Washington State University
MAJOR CURRICULAR CHANGE FORM - COURSE
(Submit original signed form and ten copies to the Registrar’s Office, zip 1035.)
See https://www.ronet.wsu.edu/ROPubs/Apps/HomePage.ASP for this form.

<table>
<thead>
<tr>
<th>Required Effective Date: 05/01/2010</th>
<th>New course □</th>
<th>Temporary course □</th>
<th>Drop service course □</th>
</tr>
</thead>
<tbody>
<tr>
<td>(effective date cannot be retroactive)</td>
<td>There is a course fee associated with this course</td>
<td><a href="http://www.schedules.wsu.edu/Schedules/Apps/CourseFees.ASP">http://www.schedules.wsu.edu/Schedules/Apps/CourseFees.ASP</a></td>
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- □ Variable credit __________
- □ Increase credit (former credit ________)
- □ Number (former number 576)
- □ Crosslisting (between WSU departments) (Must have both departmental signatures)
- □ Conjoint listing (400/500)
- □ Request to meet Writing in the Major [M] requirement (Must have All-University Writing Committee Approval)
- □ Request to meet GER in ________ (Must have GenEd Committee Approval) □ Fulfills GER lab (L) requirement
- □ Professional course (Pharmacy & Vet Med only) □ Graduate credit (professional programs only)
- □ Other (please list request) Change course number (only) to the following

<table>
<thead>
<tr>
<th>SpMgt</th>
<th>564</th>
<th>Marketing of Sport Events and Programs</th>
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</thead>
<tbody>
<tr>
<td>course prefix</td>
<td>course no.</td>
<td>title</td>
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<table>
<thead>
<tr>
<th>credit</th>
<th>lecture hrs per week</th>
<th>lab hrs per week</th>
<th>studio hrs per week</th>
<th>prerequisite</th>
</tr>
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<tbody>
<tr>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td>SpMgt 467 or equivalent; or permission of instructor</td>
</tr>
</tbody>
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Description (20 words or less)

Instructor: John Wong (Program Coordinator) Phone number: 335-5450 Email: john.wong@wsu.edu

Contact: Phone number:

- Please attach rationale for your request, a detailed course outline/syllabus and explain how this impacts other units in Pullman and other branches (if applicable).
- Secure all required signatures and provide 10 copies to the Registrar’s Office.

Chair/date 3-26-10
Dean/date 4-21-10
General Education Com/date

Chair (if crosslisted/interdisciplinary) * Dean (if crosslisted/interdisciplinary) * Graduate Studies Com/date

All-University Writing Com/date Academic Affairs Com/date Senate/date

*If the proposed change impacts or involves collaboration with other units, use the additional signature lines provided for each impacted unit and college.
Rationale for changing course number:

To make the graduate course number corresponds to the undergraduate course number.
Course Title: SPMGT 564 - Marketing of Sport Events & Programs
Class Hours: TU 4:10 -7:00pm
Classroom: Education Addition 112
Credits: 3

PREREQUISITES: SPMGT464 or equivalent background

COURSE DESCRIPTION: This course examines the sport marketing principles/theories including public relations, corporate sponsorship, and service quality for sport organizations.

COURSE OBJECTIVES: Upon completion of this course students are expected to (a) successfully demonstrate an understanding of the graduate level sport marketing principles as applied to sport events and services and (b) obtain an in-depth knowledge of the current issues, theories, and research in sport marketing.

REQUIRED TEXT & READINGS


One Harvard Business School case study

Other reading materials will be provided via angel/class.

RECOMMENDED READINGS


Street & Smith's Sports Business Journal


COURSE POLICIES:
1. Attendance Policy - Attendance is expected. You have one unexcused absence for this class. Each additional absence will result in 10% deduction from your participation grade. Students are expected to arrive on time prepared and ready to contribute to the class. This includes reading all assigned chapters & journal articles. It is the student's responsibility to acquire notes, etc. from other students for the classes he/she missed.

2. Assignments: Each assignment must be turned in at the beginning of class on the date it is due. Students are to submit a hard copy to the instructor in class as well as an electronic copy of your work via email. It will be considered "late" if either of these is not completed.
LATE TURN-IN POLICY

- Class time: Expected by 12:59:59 pm same day 5% penalty
- 1 day late: 25% penalty
- 2 days late: 50% penalty
- 3 days late: 75% penalty
- 4 days late: ZERO on grade

1. Grades will be posted via Angel. Students are to check Angel to obtain their grades, readings/handouts, and announcements (Angel only forwards emails to the new email account - so I heard...).

2. Students are expected to exhibit professionalism in all class presentations and written assignments. All papers must be in APA format.

3. Statement of Academic Integrity - Academic Dishonesty (WAC 504-25-015), including all forms of cheating, plagiarism, and fabrication, is prohibited. Knowingly facilitating academic dishonesty is also prohibited. The expectation of the University is that all students will accept these standards and conduct themselves as responsible members of the academic community. These standards should be interpreted by students as general notice of prohibited conduct. They should be read broadly, and are not designed to define misconduct in exhaustive forms. Faculty and their departments also have jurisdiction over academic matters and may also take academic action against students for any form of academic dishonesty discovered in their courses.

4. Plagiarism - Plagiarism includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full or clear acknowledgment. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials. Violations of the University Policy concerning plagiarism or cheating will not be tolerated (see WSU Handbook, WAC 504-26-010 Academic Dishonesty). Students caught in violations of academic integrity policies will receive a letter grade of "F" for the class and will be reported to the university where he/she may face additional consequences.

