

COURSE CHANGE FORM

Complete 1a – 1f & 2a – 2c. Fill out the remainder of the form as applicable for items being changed.

1. General Information.						
a. Submitted by the College of: <u>Education</u>		Today's Date: <u>11/08/2010</u>				
b. Department/Division: <u>Kinesiology</u>						
c. Is there a change in "ownership" of the course?					YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>
If YES, what college/department will offer the course instead? _____						
d. What type of change is being proposed? <input checked="" type="checkbox"/> Major <input type="checkbox"/> Minor ¹ (place cursor here for minor change definition)						
e. Contact Person Name: <u>Eddie Comeaux</u>		Email: <u>edcomeaux@uky.edu</u>		Phone: <u>859-257-2706</u>		
f. Requested Effective Date: <input type="checkbox"/> Semester Following Approval OR <input checked="" type="checkbox"/> Specific Term ² : <u>summer</u>						
2. Designation and Description of Proposed Course.						
a. Current Prefix and Number: <u>KHP 680</u>		Proposed Prefix & Number: <u>KHP 680</u>				
b. Full Title: <u>Sport and Fitness Marketing</u>		Proposed Title: <u>Sport and Fitness Marketing</u>				
c. Current Transcript Title (if full title is more than 40 characters): _____						
c. Proposed Transcript Title (if full title is more than 40 characters): _____						
d. Current Cross-listing: <input checked="" type="checkbox"/> N/A OR Currently ³ Cross-listed with (Prefix & Number): _____						
Proposed – <input type="checkbox"/> ADD ³ Cross-listing (Prefix & Number): _____						
Proposed – <input type="checkbox"/> REMOVE ^{3,4} Cross-listing (Prefix & Number): _____						
e. Courses must be described by at least one of the meeting patterns below. Include number of actual contact hours ⁵ for each meeting pattern type.						
Current:	<u>3</u> Lecture	_____ Laboratory ⁵	_____ Recitation	_____ Discussion	_____ Indep. Study	
	_____ Clinical	_____ Colloquium	_____ Practicum	_____ Research	_____ Residency	
	_____ Seminar	_____ Studio	_____ Other – Please explain: _____			
Proposed:	<u>3</u> Lecture	_____ Laboratory	_____ Recitation	_____ Discussion	_____ Indep. Study	
	_____ Clinical	_____ Colloquium	_____ Practicum	_____ Research	_____ Residency	
	_____ Seminar	_____ Studio	_____ Other – Please explain: _____			
f. Current Grading System: <input checked="" type="checkbox"/> Letter (A, B, C, etc.) <input type="checkbox"/> Pass/Fail						
Proposed Grading System: <input checked="" type="checkbox"/> Letter (A, B, C, etc.) <input type="checkbox"/> Pass/Fail						
g. Current number of credit hours: <u>3</u> Proposed number of credit hours: <u>3</u>						

Comment [OSC1]: Excerpt from SR 3.3.0.G.2 Definition. A request may be considered a minor change if it meets one of the following criteria:
a. change in number within the same hundred series*;
b. editorial change in the course title or description which does not imply change in content or emphasis;
c. a change in prerequisite(s) which does not imply change in content or emphasis, or which is made necessary by the elimination or significant alteration of the prerequisite(s);
d. a cross-listing of a course under conditions set forth in SR 3.3.0.E;
e. correction of typographical errors.

*...for the specific purposes of the minor exception rule, the 600-799 courses are the same "hundred series," as long as the other minor change requirements are complied with. [RC 1/15/09]

¹ See comment description regarding minor course change. Minor changes are sent directly from dean's office to Senate Council Chair. If Chair deems the change as "not minor," the form will be sent to appropriate academic Council for normal processing and contact person is informed.

² Courses are typically made effective for the semester following approval. No course will be made effective until all approvals are received.

³ Signature of the chair of the cross-listing department is required on the Signature Routing Log.

⁴ Removing a cross-listing does not drop the other course – it merely unlinks the two courses.

⁵ Generally, undergrad courses are developed such that one semester hr of credit represents 1 hr of classroom meeting per wk for a semester, exclusive of any lab meeting. Lab meeting generally represents at least two hrs per wk for a semester for 1 credit hour. (See SR 5.2.1.)

