arrangements with the instructor who assigned the “I” grade.

Library Resources—Librarians are available to consult with students on research needs, including developing research topics, finding information, and evaluating sources. To make an appointment with a subject expert for this class, please visit the Libraries’ Research Consultation website: <http://guides.library.unlv.edu/appointments/librarian>. You can also ask questions via chat and text message at <http://ask.library.unlv.edu/>.

Rebelmail—By policy, faculty and staff should email students’ Rebelmail accounts only. Rebelmail is UNLV’s official email system for students. As such, it is a primary way students receive official university communications such as information about deadlines, major campus events, and announcements. All UNLV students receive a Rebelmail account after they have been admitted to the university. Emailing within WebCampus is acceptable.

Missed Classwork—Any student missing class quizzes, examinations, or any other class or lab work because of observance of religious holidays shall be given an opportunity during that semester to make up missed work. The make-up will apply to the religious holiday absence only. It shall be the responsibility of the student to notify the instructor within the first 14 calendar days of the course for fall and spring courses (excepting modular courses), or within the first 7 calendar days of the course for summer and modular courses, of his or her intention to participate in religious holidays which do not fall on state holidays or periods of class recess. For additional information, please visit: <http://catalog.unlv.edu/content.php?catoid=6&navoid=531>.

In accordance with the UNLV Faculty Senate-approved policy regarding class time and assignments missed, students who represent UNLV in any official extracurricular activity shall also have the opportunity to make up assignments, provided that the student provides official written notification to the instructor no less than one week prior to the missed class(es). The spirit and intent of the policy is to offer fair and equitable opportunities to all students, including those representing the university in extracurricular activities. Instructors should consider, for example, that in courses which offer a “drop one” option for the lowest assignment, quiz, or exam, assigning the student a grade of zero for an excused absence for extracurricular activity is both contrary to the intent of the Faculty Senate’s policy, and an infringement on the student’s right to complete all work and fairly earn her or his grade in the course. This policy shall not apply in the event that completing the assignment or administering the examination at an alternate time would

impose an undue hardship on the instructor or the university that could reasonably have been avoided. There should be a good faith effort by both faculty and student to come to a reasonable resolution. When disagreements regarding this policy do arise, they can be appealed to the department chair/unit director, college/school dean, and/or the Faculty Senate Academic Standards Committee. For purposes of definition, extracurricular activities may include, but are not limited to: fine arts activities, competitive intercollegiate athletics, science and engineering competitions, liberal arts competitions, academic recruitment activities, and any other event or activity sanctioned by a college/school dean, and/or the Executive Vice President and Provost. Transparency in Learning and Teaching—The University encourages students to use a transparency template to discuss with their instructors how assignments and course activities benefit student success: https://www.unlv.edu/sites/default/files/page_files/27/TILT-Framework-Students.pdf.

Tutoring and Coaching—The Academic Success Center (ASC) provides tutoring, academic success coaching and other academic assistance for all UNLV undergraduate students. For information regarding tutoring subjects, tutoring times, and other ASC programs and services, visit <http://www.unlv.edu/asc> or call 702-895-3177. The ASC building is located across from the Student Services Complex (SSC). Academic success coaching is located on the second floor of SSC A (ASC Coaching Spot). Drop-in tutoring is located on the second floor of the Lied Library and College of Engineering TBE second floor. UNLV Writing Center—One-on-one or small group assistance with writing is available free of charge to UNLV students at the Writing Center, located in CDC-3-301. Although walk-in consultations are sometimes available, students with appointments will receive priority assistance. Appointments may be made in person or by calling 702-895-3908. The student's Rebel ID Card, a copy of the assignment (if possible), and two copies of any writing to be reviewed are requested for the consultation. More information can be found at: <http://writingcenter.unlv.edu/>.