



Business Administration Southwest College

MRKG 1391 – Sports & Entertainment Marketing
FALL 2010 - CRN: 62865
3 credit hours (3 lecture)-48 hours per semester-12 weeks

SCANS Competencies Included

INSTRUCTOR: Beverley Lawson, MED

INSTRUCTOR CONTACT INFORMATION:

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OFFICE LOCATION AND HOURS

Please feel free to contact me concerning any problems that students are experiencing in this course. Students do not need to wait until students have received a poor grade before asking for my assistance. Student performance in my class is very important to me. I am available to hear student concerns and just to discuss course topics.

FINAL EXAM: 12/8/2010

LAST DAY FOR ADMINISTRATIVE & STUDENT WITHDRAWALS: Tuesday,
November 23, 2010 at 4:30 p.m. Verify in College Schedule Page.

COURSE DESCRIPTION

Sports and Entertainment Marketing introduces the basic principles of marketing, economic impact, the history of sports and entertainment, careers, as well as legal and business risks involved in the industry. Students will also learn characteristics and buying behaviors of sports consumers as well as entertainment consumers.

COURSE PREREQUISITE

NONE

PROGRAM LEARNING OUTCOMES

1. Explain the history of sports and entertainment, the business risks involved in a service oriented business
2. Explain and understand every aspect of the marketing mix, from the variety of sports products and the outlets for distribution to pricing considerations and promotional strategies, including branding, licensing, and advertising.
3. Describe the impact of marketing on consumer behavior.

4. To be able to understand how the Four Ps of the Marketing Mix is integrated into Sports & Entertainment Marketing.
5. Strategies for developing marketing plans for entertainment products.

STUDENT LEARNING OUTCOMES

1. Describe the impact of marketing on consumer behavior.
2. Explain the economic, psychological, sociological, and global factors which influence consumer and organizational decision-making processes.
3. Outline a marketing plan and interpret market research data to forecast industry trends and meet customer needs

LEARNING OBJECTIVES

1. Know how to identify market segments and choose a target market
2. Know how to identify the 4 P's: product, price, placement, and promotion
3. Explain how globalization has impacted sports and entertainment marketing
4. Ability to create a marketing plan for a product of their creation

SCANS

A study was conducted for the Department of Labor by the American Society for Training and Development which identified the seven skills U. S. employers want most in entry level employees. These skills are motivation to learn, basic skills, communication, teamwork, critical thinking, career development and leadership. HCCS is committed to preparing every student with the knowledge and skills needed to succeed in today's dynamic work environment.

Towards this end, the following skills will be included in this course. The following are examples of how these skills may be incorporated in this course.

Exhibiting Interpersonal Skills

- Teach others by making an individual class presentation on selected weekly current events relevant to sports, entertainment, marketing or the economy. Student will write a clear and concise summary that will thoroughly inform audience, eliminating the need to read the article for further clarity or for a better understanding.
- Demonstrating one's ability to work collaboratively with peers and unfamiliar classmates to accomplish a common goal.

Demonstrating Basic Skills

- Reading, speaking, and good decision making skills by conducting interviews, surveys, and taste testing samples of new products that will allow students to analyze data, categorize data, draw conclusions, and prepare formal report of findings.
- Listening by participating in a team-role play demonstrating active listening and interpreting body language.

12 WEEK COURSE CALENDAR
SPECIAL TOPICS-SPORTS & ENTERTAINMENT MARKETING
Weekly Activity Schedule
WEEKLY SCHEDULE OF ASSIGNMENTS

WEEK	TEXTBOOK CHAPTERS	
1	DECA – Health & Safety	Acclamation & History of Student Leadership Organization (Must recite DECA Creed – due date TBA) OSHA
2 - 3	UNIT I	Chapter 1 – World of Marketing Weekly Test Chapter 2 – Sports and Entertainment-Connections & Contrasts Weekly Test
4 - 5	UNIT II	Chapter 3 – The Sports Market Weekly Test Chapter 4 – The Sports Product Students will Create Visual Representation of Core & Ancillary Products
6 - 9	UNIT III	MONDAY-TUESDAY – Students will recite orally the DECA Creed Wednesday- Chapter 5 – Product and Price Decisions: Sports (Product Design & Life Cycle) Essay-Compare pricing and pricing strategies from a marketer and consumer perspective (due date TBA) Weekly Test Chapter 6 -Sports Market Research & Outlets (Conduct Research, Report & Analyze Data) Qualitative & Quantitative Research Data Weekly Test Chapter 7 -Branding & Licensing (Guest Speaker from Coco-Cola) Written Summary & Reaction Paper of Guest Speaker & Weekly Test Chapter 8 – Sports Promotion Weekly Test
10 - 11	UNIT III	Chapter 9 – The Marketing Plan (Students will plan, organize, and promote the Career & Technical Education Annual Career Day at WHS)
12	REVIEW	FINAL EXAM