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h. Currently, is this course repeatable for additional credit?	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>	
<i>Proposed to be repeatable for additional credit?</i>	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>	
<i>If YES: Maximum number of credit hours:</i>	_____		
<i>If YES: Will this course allow multiple registrations during the same semester?</i>	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>	
i. Current Course Description for Bulletin:	<u>This course will examine the marketing process and the marketing plan related to sport and fitness.</u>		
<i>Proposed Course Description for Bulletin:</i>	<u>This course will examine the marketing process and the marketing plan related to sport and fitness.</u>		
j. Current Prerequisites, if any:	n/a		
<i>Proposed Prerequisites, if any:</i>	_____		
k. Current Distance Learning(DL) Status:	<input type="checkbox"/> N/A	<input type="checkbox"/> Already approved for DL*	<input checked="" type="checkbox"/> Please Add ⁶ <input type="checkbox"/> Please Drop
*If already approved for DL, the Distance Learning Form must also be submitted <u>unless</u> the department affirms (by checking this box <input type="checkbox"/>) that the proposed changes do not affect DL delivery.			
l. Current Supplementary Teaching Component, if any:	<input type="checkbox"/> Community-Based Experience	<input type="checkbox"/> Service Learning	<input type="checkbox"/> Both
<i>Proposed Supplementary Teaching Component:</i>	<input type="checkbox"/> Community-Based Experience	<input type="checkbox"/> Service Learning	<input type="checkbox"/> Both
3. Currently, is this course taught off campus?	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>	
<i>Proposed to be taught off campus?</i>	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>	
4. Are significant changes in content/teaching objectives of the course being proposed?	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>	
If YES, explain and offer brief rationale: _____			
5. Course Relationship to Program(s).			
a. Are there other depts and/or pgms that could be affected by the proposed change?	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>	
If YES, identify the depts. and/or pgms: _____			
b. Will modifying this course result in a new requirement⁷ for ANY program?	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>	
If YES ⁷ , list the program(s) here: _____			
6. Information to be Placed on Syllabus.			
a.	<input type="checkbox"/> Check box if <u>changed to</u> 400G or 500.	If <u>changed to</u> 400G- or 500-level course you must send in a syllabus and <i>you must include the differentiation</i> between undergraduate and graduate students by: (i) requiring additional assignments by the graduate students; and/or (ii) establishing different grading criteria in the course for graduate students. (See SR 3.1.4.)	

⁶ You must *also* submit the Distance Learning Form in order for the course to be considered for DL delivery.

⁷ In order to change a program, a program change form must also be submitted.

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Signature Routing Log

General Information:

Course Prefix and Number: KHP 680

Proposal Contact Person Name: Eddie Comeaux Phone: 859-257-2706 Email: edcomeaux@uky.edu

INSTRUCTIONS:

Identify the groups or individuals reviewing the proposal; note the date of approval; offer a contact person for each entry; and obtain signature of person authorized to report approval.

Internal College Approvals and Course Cross-listing Approvals:

Reviewing Group	Date Approved	Contact Person (name/phone/email)	Signature
KHP Department	11/30/10	Melody Noland 7-5826 melody.noland@uky.edu	Melody Noland
C+C Comm	3/28/11	Deag Smith 1821 / desmith@uky.edu	Deag Smith
College of Ed	4/19/11	Robert Shapiro 7-9785 rshapiro@uky.edu	Robert Shapiro
		/ /	
		/ /	

External-to-College Approvals:

Council	Date Approved	Signature	Approval of Revision ⁸
Undergraduate Council			
Graduate Council		Dr. Brian A. Jackson	
Health Care Colleges Council			
Senate Council Approval		University Senate Approval	

Comments:

⁸ Councils use this space to indicate approval of revisions made subsequent to that council's approval, if deemed necessary by the revising council.

Distance Learning Form

This form must accompany every submission of a new/change course form that requests distance learning delivery. This form may be required when changing a course already approved for DL delivery. **All fields are required!**

Introduction/Definition: For the purposes of the Commission on Colleges Southern Association of Colleges and Schools accreditation review, *distance learning* is defined as a formal educational process in which the majority of the instruction (interaction between students and instructors and among students) in a course occurs when students and instructors are not in the same place. Instruction may be synchronous or asynchronous. A distance learning (DL) course may employ correspondence study, or audio, video, or computer technologies.

A number of specific requirements are listed for DL courses. **The department proposing the change in delivery method is responsible for ensuring that the requirements below are satisfied at the individual course level.** It is the responsibility of the instructor to have read and understood the university-level assurances regarding an equivalent experience for students utilizing DL (available at <http://www.uky.edu/USC/New/forms.htm>).

