DEPARTMENT OF HEALTH & HUMAN PERFORMANCE  
COURSE SYLLABUS  
SPRING 2019  

HHPS 420  
MARKETING FOR SPORT & RECREATION

COURSE VALUE: Three (3) credit hours  
COURSE LOCATION: FH103  
PROFESSOR: Dr. Samantha Roberts  
OFFICE: Field House 100H  
OFFICE HOURS: MW 10-11.30, M 2-3, TR 9-10:30 am and by appointment  
PHONE: (903) 886-5513  
FAX: (903) 886-5365  
EMAIL: Samantha.Roberts@tamuc.edu


Course Description  
This course will provide students with basic knowledge and practical experience for developing strategic marketing techniques specific to recreation and sport management. Additionally, the history of promotion and marketing in the recreation and sport fields will be examined along with best practices in this extremely competitive world of attracting more consumers (consumer dollars).

Course Objectives  
Upon completion of the course, the student should be able to demonstrate:

1. An understanding of the foundations of Promotions and Marketing for Recreation and Sport  
2. An understanding of the ever-growing and competitive marketplace for consumer dollars  
3. An understanding of practices, issues and theories relevant to promotion and marketing in recreation/sport management  
4. Knowledge of the interrelationship between the promotion of goods and services using sports as a platform or vehicle to drive sales.  
5. Experience in working on an actual promotion and/or marketing campaign for a special event and/or local recreation or sports entities (such as the TAMUC Athletics Department, The Morris Recreation Center).  
6. Awareness of the range of Promotion and Marketing techniques and applications within the public and private sectors.
Course Requirements

1. **Individual Report (200 points)**
   A 5-page (minimum) report that analyzes the use of marketing techniques/strategies in the promotion of sport and events – this report is an evaluation of current academic thinking, so is to be based on academic literature. More detail will be given in class.

2. **Group Report and Presentation (400 points)**
   Students will be in groups of five – each group will be tasked with one of the following areas: sponsorship; media liaison; participant recruitment; publicity. Each group will focus on their task (whilst ensuring continuous communication with fellow groups) to enhance the popularity of the HHP Wheelchair Basketball Tournament (both in terms of participation and money raised). As well as a 10-page report, students will present their activities and success to the class in a 10-15-minute presentation. Please note that each member of the group will be asked to score the participation of every other group member. More detail will be given in class.

3. **Sport/Recreation Event Critique (100 points)**
   A 3-page (minimum) report that reviews, analyzes and evaluates the marketing strategies utilized by organizers of a special event (of your choosing – a smaller event than the Olympics or World Cup would be beneficial). More detail will be given in class.

4. **Exams (2 @ 100 points each, total of 200 points)**
   Two exams (100 points, multiple choice/true or false/short answer questions) will be administered throughout the semester, covering all information covered in lectures, guest speakers, assignments, websites, and the book. Each exam will cover the chapters and items that we cover after the previous exam, thus we will not have a cumulative mid-term or final exam. *No make-up exams will be given, unless arrangements are made prior to the exam or a verifiable medical excuse is provided within 3 business days.

5. **Participation in Class (100 points)**
   Students begin the semester with 100 participation points and, remember, it is impossible to participate if you are not in class! Students who come to class each day prepared, who actually participate in class, I know who you are, and you are in fact a regular contributor to the class discussions, will be rewarded accordingly. Those who miss class often, or do not participate in discussions and activities, will lose participation points quickly. *My classes start on time; late comers will not be allowed in the classroom.

*Extra Credit Work* – There is NO Extra Credit in the Real Sport and Recreation World, thus there is no Extra Credit permitted in this course.

**Grading**

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Report</td>
<td>200</td>
</tr>
<tr>
<td>Group Report &amp; Presentation</td>
<td>400</td>
</tr>
<tr>
<td>Sport/Rec Promotion Critique</td>
<td>100</td>
</tr>
<tr>
<td>Exams (2 @ 100 points each)</td>
<td>200</td>
</tr>
<tr>
<td>Participation</td>
<td>100</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>1000</td>
</tr>
</tbody>
</table>
Grade Scale:  
900 + points = A  
800 - 899 = B  
700 - 799 = C  
600 - 699 = D  
0 - 599 = F

A grade of C or above must be maintained in all courses of your major field and for teacher certification.