Marketing Project

Your marketing project is to plan, organize, promote, and implement the annual Career and Technical Education Annual Career Day for your school. You will be allowed to work in groups/committees of your choice. Your plan must include the following: (1) The Executive Summary; (2) Situation Analysis; (3) Objective(s); (4) Marketing Strategies including Target Market and Marketing Mix; (5) Implementation Plan; and (6) Evaluation and Control. Submission dates TBD, but will be given ample time to coordinate an effective plan.

Tests

All tests (including final exam) will be given during your class period only. No make up exams will be given.

Final

The final will be given Wednesday, December 8, 2010

As an instructor, I want my students to be successful. I feel that it is my responsibility to provide students with knowledge concerning sports and entertainment, modeling good teaching strategies, and organizing and monitoring the field experience that allows students to connect the information that students learn in this course to the real world of education.

As a student wanting to learn about Sports and Entertainment Marketing, it is the student's responsibility to read the textbook, submit assignments on the due dates, study for the exams, participate in activities, and attend class.

STUDENT ASSIGNMENTS

Assignments have been developed that will enhance student learning. To better understand a topic, students will be given assignments on key information that students will need to remember for student success in student reaching student goals.

Late Assignments: Students are expected to adhere to the weekly schedule of assignments printed in the course syllabus. **Late assignments will not be accepted unless written statement supporting extenuating circumstance.**

Make-Up Test Policy

Students are expected to adhere to the weekly schedule printed in the course syllabus. **No make-up tests will be given.**

INSTRUCTOR REQUIREMENTS

As student Instructor, it is my responsibility to:

Provide the grading scale and detailed grading formula explaining how student grades are to be derived

- Facilitate an effective learning environment through class activities, discussions, and lectures
- Description of any special projects or assignments
- Inform students of policies such as attendance, withdrawal, tardiness and make up
- Provide the course outline and class calendar which will include a description of any special projects or assignments
- Arrange to meet with individual students before and after class as required

To be successful in this class, it is the student's responsibility to:

- Attend class and participate in class activities
- Read and comprehend the textbook
- Complete the required assignments and exams on time:
- Ask for help when there is a question or problem

PROGRAM/DISCIPLINE REQUIREMENTS

Marketing is determined to prepare students with the knowledge and skills needed to succeed in today's dynamic work environment. Students in Sports and Entertainment Marketing must be able to budget their time and perform class-related activities as assigned on a weekly basis. Opportunities are provided for students to recognize the important role personal qualities play in the business environment and activities have been enhanced to help students develop the attitudes and interpersonal skills that are in demand by employers.

Degree Plan

Students are encouraged to file a degree plan with a Counselor or the Business Administration/Marketing Department for the certificate and/or degree plan. Please ask your instructor for Degree Plan information or contact the Business Administration Department for information about filing a degree plan.

Virtual Career Center

The Virtual Career Center assist HCC Students and Alumni with career planning, assessments, job search and soft-skills training. Orientations and registration are available at all Southwest College Campuses.

<http://www.hccs.edu/hccs/current-students/career-planning-and-resources/southwest-college>

GRADING

HCCS Grading System

The Houston Community College grading system will be used to evaluate students' performance in this course.

Grade	Score
A-Excellent	100-90
B-Good	89-80
C-Fair	79-70
D-Passing	69-60
F-Failure	59 and below

INSTRUCTIONAL MATERIALS

Sports & Entertainment Marketing, Glencoe Marketing Series, Glencoe, McGraw Hill,

ISBN# 0-07-861401-5

Blackboard Student User ID

Your Blackboard login user ID will be your HCC User ID (sometimes referred to as the "W" number). All HCC students have a unique User ID. If you do not know your User ID you can look it up by visiting the HCC home page:

- From www.hccs.edu, under the column "CONNECT", click on the "Student System Sign In" link
- Then click on "Retrieve User ID" and follow the instructions.

