SCHOOL OF BUSINESS LEARNING GOALS
1. Communication Skills: Students will demonstrate the ability, via both written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner.

2. Quantitative Fluency: Students will demonstrate competency in logical reasoning and data analysis skills.

3. Global and Civic Responsibility: Students will be able to identify and define social, ethical, environmental and economic challenges at local, national and international levels. Students will also be able to integrate knowledge and skills in addressing these issues.

4. Intellectual Innovation and Creativity: Students will be able to demonstrate their resourcefulness and originality in addressing extemporaneous problems.

5. Synthesis: Students will demonstrate the ability to integrate knowledge from multiple disciplines incorporating learning from both classroom and non-classroom settings in the completion of complex and comprehensive tasks.

COURSE OBJECTIVES
This course illuminates the theoretical underpinnings and practical applications of marketing strategies in sports-related marketing activities. The course is designed to allow students an opportunity to apply key marketing concepts, tools, and strategies within the context of sports; and to examine the use of sports for marketing and the use of marketing in sports.

COURSE MATERIALS
- OAKS: Course-related materials posted on OAKS, including lectures, announcements, additional required readings, articles, assignment instructions, and grades.

COURSE STRUCTURE
This section of MKTG337 is an asynchronous, fully online education version of the course and is designed for students to work independently to learn course content and develop marketing skills. As this course is taught online, students are NOT required to meet face-to-face either online or in a classroom setting. It's essential that you maintain an active participation in the class, posting and reading responses frequently and staying active in the discussion forums. This course is administered fully through OAKS. The following tools on OAKS will help you manage the course:

- News Feature: Main page will be updated regularly with announcements and updates.
- Course Calendar: Upcoming deadlines are listed here.
- Content: Course-related materials (e.g. chapter slides, lecture video clips, assignments and project guidelines) are posted for students to review.
Discussions Board: A discussion board will be provided for questions about assignments and discussion of course-related topics.

Assignment Dropbox: Students are expected to submit completed assignments to the corresponding dropboxes on OAKS.

To access the course content on OAKS, please follow these steps:
1. Go to https://lms.cofc.edu (please bookmark this site).
2. Log in using your College of Charleston Username and Password.
3. Click on the link for “MKTG337 – Sports Marketing”
4. Once logged into the course you will use the links located on the course menu to navigate through course content.

It is essential that you stay up-to-date with this course. Please check the class schedule (at the end) of this syllabus to make sure of all deadlines for various individual and group assignments. I will periodically email students or post messages, announcements and deadline reminders on OAKS. But ultimately it is your responsibility to make sure you do not get behind.

Study and Preparation Suggestions
This course is delivered completely online via OAKS as the main platform. You must have consistent and reliable access to the Internet. In this asynchronous online course, you will generally set your own schedule and participate in class activities at your convenience completing each requirement by the provided deadline.
✓ Set a schedule – Check the course website on OAKS and the syllabus early in the semester to see what tasks you’ll need to work on for the week. Set a schedule for yourself and put it in your calendar just like you would any other class or appointment.
✓ Expect to spend at least 10 hours per week reading chapters, viewing lectures, working on assignments and projects, and studying for tests. Complete assignments on time. *Procrastination is one of the biggest problems that students have with online classes. Don’t fall into that trap!*
✓ Regularly check the course OAKS page. It is recommended that you log in at least four days per week.
✓ Regularly check your CofC email, the OAKS calendar, and the OAKS Discussion Board for any emails and communications.
✓ Actively participate – Be willing to engage and participate by challenging yourself in this asynchronous course. Expect similar academic rigor as in a face-to-face class.

Communication and Email Policy
Communication is an essential part of learning and is especially important for success in an asynchronous distance education course. Email is the preferred personal communication tool between students and the professor for this course. A Zoom meeting might also be arranged for discussion if needed. When communicating through emails, please follow these guidelines:
✓ Expect the professor to respond to your emails within 24 hours on weekdays and 48 hours on weekends.
✓ Before sending an email, make sure that your question is not answered in the syllabus.
✓ An email without a subject line, salutation (e.g. Dear Dr. X), and sender’s signature (e.g. Sincerely, Luke Skywalker) will not be read or replied. Use proper spelling, grammar, and punctuation when writing your email message.