Course Number and Prefix: KHP 680	Date: 11/07/2010
Instructor Name: Dr. Eddie Comeaux	Instructor Email: edcomeaux@uky.edu
Check the method below that best reflects how the majority of course of the course content will be delivered.	
Internet/Web-based <input checked="" type="checkbox"/>	Interactive Video <input type="checkbox"/>
	Hybrid <input type="checkbox"/>

Curriculum and Instruction	
1.	<p>How does this course provide for timely and appropriate interaction between students and faculty and among students? Does the course syllabus conform to University Senate Syllabus Guidelines, specifically the Distance Learning Considerations?</p> <p>DL students will actively engage in the online classroom through weekly discussion boards and other technologies such as PPT, chat, and wikis. Likewise, students will be required to use downloadable lecture notes and PPT slides to complete purposeful activities. The course syllabus conforms to Distance Learning Considerations.</p>
2.	<p>How do you ensure that the experience for a DL student is comparable to that of a classroom-based student's experience? Aspects to explore: textbooks, course goals, assessment of student learning outcomes, etc.</p> <p>Assigned textbook, expected outcomes, and specific competencies are the same as a classroom-based experience. The only difference is that DL students will engage in discussions and other purposeful activities online rather than a traditional classroom setting.</p>
3.	<p>How is the integrity of student work ensured? Please speak to aspects such as password-protected course portals, proctors for exams at interactive video sites; academic offense policy; etc.</p> <p>Class guidelines will be posted in the online classroom to establish and foster a spirit of honesty and integrity during the learning process. Class guidelines will be made explicit. Students enrolled in the course may only access the course through password-protected portals. Finally the final exam will be administered online via Blackboard with an allotted time frame for completion.</p>
4.	<p>Will offering this course via DL result in at least 25% or at least 50%* (based on total credit hours required for completion) of a degree program being offered via any form of DL, as defined above?</p> <p>No</p> <p>If yes, which percentage, and which program(s)?</p> <p>N/A</p>

Abbreviations: TASC = Teaching and Academic Support Center DL = distance learning DLP = Distance Learning Programs


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	<p>*As a general rule, if approval of a course for DL delivery results in 50% or more of a program being delivered through DL, the effective date of the course's DL delivery will be six months from the date of approval.</p>
5.	<p>How are students taking the course via DL assured of equivalent access to student services, similar to that of a student taking the class in a traditional classroom setting?</p> <p>DL students will be made aware of services by the instructor during the 1st week of class. Likewise, students will be able to contact the instructor via phone or e-mail throughout the session, if necessary, regarding any questions/concerns about services offered. The instructor will ensure that all DL students have access to similar opportunities and services to students in a traditional classroom settings.</p>
<i>Library and Learning Resources</i>	
6.	<p>How do course requirements ensure that students make appropriate use of learning resources?</p> <p>All learning activities reflect specific competencies related to sport marketing and fitness. Through daily assignments and purposeful activities, the instructor can ensure that DL students are reading the assigned materials and making appropriate use of learning resources. All assignment, activities, as well as the final exam will allow DL students to demonstrate their mastery of course concepts.</p>
7.	<p>Please explain specifically how access is provided to laboratories, facilities, and equipment appropriate to the course or program.</p> <p>The course syllabus will provide details to students about access to labs, facilities, and equipment appropriate to the course. Since the course is offered online using Blackboard, the DL students will need access to a computer. DL students will be informed about computer access throughout campus. In addition, DL students will have access to Technology Customer Service Center and TASC.</p>
<i>Student Services</i>	
8.	<p>How are students informed of procedures for resolving technical complaints? Does the syllabus list the entities available to offer technical help with the delivery and/or receipt of the course, such as the Teaching and Academic Support Center (http://www.uky.edu/TASC/index.php) and the Information Technology Customer Service Center (http://www.uky.edu/UKIT/)?</p> <p>Yes. This will be made explicit in the syllabus.</p>
9.	<p>Will the course be delivered via services available through the Teaching and Academic Support Center?</p> <p>Yes <input checked="" type="checkbox"/></p> <p>No <input type="checkbox"/></p> <p>If no, explain how students enrolled in DL courses are able to use the technology employed, as well as how students will be provided with assistance in using said technology.</p>