Or use the direct link to access the Student Sign In page:

<https://hccsaweb.hccs.edu:8080/psp/csprd/?cmd=login&languageCd=ENG>

The default student password is “distance.” Students will then be prompted to change their password after their first login. Please visit the DE Technical Support website if you need additional assistance with your login.

HCC Course Withdrawal Policy

The State of Texas imposes penalties on students who drop courses excessively. Students are limited to no more than SIX total course withdrawals throughout their educational career at a Texas public college or university.

To help you avoid having to drop/withdraw from any class, contact your DE professor regarding your academic performance. You may also want to contact your DE counselor to learn about helpful HCC resources (e.g. online tutoring, child care, financial aid, job placement, etc.). HCC has instituted an Early Alert process by which your professor will “alert” you and Distance Education (DE) counselors that you might fail a class because of excessive absences and/or poor academic performance.

In order to withdraw from your DE class, you MUST first contact your DE professor, PRIOR to the withdrawal deadline to receive a “W” on your transcript. After the withdrawal deadline has passed, you will receive the grade that you would have earned. Zeros averaged in for required coursework not submitted will lower your semester average significantly, most likely resulting in a failing grade of an “F”. It is the responsibility of the student to withdraw from the class; however, your professor reserves the right to withdraw you without your request due to excessive absences. If you do not feel comfortable contacting your professor to withdraw, you may contact a DE counselor. However, please **do not** contact both a DE counselor and your DE professor to request a withdrawal; either one is sufficient.

FALL Final Withdrawal Deadlines:

- **REGULAR FALL COURSES: November 18th at 4:30 pm**
- **FALL *SECOND START* COURSES: November 23rd at 4:30 pm**

Classes of other duration (mini-term, flex-entry, 8-weeks, etc.) may have different final withdrawal deadlines. Please contact the HCC Registrar’s Office at 713.718.8500 to determine mini-term class withdrawal deadlines.

Student Services

DISTANCE EDUCATION ADVISING AND COUNSELING SERVICES

Much DE student information can be found on the DE Student Services website:

de.hccs.edu. Advising or counseling can be accomplished through our online request form [AskDECounseling](#). Counselors and Student Services Associates (SSA) can assist students with admissions, registration, entrance testing requirements, degree planning, transfer issues, and career counseling. In-person, confidential sessions, can also be scheduled to provide brief counseling and community referrals to address personal concerns impacting academic success.

INTERNATIONAL STUDENTS

International Students are restricted to ONLY ONE online/distance education class per semester. Please contact the International Student Office at 713-718-8520 if you have additional questions about your visa status.

STUDENTS WITH DISABILITIES

Any student with a documented disability (e.g. physical, learning, psychiatric, vision, hearing, etc) who needs to arrange reasonable accommodations must contact the appropriate HCC Disability Support Service (DSS) Counselor at the beginning of each semester. Faculty is authorized to provide only the accommodations requested by the Disability Support Services Office.

Students who are requesting special testing accommodations must first contact the appropriate (most convenient) DSS office for assistance:

Disability Support Services Offices:

System: 713.718.5165

Central: 713.718.6164 – also for Deaf and Hard of Hearing Services and Students Outside of the HCC District service areas.

Northwest: 713.718.5422

Northeast: 713.718.8420

Southeast: 713.718.7218

Southwest: 713.718.7909

After student accommodation letters have been approved by the DSS office and submitted to DE Counseling for processing, students will receive an email confirmation informing them of the Instructional Support Specialist assigned to their professor.

NOTICE FOR STUDENTS OUTSIDE OF HCC SERVICE AREA

Students who live or work outside the HCC service area and cannot take paper exams at one of our HCC testing locations MUST make arrangements for a proctor. Please see the DE Student Services Additional Resources webpage for more information.

