Instructor: Dr. Newell
Email: emily.newell@maine.edu
Office: Luther Bonney 416
Office Hours: Thursday (in office) 11:00 AM -12:00 PM
or by appointment
Phone: 207-780-4328

Course Materials & Books: We will use all materials listed as required for this course. However, I am ok if you share books, buy a used copy, or buy one without an online access code. We will not need access to any of the online supplemental materials for this course.

Required: Dees, W., et al. (2020). Sport Marketing (5th Ed.) Human Kinetics: Champaign, IL. **NOTE: you do not need an access code, so save the money if you can!**

Course Format:
This course is operating as a flipped class. This means your lectures will be posted online, and we will spend the online, live class time focused on application of material and current trends in sport marketing. Each week will be roughly structured as:
- 1-2 online lectures with accompanying 5-question quizzes (lecture and quiz posts on Sunday, and you have 1 week to complete them)
- Time dedicated to questions surrounding that week’s chapters
- Work on small projects related to reading that contribute to the portfolio for the final project.

Technology Requirements: Because this class has a substantial online component, it is imperative that students have consistent access to a computer and internet.

Course Description:
Basic marketing concepts are applied to sport organizations, both amateur and professional. Topics include promotions and public relations, sport consumer behavior, strategic marketing planning, marketing information management, marketing communications, and sponsorship. Prerequisites: BUS 260 (C- or higher).
Learning Outcomes:
At the end of this course, students in this course will be able to…
1. Define marketing, and explain its uniqueness in the context of sport.
2. Know the terminologies, concepts, and theories associated with sport marketing.
3. Analyze the effectiveness of marketing plans and campaigns.
4. Design a marketing plan for a sports franchise.
5. Connect principles and concepts learned to real-world examples.

Course Schedule and Assignments:
Rubrics for assignments will also be provided in advance of projects. I expect you to put effort into your work for the class and truthful in your presentation of your work, that is, no plagiarism, cheating, or the like.

A draft schedule is posted at the end of the syllabus and is subject to change. All changes will be posted in the newsfeed of Brightspace by Dr. Newell. Please see me if you have questions about academic misconduct. Please note that all assignments are due on time. Assignments will not be accepted late. Your assignment is late if it is not turned in by the time posted on Brightspace.

Assessment:
Final Exam 10%
Marketing Plan 20%
Marketing Presentation 10%
Short Writes 10%
Movie Worksheet 10%
White Paper 10%
Mini Assignments 20%
Attendance 5%
Quizzes 5%
Total 100%

Final Exam. A final exam will be given at the end of the semester, consisting of multiple choice/true false questions. Questions will be developed from both the reading and the online lectures. The exam will be online, and available for a period of time during finals week, as outlined in the detailed course calendar. Exceptions and extensions will not be granted without prior approval from the instructor. Although the exam is open for multiple days, and online, once students begin, the timed exam must be completed in one sitting.

Group Project. Over the course of the semester, the class will be split into groups in order to complete the ongoing Fantasy Basketball marketing project. Teams will develop their own team to compete in the NBA with the assumption that ALL current league conditions exist. This means, all franchises exist in their current cities competing in their current venues. You should develop your team as though you are being granted an expansion franchise. Your group will draft players, create a team
name, logo, slogans, ticket plans, pricing, etc. A list of all available cities will be presented to the class, and teams will draw numbers to decide what city they would like to compete in. Numbers will also be drawn to select draft order. The draft will occur at a selected time during the second week of classes. There will be many times where we finish lecture before the end of the class period, and groups are encouraged to use this time to work on their projects together. Students have the option to set their draft picks for auto select. The following components make up the project:

**Marketing Plan** Each group will develop a marketing plan, which will be presented in the form of a digital marketing plans book and submitted to Dr. Newell in PDF format at the end of the semester. The marketing plan book will include edited and expanded versions of the mini assignments, which follow the chapter. The plan should be thorough, written in complete sentences, with bullet points only where applicable, using professional language and proper grammar. The design of the book is up to the group, but can include photos (properly cited), charts, and diagrams if needed. A more detailed explanation of the project and rubric will be given to students during the semester.

**Presentation** Students will also be charged with giving an executive summary of their plan that does not exceed 10 minutes. Presentations will be given during the last two class periods. We will schedule times closer to the end of the semester.

**Short Writes.** Over the course of the semester, there will be 4 advertisements (individual or a campaign of advertisements), current issues, or other marketing related materials presented from a sport company, team, or brand. Students will then critically analyze the advertising/marketing campaign using principles learned in the course. Each short write will be roughly 500 words. Guided questions are provided. Students must complete 3 of 4 short writes throughout the semester. No extra credit will be given for completing all 4, and only the first 3 assignments submitted will be graded.