5. Wikipedia may not be used to reference your work.

6. Accommodation of Students with Disability - Reasonable accommodations are available for students with a documented disability. If you have a disability and may need accommodations to fully participate in this class, please visit the Disability Resource Center (DRC). All accommodations must be approved through the DRC (Admin Annex Bldg, Room 205). Please consult with a disability specialist (509-335-3417).

7. Technology - To help facilitate a productive learning environment each student is expected to turn off any personal communication devices during class time. Students using cellular phones for text messaging will be asked to leave the class; will be considered absent for the day; and their grade penalized. Students MAY NOT use personal computers during class time.

8. WSU Safety - Please familiarize yourself with information regarding campus emergencies/school closings by visiting this website: university emergency management (http://oem.wsu.edu/Emergencies); WSU Alert: http://alert.wsu.edu

9. Due to potential extenuating circumstances, the instructor reserves the right to change the syllabus.

METHODS OF EVALUATION:

Participation 25 Pts

Students are to come prepared to each class ready to contribute to class discussion. This includes reading all assigned chapters & journal articles. Students have one unexcused absence for this class without penalty. Each additional absence will result in 5 point deduction from the participation grade.

Research Paper 25 Pts

Students are to choose a topic related to sport marketing and prepare an extensive literature review. Students need to communicate with the instructor on topic selection. Due December 8th.
Presentation 5 Pts
Students are to present the topic of their papers to class on the day that it is assigned (Dec. 1st or Dec. 8th).

Case Study write-up 24 Pts
There will be a total of 5 case studies throughout the semester (6 pts each). Students are to read, and analyze cases as well as prepare solutions for the assigned cases. Lowest grade will be dropped. Reports should not exceed 4 pages in lengths. Specific instructions will be given in class.

Discussion Leaders 20 Pts
Students in groups of two will lead the class discussion on the topic for the day—Students are responsible for reading all assigned readings for the week. The group will then send emails to the class with thoughtful questions that will guide the class discussion. The emailed questions should be sent to the class no later than one evening before the scheduled meeting to allow others to generate answers to the questions. Students may provide additional readings if needed. To facilitate class discussion, students may use powerpoint presentation, videos, and/or Internet.

Student home page 1 Pt
There will be a student homepage section on angel. Students are required to submit a digitized picture (jpeg files) of themselves and a self-introduction paragraph about themselves (name, major, past experience in the field, career aspirations, interests, etc...) to the instructor. Due Sept. 1st.

Grading Standards

\[
\begin{align*}
A &= 100-93\% \\
A- &= 92.9-90\% \\
B+ &= 89.9-87\% \\
B_+ &= 86.9-83\% \\
B &= 82.9-80\% \\
C+ &= 79.9-77\% \\
C_+ &= 76.9-73\% \\
C &= 72.9-70\% \\
D+ &= 69.9-67\% \\
D &= 66.9-60\% \\
F &= 59.9\% 
\end{align*}
\]

*Grades will not be rounded.

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COURSE CONTENT (Day of topic tentative)

Aug 25  Overview of the course/syllabus; Review of the concept of sport marketing

Sept 1  Theories in Sport Marketing/Case study introduction; Student homepage due Sept 1 Consumer behavior Practice case study -Haigis Hoopla

Sept 15 Branding in sports (1) Sept 22 Branding in sports (2) Case study #1 UMASS Brand equity

Sept 29 Research/Segmentation

Oct 6  Factors affecting attendance; Case study #2 Reebok (b)

Oct 13 Price/Place

Oct 20 Merchandising; Case study #3 Introducing... The XFL

Oct 27 NO CLASS -SMA Conference

Nov 10 Promotion; Case study #4 MasterCard case study

Nov 17 Sponsorship Evaluation; Case study #5 Volvo Tennis event sponsorship

Nov 24 No Class –Thanksgiving

Dec 1  Paper Presentation

Dec 8  Paper Presentation Paper Presentation Papers due
READING LIST

Day | Topic (tentative)
---|-------------------------
Aug 25 | Overview of the course/Syllabus Review of the concept of sport marketing

READINGS

Wakefield, T. (2006), Chapter 1

Sept 1 | Theories in Sport Marketing Case study introduction

READINGS


Sept 8 | Consumer behavior & Fan identification Practice case study - Haigis Hoopla

READINGS

Elusive fans Part 1 (p.1 -p.90)

Sept 15 | Branding in sports (1)

READINGS

Elusive fans Part 2 (p.91-p.228)
Sept 22  Branding in sports (2) Case study#1 UMASS Brand equity

READINGS
Elusive fans Part 3 (p.229 -p.306)

Sept 29 Research& Segmentation

READINGS

Oct 6  Factors affecting attendance Case study #2 Reebok (b)

READINGS

Oct 13  Price & Place

READINGS

Oct 20  Merchandising Case study #3 Introducing... The XFL (Fournier, Greyser, & Schulman)

READINGS

Oct 27  NO CLASS -SMA Conference

Nov 3  Promotion

READINGS

Nov 10  Sponsorship Case study #4 MasterCard case study

READINGS
Nov 17  Sponsorship evaluation Case study #5 Volvo Tennis event sponsorship

READINGS

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No Class -Thanksgiving

Dec 1
Paper Presentation

Dec 8
Paper Presentation; Papers due