



Sports & Entertainment Marketing (SPRTEM) Syllabus

Course Name

SPRTEM

Sports & Entertainment Marketing

Course Information

SPRTEM is a one-semester course.

Whether you are watching a famous athlete make an unbelievable play or witnessing a sensational singing performance, the world of sports and entertainment is never boring. Although it may seem impossible for you to be a part of this glittery world, it's not! The Sports and Entertainment Marketing field offers careers that combine entertainment with traditional marketing, but with a whole lot more glamour. Explore basic marketing principles while delving deeper into the multi-billion dollar sports and entertainment industry. Learn how professional athletes, sports teams, and famous entertainers are marketed as commodities and how the savvy people who handle these deals can become very successful. This course will show you exactly how things work behind the scenes of a major entertainment event and how you can be part of the act.

Course Delivery Method

Online

Contacting Your Instructor

You may contact your instructor through the Blackboard messaging system. Technical support is available 24/7 at www.k12.ttu.edu.

Course Objectives

After completing this course, you should be able to:

1. implement marketing principles for sports and entertainment marketing;
2. execute the common responsibilities and duties for managing and marketing large sports and entertainment events;

3. demonstrate an informed understanding of the sports and entertainment industries; and
4. analyze and evaluate endorsements and sponsorships.

SPRTEM addresses the required Texas Essential Knowledge and Skills (TEKS). These can be found at the [Texas Education Agency](http://www.teks.org) website.

Textbook and Materials

There is no required text or special materials to purchase for this course.

Technical Requirements

- Internet access – preferably high speed (for accessing Blackboard)
- Email
- Word processing software such as Microsoft Word
- Adobe Reader (download from [Adobe.com](http://adobe.com))
- Audio and video capabilities (for watching/listening to course content)
- PDF app (free options available)

Technical Skill Requirements

Be comfortable with the following:

- using a word processor
- Internet search engines and browsers
- creating PDFs (see **Requirements for Creating PDFs** in the Syllabus section of your course)

Course Organization

This course consists of ten units, a midterm exam, and a final exam. Each unit contains the following:

- Introduction and Instructions
- Learning Objectives and Curriculum Standards
- Learning Activities
- Assignments

Each unit includes several activities that present content knowledge. Each unit also includes multiple graded assignments to ensure that you learn the content that has been presented in the activities. Some of the assignments are automatically-graded quizzes, and some are written assignments or activities that your instructor will grade. Be sure you read all instructions carefully and ask your instructor for help if something is not clear.

Course Outline

Please note that some assignments will be hidden from you when you start the course. As you move through the units and complete assignments, more will unlock for you.

Unit	Topic	Approximate Time for Completion
Unit 1	Basic Principles of Marketing	One week
Unit 2	Introduction to Sports & Entertainment Marketing	One week
Unit 3	Principles of Effective Sports & Entertainment Marketing in the 21st Century	One week
Unit 4	Diversity and Demographics	Two weeks
Unit 5	Event Marketing	Two weeks
Midterm	Units 1-5	
Unit 6	Product Marketing	Two weeks
Unit 7	Sponsorships and Endorsements	Two weeks
Unit 8	Finances	Two weeks
Unit 9	Careers in Sports & Entertainment Marketing	Two weeks
Unit 10	Societal and Cultural Influences	Two weeks
Final Exam	Units 6-10	

Assignment Schedule

Each of the following must be completed to complete the course. Items with an asterisk (*) indicate that these are summative assessments for the course.

Unit	Weeks	Assignments
1	1	Checkpoint 1 (Non-graded) Unit 1 Text Questions Unit 1 Lab Questions Unit 1 Quiz Unit 1 Discussion 1 Unit 1 Discussion 2

Unit	Weeks	Assignments
2	2	Unit 2 Text Questions Unit 2 Lab Questions Unit 2 Quiz Unit 2 Discussion 1 Unit 2 Discussion 2
3	3	Unit 3 Text Questions Unit 3 Lab Questions Unit 3 Quiz Unit 3 Discussion 1 Unit 3 Discussion 2 Checkpoint 2 (Non-graded)
4	4-5	Unit 4 Text Questions Unit 4 Lab Questions Unit 4 Quiz Unit 4 Discussion 1 Unit 4 Discussion 2
5	6-7	Unit 5 Text Questions Unit 5 Lab Questions Unit 5 Quiz Unit 5 Discussion 1 Unit 5 Discussion 2
Midterm		Midterm Discussion *Midterm Exam
6	8-9	Unit 6 Text Questions Unit 6 Lab Questions Unit 6 Quiz Unit 6 Discussion 1 Unit 6 Discussion 2
7	10-11	Unit 7 Text Questions Unit 7 Lab Questions Unit 7 Quiz Unit 7 Discussion 1 Unit 7 Discussion 2
8	12-13	Unit 8 Text Questions Unit 8 Lab Questions Unit 8 Quiz Unit 8 Discussion 1 Unit 8 Discussion 2