**Movie Worksheet.** As a class, we will watch the ESPN 30 for 30 documentary *Requiem for the Big East*. Stay tuned for details, but this film should be available to stream through the library website if you don’t have access to ESPN+. Throughout the film, students will fill out a film guide that contains questions about how the film relates to different marketing concepts. Students are expected to turn in a thoughtfully completed guide following the completion of the film.

**Mini Assignments.** Most weeks, mini assignments will be given to students to work on in their project team. These mini assignments are meant to spark creativity, keep teams on track in developing their promotion, and connect what they are reading/listening to on the online lectures to the project and real world. Assignment credit is only given to those present that day. Students will submit the assignment and receive feedback that will be posted to the team drive. This will allow students to slowly build their final portfolio and incorporate instructor suggestions to deliver the best product possible.
Marketing White Paper. Students will select one of the articles provided by the instructor to write a critical analysis of a current marketing issue. Students will read the article, and seek out additional sources (can be from popular press or academic journals) to write a white paper aimed at practitioners who work in sport marketing. A more detailed assignment sheet and rubric will be provided.

Attendance. Attendance will be taken each day we meet in-person. There is one point given per class period, and the final score is divided by the total number of class meetings minus 2. Students will perfect attendance will receive extra credit.

Quizzes. To ensure that students are on-track with readings each week, quizzes for that week’s readings will be given due Sunday nights. Each quiz is worth 5 points, and the lowest two quiz grades will be dropped. Each quiz covers just one chapter. If two chapters are assigned that week, students will be assigned two quizzes. See the detailed course calendar for due dates.

Grading Criteria:
An A represents outstanding performance. **Effort alone does not guarantee above average grades, nor does meeting the minimum standards expected of an assignment.**

Grades for each assignment are based on the level of detail, the soundness and justification of your ideas, and the quality of your work. If you are writing “challenged,” use the Learning Commons at the library. Rubrics will be provided for most assignments.

Course Evaluations:
At the end of each semester every student has the opportunity to provide constructive feedback on the course. It is important to me that you take the time to let me know your thoughts about the course. I use your feedback to make improvements in the course materials, assignments, and outcomes.

COURSE POLICIES
ATTENDANCE POLICY
Students are expected to be in class during each meeting and on time. We meet on Mondays and Wednesdays only, and therefore have several days already that are scheduled off due to holidays and breaks. Therefore, you are given two “free” passes where missing class without an approved absence will not impact your grade. After that, additional missed classes will result in a lower attendance grade. Students are also expected to be on time. Each TWO times a student is late beyond 5 minutes will result in an absence.

CLASS CANCELLATION
I will notify students of any cancelled class that may be necessary. If the university cancels class, please see the policy below. If class needs to be cancelled due to
inclement weather or other circumstances, an online assignment may be given, including a short write or students watching an abbreviated lecture video online.

ATTENDANCE POLICY: Inclement Weather
From time to time USM will close the University due to inclement weather. When the cancellation is for an entire day, the class content will be made up at another time or through additional, outside of class, assignments.

When the school opens late or closes early, and the time selected is during the middle of class, we will still hold the class unless you are otherwise notified by me. Two examples:

- If class starts at 1pm, but the University is closing at 1:30pm, we will still have class unless you hear from me.
- If class starts at 1pm, but the University is opening at 1:30pm, we will still have class unless you hear from me.

TECHNOLOGY IN THE CLASSROOM
There are times in the course when we may be using technology for the purpose of learning, however, I ask that students refrain from using technology whenever possible.

ACADEMIC INTEGRITY / PLAGIARISM
Everyone associated with the University of Southern Maine is expected to adhere to the principles of academic integrity central to the academic function of the University. Any breach of academic integrity represents a serious offense. Each student has a responsibility to know the standards of conduct and expectations of academic integrity that apply to academic tasks. Violations of academic integrity include any actions that attempt to promote or enhance the academic standing of any student by dishonest means. Cheating on an examination, stealing the words or ideas of another (i.e., plagiarism), making statements known to be false or misleading, falsifying the results of one’s research, improperly using library materials or computer files, or altering or forging academic records are examples of violations of this policy which are contrary to the academic purposes for which the University exists. Acts that violate academic integrity disrupt the educational process and are not acceptable.

Evidence of a violation of the academic integrity policy will normally result in disciplinary action. A copy of the complete policy may be obtained from the office of Community Standards and Mediation, online at usm.maine.edu/communitystandards/academic-integrity or by calling and requesting a copy at (207) 780-5242.