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10.	<p>Does the syllabus contain all the required components, below? <input checked="" type="checkbox"/> Yes</p> <p>Instructor's <i>virtual</i> office hours, if any.</p> <p>The technological requirements for the course.</p> <p>Contact information for TASC (http://www.uky.edu/TASC/; 859-257-8272) and Information Technology Customer Service Center (http://www.uky.edu/UKIT/; 859-257-1300).</p> <p>Procedure for resolving technical complaints.</p> <p>Preferred method for reaching instructor, e.g. email, phone, text message.</p> <p>Maximum timeframe for responding to student communications.</p> <p>Language pertaining academic accommodations:</p> <ul style="list-style-type: none">o "If you have a documented disability that requires academic accommodations in this course, please make your request to the University Disability Resource Center. The Center will require current disability documentation. When accommodations are approved, the Center will provide me with a Letter of Accommodation which details the recommended accommodations. Contact the Disability Resource Center, Jake Karnes, Director at 859-257-2754 or jkarnes@email.uky.edu." <p>Information on Distance Learning Library Services (http://www.uky.edu/Libraries/DLLS)</p> <ul style="list-style-type: none">o Carla Cantagallo, DL Librariano Local phone number: 859 257-0500, ext. 2171; long-distance phone number: (800) 828-0439 (option #6)o Email: dllservice@email.uky.eduo DL Interlibrary Loan Service: http://www.uky.edu/Libraries/libpage.php?lweb_id=253&llib_id=16
11.	<p>I, the instructor of record, have read and understood all of the university-level statements regarding DL.</p> <p>Instructor Name: Dr. Eddie Comeaux</p> <p>Instructor Signature:  3/15/11</p>

UNIVERSITY OF KENTUCKY

SPORT AND FITNESS MARKETING
KHP 680

Professor:	Dr. Eddie Comeaux
Office:	222 Seaton Building
Phone:	(859) 257-2706
Email:	edcomeaux@uky.edu ; I will respond to all e-mails within 24 hours
Office Hours:	I am available Monday – Saturday with Sunday off.

Course Prerequisites

This course is open to all graduate students or consent of instructor

Course Description

This interactive fully online course will examine the marketing process and the marketing plan related to sport and fitness.

Course Structure

This online course assumes that each member of the class is a valuable resource. The instructor and students are both teachers and learners, who collectively make this course meaningful. We are equally responsible to contribute to the pool of knowledge.

An underlying assumption in this course is that learning is not a mere transmission of knowledge. It is a process of constructing meaningful experiences within a political community of learners. Meaningfulness is personal and depends on the amount of participation and willingness to take a risk. Therefore, there is a degree of ambiguity in this course as students discover personal connections to the curriculum.

The course represents an ambitious undertaking. We will be required to cover a great deal of materials in a relatively short amount of time. Thus, if we are to be successful, maximum commitment and effort will be required from all course participants.

Student Learning Outcomes

At the end of the course, students should be able to:

1. Apply marketing terminology to their areas of interest
2. Identify information sources relevant to sport marketing
3. Prepare a marketing plan
4. Understand the importance of marketing and its relationship to profitability of the overall sports organization
5. Make marketing decisions

Specific Competencies

1. To understand the market forces causing the need for enlightened marketing strategies in the sport industry

2. To recognize the components of the sport product and sport industry
3. To recognize the factors that make sport marketing a unique enterprise
4. To appreciate the core elements of market analysis, product concept, and product position
5. To understand the five P's of sport marketing: product, price, place, promotion and public relations
6. To understand the decision process for sport consumers
7. To understand the various research methods available for gathering external information
8. To understand product positioning and product image
9. To distinguish the approaches and limitations of paid and non-paid promotional activities
10. To be able to compare and contrast the interaction and impact of the five P's upon each other.
11. To understand the role and function of public relations
12. To understand the role and scope of the media

Required Readings

Mullin, Hardy, & Sutton. (2007). *Sport Marketing* (3rd edition). Human Kinetics.
Assigned scholarly articles (access via *Blackboard*)

Description of Course Activities and Assignments

Evaluation Criteria:

To encourage thoughtful reflection of course materials and commitment to course objectives, you will be assessed on your ability to master course requirements (100 point scale). Specifically, you are required to do each of the following:

- 1.) Weekly Discussion Board- 20 points
- 2.) Literature Search- 10 points
- 3.) Advertisement Exercise – 20 points
- 4.) Marketing Plan- 20 points
- 5.) Final Exam- 30 points

Discussion Board

Students should be prepared to actively participate in the weekly discussion board. In the discussion thread, students are required to post their response to the weekly question(s) and, in turn, respond substantively to two of their peers. To answer the question adequately, you will need to: (1) demonstrate depth in your analysis through examples and elaboration; (2) provide critical analysis and reflection rather than just an expression of personal opinion; and (3) explicitly integrate (through quotes and direct references) ideas and concepts from the assigned text and notes to support your response.