ALL STUDENTS ENROLLED AT THE UNIVERSITY SHALL FOLLOW THE TENETS OF COMMON DECENCY AND ACCEPTABLE BEHAVIOR CONducIVE TO A POSITIVE LEARNING ENVIRONMENT. (SEE STUDENT'S GUIDE BOOK.)

STUDENTS REQUESTING ACCOMMODATIONS FOR DISABILITIES MUST GO THROUGH THE ACADEMIC SUPPORT COMMITTEE. FOR MORE INFORMATION, PLEASE CONTACT THE DIRECTOR OF DISABILITY RESOURCES AND SERVICES, GEE LIBRARY, ROOM 132, (903) 886-5835.
<table>
<thead>
<tr>
<th>DATE</th>
<th>CHAPTERS (Read &amp; Review)</th>
<th>AREA OF FOCUS</th>
<th>ASSIGNMENTS DUE (by 11.30pm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>01/15</td>
<td>1</td>
<td>CLASS ORIENTATION</td>
<td></td>
</tr>
<tr>
<td>01/17</td>
<td></td>
<td>Special Nature of Sport Marketing</td>
<td></td>
</tr>
<tr>
<td>01/22</td>
<td></td>
<td>Wheelchair Basketball Marketing</td>
<td></td>
</tr>
<tr>
<td>01/24</td>
<td></td>
<td>Planning No Class – Group Planning</td>
<td></td>
</tr>
<tr>
<td>01/29</td>
<td>2</td>
<td>Strategic Marketing Management (1)</td>
<td></td>
</tr>
<tr>
<td>01/31</td>
<td></td>
<td>Assignment Workshop</td>
<td></td>
</tr>
<tr>
<td>02/05</td>
<td>2</td>
<td>Strategic Marketing Management (2)</td>
<td></td>
</tr>
<tr>
<td>02/07</td>
<td></td>
<td>Wheelchair Basketball Marketing</td>
<td></td>
</tr>
<tr>
<td>02/12</td>
<td>3</td>
<td>Understanding the Sport Consumer</td>
<td></td>
</tr>
<tr>
<td>02/14</td>
<td></td>
<td>Assignment Work Day – No Class*</td>
<td></td>
</tr>
<tr>
<td>02/19</td>
<td>4</td>
<td>Wheelchair Basketball Marketing</td>
<td></td>
</tr>
<tr>
<td>02/21</td>
<td></td>
<td>Planning Market Research in the</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sport Industry</td>
<td></td>
</tr>
<tr>
<td>02/26</td>
<td>5</td>
<td>Market Segmentation</td>
<td></td>
</tr>
<tr>
<td>02/28</td>
<td></td>
<td>The Sport Product (1)</td>
<td></td>
</tr>
<tr>
<td>03/05</td>
<td></td>
<td>Wheelchair Basketball Marketing</td>
<td></td>
</tr>
<tr>
<td>03/07</td>
<td></td>
<td>Planning No Class – Group Planning</td>
<td></td>
</tr>
<tr>
<td>03/12</td>
<td></td>
<td>Exam #1</td>
<td></td>
</tr>
<tr>
<td>03/14</td>
<td></td>
<td>Assignment Work Day – No Class</td>
<td>Individual Report Due</td>
</tr>
<tr>
<td>03/19</td>
<td></td>
<td>Spring Break</td>
<td></td>
</tr>
<tr>
<td>03/26</td>
<td>6</td>
<td>The Sport Product (2)</td>
<td></td>
</tr>
<tr>
<td>03/28</td>
<td></td>
<td>Managing the Sport Brand</td>
<td></td>
</tr>
<tr>
<td>Date Range</td>
<td>Activities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>------------</td>
<td>------------</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| 04/02-04/04 | Wheelchair Basketball Tournament  
No Class – Reflection |
| 04/09-04/11 | 8  
9  
Sales & Service  
Sponsorship (1) |
| 04/16-04/18 | 9  
10  
Sponsorship (2)  
Promotion & Paid Media |
| 04/23-04/25 | 11  
12  
Public Relations  
Social Media in Sport |
| 04/30-05/02 | 13  
Core Products and Extensions  
Group Presentations  
**Group Report Due** |
| 05/07-05/09 | **Finals Week** |