FINAL EXAMINATIONS/FINAL PROJECT
In lieu of a final exam, students will present their group projects during the final exam period listed in the detailed course calendar.

UNIVERSITY POLICIES AND RESOURCES
DISABILITY ACCOMMODATIONS
The university is committed to providing students with documented disabilities equal access to all university programs and services. If you think you have a disability and would like to request accommodations, you must register with the Disability Services Center. Timely notification is essential. The Disability Services Center can be reached by calling 207-780 4706 or by email dscusm@maine.edu. If you have already received a faculty accommodation letter from the Disability Services Center, please provide me with that information as soon as possible. Please make a private appointment so that we can review your accommodations.

TUTORING AND WRITING ASSISTANCE
Tutoring at USM is for all students, not just those who are struggling. Tutoring provides active feedback and practice, and is available for writing, math, and many more subjects. Walk-in tutoring is available at the Glickman Library in Portland, the Gorham Library, and the LAC Writing Center. For best service, we recommend making an appointment at https://usm.maine.edu/learningcommons/schedule-tutoring-appointment. Questions about tutoring should be directed to Naamah Jarnot at 207-780-4554. Interested in becoming a more effective, efficient learner? Check out https://usm.maine.edu/agile!

COUNSELING
Counseling is available at USM. The best way to schedule an appointment is to email usm.health@maine.edu. More information is available at https://usm.maine.edu/uhcs.

NONDISCRIMINATION POLICY
The University of Southern Maine is an EEO/AA employer, and does not discriminate on the grounds of race, color, religion, sex, sexual orientation, transgender status, gender expression, national origin, citizenship status, age, disability, genetic information or veteran’s status in employment, education, and all other programs and activities. The following person has been designated to handle inquiries regarding non-discrimination policies: Sarah E. Harebo, Director of Equal Opportunity, 101 North Stevens Hall, University of Maine, Orono, ME 04469-5754, 207.581.1226, TTY 711 (Maine Relay System).

STATEMENT ON RELIGIOUS OBSERVANCE FOR USM STUDENTS
Absence for Religious Holy Days: The University of Southern Maine respects the religious beliefs of all members of the community, affirms their rights to observe significant religious holy days, and will make reasonable accommodations, upon request, for such observances. If a student’s religious observance is in conflict with the academic experience, they should inform their instructor(s) of the class or other school functions that will be affected. It is the student’s responsibility to make the necessary arrangements mutually agreed upon with the instructor(s).
TITLE IX STATEMENT
The University of Southern Maine is committed to making our campuses safer places for students. Because of this commitment, and our federal obligations, faculty and other employees are considered mandated reporters when it comes to experiences of interpersonal violence (sexual assault, sexual harassment, dating or domestic violence, and stalking). Disclosures of interpersonal violence must be passed along to the University’s Deputy Title IX Coordinator who can help provide support and academic remedies for students who have been impacted. More information can be found online at http://usm.maine.edu/campus-safety-project or by contacting Sarah E. Holmes at sarah.e.holmes1@maine.edu or 207-780-5767.

If students want to speak with someone confidentially, the following resources are available on and off campus: University Counseling Services (207-780-4050); 24 Hour Sexual Assault Hotline (1-800-871-7741); 24 Hour Domestic Violence Hotline (1-866-834-4357).

COVID CLASSROOM RULES
UMS-approved face coverings must be worn in classrooms at all times.
- An approved face covering is one that fully covers the mouth, nose, and chin.
- Gaiters, ski masks, face shields, and bandanas are not UMS-approved face coverings.

Face coverings are available on campus, free of charge, at the following locations:
- Welcome tables in classroom buildings (Portland, Gorham, LAC)
- Woodbury Campus Center (Portland)
- Brooks Student Center (Gorham)
- Bailey Hall information desk (Gorham)
- Sullivan Gym and Costello (Portland and Gorham)
- Dean of Students’ Office, 118 Upton (Gorham)

Faculty members may not grant a face covering exception.
- The Disability Services Center (dsc-usm@maine.edu) is the office designated to receive student requests for face covering exceptions.
- Faculty members may not ask students to remove their face coverings for any reason.

Removing a face covering to eat or drink in class is not permissible.
- In longer classes, faculty members may choose to offer students a break for eating and drinking (outside, in a tent, or in another approved area).

Students who do not have a face covering or who refuse to wear a face covering will be asked to leave class.
- Disciplinary procedures are in place for those who knowingly and intentionally violate UMS face covering rules.
- Faculty members have the right to dismiss class if a student refuses to wear a face covering.