Literature Search

Visit the library and use a retrieval system to conduct a literature search on a topic related to marketing. Suggested topics: perceptual mapping, consumer behavior, service marketing, event marketing, licensure and sponsorships. Review 10 articles from journals. Write a short synopsis of each article; include your opinion and APA reference of the article.

**Please note that you can access scholarly articles, books, and other resources through DL Interlibrary Loan Service:

http://www.uky.edu/Libraries/libpage.php?lweb_id=253&lib_id=16

Advertisement Exercise

Find 10 advertisements from magazines and newspapers that are advertising sport products or services. Identify the target audience, the product, and its features or benefits. Discuss whether the ad is effective or not.

Marketing Plan

Develop and submit a marketing plan. Guidelines for your marketing plan will follow during the 1st week of class.

Final Examination

There will be a final examination at the end of the course. The final exam will consist of a minimum of three essay questions that will be administered online with an allotted time frame for your responses.

Please follow APA for format and style; exam paper should be double-spaced and in 12pt font. To avoid plagiarism, all sources relied upon, whether quoted directly or paraphrased, must be documented through normal scholarly references and citations, and all work must be submitted using the Publication Manual of the American Psychological Association. Information about APA style is available at www.docstyles.com/apastudy.htm

Grading Scale

90-100% = A

80- 89% = B

70- 79% = C

Below 69% = E

Attendance Policy

Students are expected to attend the **Discussion Area** by participating in the discussion a minimum of three days per week. Participation is measured by recording the date of each entry a student makes on the system when that student interacts with the course in a meaningful way. Examples of meaningful interaction include responses to assignments, commenting on the work of others in critiques, discussion questions, or a question you might have for the faculty or the group.

Excused Absences

Students need to notify the professor of absences prior to class when possible. S.R. 5.2.4.2 defines the following as acceptable reasons for excused absences: (a) serious illness, (b) illness or death of family member, (c) University-related trips, (d) major religious holidays, and (e) other circumstances found to fit “reasonable cause for nonattendance” by the professor.

Students anticipating an absence for a major religious holiday are responsible for notifying the instructor in writing of anticipated absences due to their observance of such holidays no later than the last day in the semester to add a class. Information regarding dates of major religious holidays may be obtained through the religious liaison, Mr. Jake Karnes (859-257-2754).

Students are expected to withdraw from the class if more than 20% of the classes scheduled for the semester are missed (excused or unexcused) per university policy.

Verification of Absences

Students may be asked to verify their absences in order for them to be considered excused. Senate Rule 5.2.4.2 states that faculty have the right to request “appropriate verification” when students claim an excused absence because of illness or death in the family. Appropriate notification of absences due to university-related trips is required prior to the absence.

Academic Integrity

Per university policy, students shall not plagiarize, cheat, or falsify or misuse academic records. Students are expected to adhere to University policy on cheating and plagiarism in all courses. The minimum penalty for a first offense is a zero on the assignment on which the offense occurred. If the offense is considered severe or the student has other academic offenses on their record, more serious penalties, up to suspension from the university may be imposed.

Plagiarism and cheating are serious breaches of academic conduct. Each student is advised to become familiar with the various forms of academic dishonesty as explained in the Code of Student Rights and Responsibilities. Complete information can be found at the following website: <http://www.uky.edu/Ombud>. A plea of ignorance is not acceptable as a defense against the charge of academic dishonesty. It is important that you review this information as all ideas borrowed from others need to be properly credited.

Part II of *Student Rights and Responsibilities* (available online <http://www.uky.edu/StudentAffairs/Code/part2.html>) states that all academic work, written or otherwise, submitted by students to their instructors or other academic supervisors, is expected to be the result of their own thought, research, or self-expression. In cases where students feel unsure about the question of plagiarism involving their own work, they are obliged to consult their instructors on the matter before submission.

When students submit work purporting to be their own, but which in any way borrows ideas, organization, wording or anything else from another source without appropriate acknowledgement of the fact, the students are guilty of plagiarism. Plagiarism includes reproducing someone else's work, whether it be a published article, chapter of a book, a paper from a friend or some file, or something similar to this. Plagiarism also includes the practice of employing or allowing another person to alter or revise the work which a student submits as his/her own, whoever that other person may be.