✓ Be specific about the subject of the email in the email subject heading. Put the course name and section # in the subject line. For example, use "MKTG337 - Project Question".

Technical Issues
✓ If you have questions/issues related to the course structure or operation, please contact me at xiey@cofc.edu or post questions/messages on the OAKS discussion board.
✓ If you have any technical problems with OAKS, please contact the CofC Student Computing Support at (843) 953-8000 or studentcomputingsupport@cofc.edu.
✓ Additional support and tutorials can be accessed at http://blogs.cofc.edu/scs.

Note: Computer failure and/or Internet access problem does not constitute an excuse for not completing and submitting work by the due date. Students should have alternative methods for completing and submitting assignments in case of a computer and/or Internet problem.

COURSE COMPONENTS
The course material is divided into two modules: individual tasks and group tasks.

Module 1: Individual Tasks
The following tasks are to be independently completed by each individual student.

Syllabus Quiz
There is a quiz about this syllabus to ensure that you understand the operational issues of this course and the expectations. The quiz is accessible from OAKS: Grades -> Quizzes -> Syllabus Quiz. This quiz is worth 50 points (5% of total grade). You have up to 20 minutes within the window between 3:00PM and 9:00PM June 8, 2022 to complete this quiz.

Tests
There are two tests that test students’ knowledge of sports marketing concepts. Each test is worth 150 points (300 points in total). Students are expected to study the chapters (textbook as well as PowerPoint slides and video lecture clips posted on OAKS) to prepare for the tests. The tests are accessible from OAKS Grades -> Quizzes -> Test. Each test has 50 multiple-choice questions and you have up to 60 minutes to complete each test. There is no make-up opportunity for missing a scheduled test, except for a documented, pre-approved absence. Please see the course schedule for the date/time for each test.

Chapter Assignments
There are a number of chapter assignments and activities for students to learn and apply sports marketing concepts. The assignment for each chapter is posted in the chapter’s folder on OAKS Content. All students are expected to complete and submit these chapter assignments in the corresponding OAKS assignment dropboxes. A total of 200 points are available for this course component. The deadlines for these chapter assignments are listed in the class schedule of this syllabus. The assignments will be graded based upon the quality of work and timely submission. Note: Students are given adequate time (approximately two days per chapter) to complete all chapter assignments. If you wait until the last hours to study and do the assignments, you may...
not complete them by the deadline. There is NOT any extension of any assignment deadline, except for rare, pre-approved excuses.

Discussion and Participation
Discussion Board – There are a total of 150 points or 15% of total grade assigned to Discussion, as a measure to assess students’ participation in this course. Grade points will be deducted proportionally for absences or failure to participate in these discussions. Students are expected to keep up with readings and current events. Each student will be expected to be an active class participant, contributing to class discussions and asking relevant questions and providing “real world” examples. Students are encouraged to continue discussions from class in the online environment and post observations and thoughts regarding the readings, current events, linkages to course material from real-world examples.

Module 2: Group Projects
Students will be randomly assigned to groups on OAKS. Each group is expected to complete the following two major group projects. Each project is worth 150 points (300 points in total).

Sponsorship Proposal
As a sponsee (or management team) of a chosen sports property, you must prepare a sponsorship proposal for a prospective corporate sponsor (local or national). A guideline for this assignment will be posted on OAKS. This assignment is due June 22, 2022.

Sports Event Proposal
Each group is to create a sports event (either a spectator or participation sport) which you can ultimately sell to sponsors. A guideline of this assignment will be posted on OAKS. This assignment is due July 06, 2022.

Peer Evaluations – Each student will complete a peer evaluation for each group project. Your individual project grades will be based on your team’s evaluations of your participation and contribution to the group projects. If everyone contributes fairly equally and you receive the same points as other team members, you will receive the same group grade. If you are not an equal contributor or fail to carry your own weight, your grade will be adjusted proportionately to reflect your contribution. When working on group projects, please document your work and retain all evidence that demonstrates your participation and contribution. The evidence may include emails, text messages, and drafts of paper/slides. You may be requested to provide any hard evidence to the professor. Peer evaluations will be kept confidential. Failure to submit a peer evaluation by the deadline will result in 20-point deduction from your project grade.