Students, please remind your neighbor to wear their face covering!
Socially distanced classroom occupancy numbers must be followed.
**Course Schedule:**
*This is a draft course schedule, and content and due dates are subject to change.*

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<thead>
<tr>
<th>Week</th>
<th>Reading/Quiz</th>
<th>Assignments</th>
<th>Monday</th>
<th>Wednesday</th>
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</thead>
</table>
| **Week 1**  
   Jan. 17, 19  
   (Sunday, Jan. 23) | No Class – MLK Day | Introductions  
   Course Expectations  
   Project Brief  
   Project Survey |        | |
| **Week 2**  
   Jan. 24, 26  
   (Sunday, Jan. 30) | Chapter 1  
   *The Special Nature of Sport Marketing*  
   Chapter 2  
   *Strategic Marketing Management* | Tuesday, 11:59 PM:  
   Send Dr. Newell who will be drafting for your team.  
   First Fifteen: Chapter Questions; Project Teams  
   MA 1: Mind Mapping – Top 3 Cities | No Class – Online Draft | |
| **Week 3**  
   Jan. 31, Feb. 2  
   (Sunday, Feb. 6) | Chapter 3  
   *Understanding the Sport Consumer* | Short Write 1 due by 11:59 PM on Monday  
   First Fifteen: Chapter Questions  
   MA 2: City Analysis | Short Write 1 offline, **NO CLASS** | |
| **Week 4**  
   Feb. 7, 9  
   (Sunday, Feb. 13) | Chapter 4  
   *Market Research and Analytics in the Sport Industry* | First Fifteen: Chapter Questions  
   MA 3: Consumer analysis | Group work day | |
| **Week 5**  
   Feb. 14, 16  
   (Sunday, Feb. 20) | Chapter 5  
   *Market Segmentation and Target Marketing* | Short Write 2 due by 11:59 PM on Wednesday  
   Short Write 2 offline, **NO CLASS** | First Fifteen: Chapter Questions  
   MA 4: Survey development | |
| Week 6  | Feb. 21, 23 (Sunday, Feb. 27) | Chapter 6  
*The Sport Product* | No Class – President’s Day | First Fifteen: Chapter Questions  
MA 5: Defining your core product |
|---|---|---|---|---|
| Week 7  | Feb. 28, March 1 (Sunday, March 6) | Chapter 7  
*Managing Sport Brands* | MA 6: Product differentiation | White Paper Due by 11:59 PM – *No Class* |
| Week 8  | March 7, 9 (Sunday, March 13) | Chapter 8  
*Promotion and Paid Media*  
Chapter 9  
*Public Relations* | Requiem for the Big East | Requiem for the Big East |
| Week 9  | March 14, 16 (Sunday, March 20) |  | *No Class – Spring Break* | *No Class – Spring Break* |
| Week 10 | March 21, 23 (Sunday, March 27) | Chapter 10  
*Sponsorship, Corporate Partners, and the Role of Activation* | *Monday, 11:59 PM:* Movie worksheet due | First Fifteen: Chapter Questions  
MA 7: Paid media |
| Week 11 | March 28, 30 (Sunday, April 3) | Chapter 11  
*Social Media in Sports* | Group work day | First Fifteen: Chapter Questions  
MA 8: Press release |
| Week 12 | April 4, 6 (Sunday, April 10) | Chapter 12  
*Sales and Service* | First Fifteen: Chapter Questions  
MA 9: Sponsorship plan | First Fifteen: Chapter Questions  
MA 10: Social media plan |
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<tr>
<th>Week 13</th>
<th>Chapter 13</th>
<th>Short Write 4 offline, NO CLASS</th>
<th>Group work day</th>
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<tbody>
<tr>
<td>April 11, 13 (Sunday, April 17)</td>
<td><em>Delivering and Distributing Core Products and Extensions</em></td>
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<tr>
<th>Week 14</th>
<th>Chapter 14</th>
<th>First Fifteen: Chapter Questions</th>
<th>First Fifteen: Chapter Questions</th>
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<tbody>
<tr>
<td>April 18, 20 (Sunday, April 24)</td>
<td><em>Legal Aspects of Sport Marketing</em></td>
<td>MA 11: Ticket Plan</td>
<td>MA 12: SMART goals</td>
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<tr>
<th>Week 15</th>
<th>Chapter 15</th>
<th>Sunday, 11:59 PM: Marketing portfolio</th>
<th>Final group work day</th>
<th>Presentations</th>
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<tr>
<td>April 25, 27 (Sunday, May 1)</td>
<td><em>The Shape of Things to Come</em></td>
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**Final**

The final exam will be online, and taken on Brightspace. It will be available on Sunday, May, at midnight (12:00 AM) and available until Friday, May 6 at 11:59 PM.