Unit	Weeks	Assignments
9	14-15	Unit 9 Text Questions Unit 9 Lab Questions Unit 9 Quiz Unit 9 Discussion 1 Unit 9 Discussion 2
10	16-17	Unit 10 Text Questions Unit 10 Lab Questions Unit 10 Quiz Unit 10 Discussion 1 Unit 10 Discussion 2 Checkpoint 3 (Non-graded)
		Final Exam Discussion Final Exam

Course Credit

The course grade will be calculated as follows:

- 50% coursework average;
- 50% summative assessment average, including the final exam;
- A passing course grade is 70 or higher.

Students must attempt all assignments in the course. The final exam will not be available until all assignments have been accepted and graded by the teacher.

Students who score below 70% on the final exam will be eligible for one re-exam opportunity.

Coursework

The graded assignments within each unit are formative in nature. This means that they are designed to assist you in applying and demonstrating the unit concepts, as well as identifying areas in which you need additional review. You may use all the unit's learning activities to assist you as you complete the graded assignments.

Summative Assessments

Summative assessments are those that allow you to demonstrate mastery of the course objectives. For summative assessments, you will NOT be allowed to use the learning materials. These are opportunities for you to show what you have learned by that point in the course. Summative assessments may be proctored using the online proctoring system Proctorio. Information about Proctorio is provided in **Remote Proctoring** in the

Syllabus section of your course. The summative assessments for this course are as follows:

- Summative Assessments **(25% of Course Grade)**
 - Midterm Exam
- Summative Final Exam **(25% of Course Grade)**

Course Completion

- Students may not complete the course in less than 30 days.
- All courses expire six months after the enrollment date.

Academic Integrity

It is the aim of the faculty of Texas Tech University to foster a spirit of complete honesty and high standard of integrity. The attempt of students to present as their own any work not honestly performed is regarded by the faculty and administration as a most serious offense and renders the offenders liable to serious consequences, possibly suspension.

“Scholastic dishonesty” includes, but is not limited to, cheating, plagiarism, collusion, falsifying academic records, misrepresenting facts, and any act designed to give unfair academic advantage to the student (such as, but not limited to, submission of essentially the same written assignment for two courses without the prior permission of the instructor) or the attempt to commit such an act.

Student Expectations

You will be expected to log into the Blackboard course regularly to be aware of possible announcements/reminders and to pace your progress in the course.

Students are expected to maintain an online environment conducive to learning, which includes “netiquette” (Internet etiquette). Please review the basic rules for [Online Discussion Netiquette](#). Ensure that your email messages, discussion board postings, and other electronic communications are thoughtful and respectful. Diverse opinions are welcome in this course, and you are expected to demonstrate an open mind and courtesy when responding to the thoughts and ideas of others.

The following are prohibited:

- making offensive remarks in email or the discussion board;
- using inappropriate language or discussing inappropriate topics online;
- spamming;
- hacking;
- using TTU or Blackboard email or discussion boards for commercial purposes;
- using all caps (considered shouting in online communications); and
- cyber-bullying or online harassment of any type.

Inappropriate behavior shall result in consequences ranging from a request to correct the problem, to removal from the course or even the university, depending on the severity of the behavior. Disciplinary actions will be taken according to the TTU K-12 Student Handbook.

Communication

- You can expect a reply from your instructor within 2 business days.
- Use the Blackboard Course Messages tool for sending messages to your instructor.

Submitting Assignments

You will submit all assignments through the Blackboard Assignment Tool, rather than by mail or email.

Technical Difficulties

Getting Help

For student assistance with Blackboard, visit [TTU K-12 Support](#).

Computer Problems

A working computer is necessary for online coursework. Computer problems will not be accepted as a valid reason for failure to complete course activities within the allotted time frame. Identify a second computer, before the course begins, that you can use if you experience computer problems.

Server Problems

When the Blackboard server needs to be taken down for maintenance, the Blackboard administrator will post an announcement in your course informing you of the time and date. If the server experiences unforeseen problems, your course instructor will notify you.

Lost or Corrupted Files

You must keep/save a copy of every project/assignment on an external disk or personal computer. In the event of any kind of technology failure (e.g., Blackboard server crash or virus infection, students' own computer problems, loss of files in cyberspace, etc.) or any disputes, the instructor may request or require you to resubmit the files. In some instances, the instructor may need to open another attempt within Blackboard, so communication with your instructor is critical in these circumstances.