*Please note that this schedule is tentative and is subject to change. Also, this is NOT all-inclusive (i.e., Homework/Participation). Other assignments might be given throughout the semester, so you MUST check the class announcements and e-mail frequently.

**Communication & Support**

The best way to reach me is via email ([Samantha.Roberts@tamuc.edu](mailto:Samantha.Roberts@tamuc.edu)) as I check it frequently. I will aim to reply with 24 hours to your MyLeo email address. Please be courteous and professional in all of your interactions with me and fellow students.

**LMS Student Technical Support**

Texas A&M University-Commerce provides students technical support in the use of the LMS. The student help desk may be reached by the following means 24 hours a day, seven days a week.

- **Chat Support:** Click on 'Live Support' on the tool bar within your course to chat with an LMS Representative.
- **Email:** helpdesk@online.tamuc.org to initiate a support request with LMS Technical Support Representative.
- **Help:** Click on the 'Help’ button on the toolbar for information regarding working with LMS (i.e. How to submit to Dropbox, How to post to Discussions etc...)

**Course & University Procedures/Policies**

**Class Participation**

Systematic and timely on-line participation is expected. University policy notes that excused absences include (i) participation in an authorized university activity, (ii) illness verified by a physician, (iii) death in the immediate family, and (iv) verifiable, official court appearance.
Respect Differing Views
As with all courses, this course deals with ideas. Please be respectful of individuals with ideas and beliefs that differ from your own. If you disagree with someone then ask them why they believe as they do, and then listen to the answer. People can have complex reasoning for what is seen as, on the surface, a simple idea. Only civil and even-tempered discussions will be permitted in class.

Academic Honesty
Plagiarism within an assignment will result in a failing grade for that assignment. I expect all assignments for this course to be original works produced specifically for this course. Work produced, whether in part or in whole, from assignments for other courses will not be accepted for credit.

Late Assignments
Late assignments will lose one letter grade (10%) per day late. The measurement of days ends at 11:30pm the following day of class. A new day begins at Midnight (12am) at continues to 11:30pm.

Examination Policy
Exams are timed but you may use notes.

Religious Holidays Policy
Reasonable accommodation will be given to students who require homework extensions because of religious holidays.

Dropping the Class
If you need to adjust your schedule by dropping this course, please follow university procedures to officially drop the class. If you fail to officially drop the class, a failing grade shall be assigned at the end of the course. Incompletes: Per university policy is granted only for circumstances beyond student’s control which prevented the student from attending classes during Finals Week or the preceding three weeks (Policy A 12.07, 1998). The extension cannot exceed one semester. Failure to fulfill plan requirements within the specified time will result in an F.

Course Communication
Course communication will occur through your MyLeo Account. You will need to regularly and systematically review your e-mail on a timely basis.

Writing Center
Students are encouraged to visit the A&M-Commerce Writing Center for writing assistance. Visit the website at:
http://web.tamuc.edu/academics/colleges/humanitiesSocialSciencesArts/departments/literatureLanguages/writingCenter/default.aspx

University Specific Procedures
Students with Disabilities
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:
Office of Student Disability Resources and Services
Texas A&M University-Commerce, Gee Library, Room 132
Phone (903) 886-5150 or (903) 886-5835; Fax (903) 468-8148
Student Conduct
All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See Code of Student Conduct from Student Guide Handbook).

Campus Concealed Carry
Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations. For a list of locations, please refer to ([http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf](http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf)) and/or consult your event organizer). Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.