Students may discuss assignments among themselves or with an instructor or tutor, but when the actual work is done, it must be done by the student, and the student alone. When a student's assignment involves research in outside sources of information, the student must carefully acknowledge exactly what, where and how he/she employed them. If the words of someone else are used, the student must put quotation marks around the passage in question and add an appropriate indication of its origin. Making simple changes while leaving the organization, content and phraseology intact is plagiaristic. However, nothing in these Rules shall apply to those ideas which are so generally and freely circulated as to be a part of the public domain (Section 6.3.1).

Please note: Any assignment you turn in may be submitted to an electronic database to check for plagiarism.

Accommodations due to disability (boilerplate):

If you have a documented disability that requires academic accommodations, please see me as soon as possible during scheduled office hours. In order to receive accommodations in this course, you must provide me with a Letter of Accommodation from the Disability Resource Center (Room 2, Alumni Gym, 257-2754, email address: jkarnes@email.uky.edu) for coordination of campus disability services available to students with disabilities.

Technical Requirements and Recommendations

Software (recommended)

- Microsoft Office (including Word, Excel, PowerPoint, Access, and Outlook)
- PDF reader, such as [Adobe Acrobat Reader](#)
(Available free through <https://download.uky.edu/>)

Internet Browser (required)

- [Firefox 3.5](#) (Cookies must be enabled; Pop-Blocker must be disabled)

Internet Connection (required)

DSL, cable, or any high-speed connection

Apps (required)

Java, JavaScript, Flash

Technical Support

Blackboard will serve as our online classroom. Students experiencing technical difficulty accessing Blackboard should contact Information Technology Customer Service Center (<http://www.uky.edu/UKIT/>; 859-218-HELP). You can also contact the Teaching and Academic Service Center (TASC) at <http://www.uky.edu/TASC/DL/BBsupport.php>; 859-257-8272.

Distance Learning Library Services

For information on DL library services, please visit Information on Distance Learning Library Services at <http://www.uky.edu/Libraries/DLLS>. Or, contact Carla Cantagallo, DL Librarian, at (859) 257-0500, ext. 2171; email: dllservice@email.uky.edu

Topical Outline (*1st Summer Session*)

Week 1

From your textbook, read the following chapters:

- 1-The Special Nature of Sport Marketing
- 2-Strategic Marketing Management
- 3-Studies of Sport Consumers
- 5-Data-Based Marketing and the Role of Research in Sport Marketing

Online Articles

- “Revising the Structural Framework for Marketing Management”
- “An International Review of Sponsorship Research: Extension and Update”
- “Sponsorship Evaluation: Moving from Theory to Practice”
- “Marketing Research: A Must for Every Sport Organization”
- “Exploring the Old School Concept: Adding Definition to a 'New' Market Segmentation Dimension”

Week 2

From your textbook, read the following chapters:

- 6-Market Segmentation
- 7-The Sport Product
- 8-Managing Sport Brands
- 9-Licensed and Branded Merchandise

Online Articles

- “Defending the Co-Branding Benefits of Sponsorship B2B Partnerships: The Case of Ambush Marketing”
- “Coca-Cola vs. PepsiCo--A 'Super Battleground for the Cola Wars?’”
- “Nike's Corporate Interest Lives Strong: A Case of Cause-Related Marketing and Leveraging”

Week 3

From your textbook, read the following chapters:

- 10-Pricing Strategies
- 11-Promotions
- 12-Sales
- 13-Promotional Licensing and Sponsorship

Online Articles

- “The Effectiveness of 'In-Game' Advertising”
- “Promotion Timing in Major League Baseball and the Stacking Effects of Factors that Increase Game Attractiveness”
- “Examining Integrated Advertising and Sponsorship in Corporate Marketing Through Televised Sport”
- “Effects of Winning Percentage and Market Size on Attendance in Minor League Baseball”

Week 4

From your textbook, read the following chapters:

- 14-Place or Product Distribution
- 15-Electronic Media
- 16-Public Relations
- 17-Coordinating and Controlling the Marketing Mix
- 18-The Legal Aspects of Sport Marketing

Online Articles

- “How Corporate Sport Sponsorship Impacts Consumer Behavior”
- “Virtual Advertising: Legal Implications for Sport”
- “Manchester United versus China: A Counterfeiting and Trademark Match”
- “Factors Influencing Impulse Buying of Sport Team Licensed Merchandise”
- “The American Experience with Facility Naming Rights: Opportunities for English Professional Football Teams”

NOTE: The instructor retains the right to make changes, additions or deletions to the syllabus during the course of the session.