GENERAL POLICIES
Academic Honesty Policy
Lying, cheating, attempted cheating, and plagiarism are violations of the Honor Code at CofC that, when identified, are investigated. Each instance is examined to determine the degree of deception involved. A student found responsible for academic dishonesty will receive a XF in the course, indicating failure of the course due to academic dishonesty. The student may also be placed on disciplinary probation, suspended (temporary removal) or expelled (permanent removal) from the College by the Honor Board.
Students with Disabilities
If a student in this class has a documented disability and has been approved to receive accommodations through SNAP Services, please feel free to come and discuss this with me during my office hours or by appointment.

Make-Up Work and Due Dates
Make-up work is not available to compensate for missed tests, assignments or low grades. All assignments are due on the date stated in the class schedule and/or specified by the professor. I expect you to treat this class like a job and deadlines must be met. Late work will not be accepted without prior approval. If emergencies arise, and you absolutely need an extension, you must ask BEFORE the date the assignment is due. You can’t wait until the last minute and ask for an extension. If you ask last minute for an extension due to an emergency, I will ask you to send me what you have done so far to prove you haven’t procrastinated.

GRADE ASSESSMENT  

<table>
<thead>
<tr>
<th>Individual Tasks</th>
<th>1000 points</th>
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<tbody>
<tr>
<td>Syllabus Quiz</td>
<td>50 points</td>
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<tr>
<td>Participation</td>
<td>150 points</td>
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<tr>
<td>Tests</td>
<td>300 points</td>
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<tr>
<td>Chapter Assignments</td>
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<table>
<thead>
<tr>
<th>Group Tasks</th>
<th>300 points</th>
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<tbody>
<tr>
<td>Sports event proposal</td>
<td>150 points</td>
</tr>
<tr>
<td>Sponsorship proposal</td>
<td>150 points</td>
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</table>

GRADE SCALE
A  930 points and above  
B+ 860 – 899 points  
B- 800 – 829 points  
C  730 – 759 points  
D+ 660 – 699 points  
D- 600 – 629 points  
A- 900 – 929 points  
B  830 – 859 points  
C+ 760 – 799 points  
C- 700 – 729 points  
D  630 – 659 points  
F  Below 600 points

CLASS SCHEDULE

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic(s)</th>
<th>Ch.</th>
<th>Assignment/Discussion Due</th>
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<tbody>
<tr>
<td>Week 1</td>
<td>Syllabus</td>
<td>1</td>
<td>3:00pm-9:00pm 6/08</td>
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<tr>
<td>June 07-11</td>
<td>Syllabus Quiz</td>
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<td>Intro to sports marketing</td>
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<tr>
<td>Week 2</td>
<td>Marketing through Sports</td>
<td>3</td>
<td>9:00pm 6/18</td>
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<td>June 13-18</td>
<td>Theme-Based Strategies</td>
<td>4</td>
<td>9:00pm 6/18</td>
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<td>Sponsorship; Ambush Marketing</td>
<td>5</td>
<td>9:00pm 6/18</td>
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<tr>
<td></td>
<td>Endorsement; Licensing;</td>
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<td>Week 3</td>
<td>Test 1</td>
<td></td>
<td>3:00pm-9:00pm 6/20</td>
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<tr>
<td>June 20-25</td>
<td>Group Project 1 – Sponsorship Proposal</td>
<td>9:00pm 6/22</td>
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**Marketing of Sports Products**

<table>
<thead>
<tr>
<th>Sports Market Segmentation</th>
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<tbody>
<tr>
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**Week 4**

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<td>Price</td>
<td>9</td>
<td>9:00pm 7/02</td>
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<tr>
<td>Promotion</td>
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**Week 5**

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<tr>
<th>Test 2</th>
<th>3:00pm-9:00pm 7/04</th>
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<tbody>
<tr>
<td>Group Project 2 – Sports Event Proposal</td>
<td>9:00pm 7/06</td>
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*Note: This schedule is subject to changes. Any changes will be announced in advance.*