VIRTUAL CLASSROOM CONDUCT

As with on-campus classes, all students in HCC Distance Education courses are required to follow all HCC Policies & Procedures, the Student Code of Conduct, the Student Handbook,

and relevant sections of the Texas Education Code when interacting and communicating in a virtual classroom with faculty and fellow students. Students who violate these policies and guidelines will be subject to disciplinary action that could include denial of access to course-related email, discussion groups, and chat rooms or being removed from the class.

USE OF CAMERAS OR RECORDING DEVICES: Use of recording devices, including camera phones and tape recorders, is prohibited in classrooms, laboratories, faculty offices, and other locations where instruction, tutoring, or testing occurs. Students with disabilities who need to use a recording device as a reasonable accommodation should contact the Office for Students with Disabilities for information regarding reasonable accommodations.

GRADE APPEAL, REFUNDS, DISCIPLINE ISSUES and SEXUAL HARASSMENT POLICY: Refer to the Student Handbook, Catalog and Schedule.

ACTIVITIES: You have the opportunity to enhance your personal and intellectual growth by participating in a variety of activities. Those activities can be located in the Student Handbook or through the HCCS Web resources at: www.hccs.edu/handbookHome2.html

HCC ATTENDANCE POLICY

Class Attendance

As stated in the HCC Catalog, all students are expected to attend classes regularly. Students in DE courses must log in to their Blackboard class or they will be counted as absent. Just like an on-campus class, your regular participation is required.

Although it is the responsibility of the student to drop a course for non-attendance, the instructor also has the authority to block a student from accessing Blackboard, and/or to drop a student for excessive absences or failure to participate regularly. DE students who do not log in to their Blackboard class before the Official Day of Record will be AUTOMATICALLY dropped for non-attendance. Completing the DE online orientation does not count as attendance.

Early Alert

HCC has instituted an Early Alert process by which your professor may “alert” you and DE counselors that you might fail a class because of excessive absences and/or poor academic performance.

ONLINE TUTORING

HCC provides free online tutoring in writing, math, science, and other subjects. How to access AskOnline: Click on the Ask Online button in the upper right corner of the Blackboard course listings page. This directs students to the HCC Ask Online Tutoring site: <http://hccs.askonline.net/>. Use your student ID or HCC e-mail address to create an account. Instructions, including a 5-minute video, are provided to make you familiar with the capabilities of this service.

ACADEMIC DISHONESTY

You are expected to be familiar with the College's Policy on Academic Honesty, found in the catalog and student handbook. Students are responsible for conducting themselves with honor and integrity in fulfilling course requirements. Penalties and/or disciplinary proceedings may be initiated by College System officials against a student accused of scholastic dishonesty. "Scholastic dishonesty": includes, but is not limited to, cheating on a test, plagiarism, and collusion.

Cheating on a test includes:

- Copying from another students' test paper;
- Using materials not authorized by the person giving the test;
- Collaborating with another student during a test without authorization;
- Knowingly using, buying, selling, stealing, transporting, or soliciting in whole or part the contents of a test that has not been administered;
- Bribing another person to obtain a test that is to be administered.

Plagiarism means the appropriation of another's work and the unacknowledged incorporation of that work in one's own written work offered for credit.

Collusion mean the unauthorized collaboration with another person in preparing written work offered for credit. Possible punishments for academic dishonesty may include a grade of 0 or F in the particular assignment, failure in the course, and/or recommendation for probation or dismissal from the College System. (See the Student Handbook).

Academic dishonesty can result in a grade of **F** or **0** for the particular test or assignment involved, dropped, and/or expelled from HCCS. Please refer to the HCCS Distance Education Student Handbook-(for further information regarding Academic Dishonesty refer to http://distance.hccs.edu/de-counseling/DE_student_handbook.htm).

CLASSROOM BEHAVIOR

As instructor and as a student in this class, it is our shared responsibility to develop and maintain a positive learning environment for everyone. Instructor takes this responsibility very seriously and will inform members of the class if their behavior makes it difficult for him/her to carry out this task. As a fellow learner, students are asked to respect the learning needs of student classmates and assist student instructor achieve this critical goal.

NOTE TO STUDENT: If you have any questions or concerns about the course and/or course assignments, please come to me so that we can resolve any issues. If your concerns are not resolved, you are encouraged to meet with **Ms. Willie Caldwell, Department Chair**, at 713-718-7807 or Room N109, Scarcella Building.