MESSIAH COLLEGE

Master of Arts in Higher Education

HIED 532 Marketing and Sponsorship in Intercollegiate Athletics
Fall II 2014

Professor: Jack Cole
Email: jcole@messiah.edu
Office Hours: By Appointment
Course Dates: October 26-December 20
Phone: (717) 796-1800, ext. 6820

Faculty Availability

I will be checking in on the course at least once a day during the work week (unless otherwise notified). I am also willing to communicate individually with students as needed. Please contact me via email only if your question is of a personal nature. If you have questions about the course (assignments, dates, expectations, etc.) please post them on the General Course Questions (Canvas) so that everyone can benefit from the answers. If you contact me individually, my commitment is to respond to you in 24 hours or less on weekdays.

Faculty Expectations of Students

At the beginning of each week, I will post an announcement that will give an overview of your requirements for that particular week. Also, be sure to read through the entire course schedule so you can plan ahead for assignments.

Course Materials: PowerPoint slides, mini-lectures (PowerPoint slides with narration), etc., will be available in the Files section of the course (Canvas).

Announcements: Please make sure that you read the announcements every time you log in to the course or have your notification set to receive announcements on a frequent basis. These will be updated regularly with important course information.

Instructional Time: In an eight-week course, students will spend approximately 5.25 hours (on average) per week reading PowerPoints, mini-lectures with narration, completing quizzes, as well as reading posts and submitting posts online in the discussions (roughly equivalent to classroom time). Additional time will be required for text reading and assignment completion (roughly equivalent to graduate level, out of class work time).

Asynchronous/Synchronous Learning: This course will require primarily asynchronous learning, which means that students can work independently at their own pace within certain schedule constraints/limitations. Two synchronous learning experiences (via Canvas Conferences) will be scheduled during this eight week course (November 17th and December 15th; refer to course schedule). Students will be required to log on simultaneously so that the class can discuss the topic together.

Course Description
This course presents an overview of the various techniques and strategies used in meeting the wants and needs of consumers in the sport industry, specifically intercollegiate athletics. Areas to be addressed are the uniqueness of sport marketing in comparison to traditional marketing, an overview of the segments of the sport industry, the importance of market research and segmentation in identifying the right sport consumer, the use of data-based marketing in reaching the sport consumer, the overview of the marketing mix as individual units and the relationship between those units, and the development of sponsorship and endorsement packages.

Higher Education Program Goals
1. To equip leaders to transform various higher education contexts, including colleges/universities, professional associations, and higher education agencies.
2. To prepare practitioners to make effective, strategic, and innovative decisions to assure excellence in educational programs and mission-driven initiatives.
3. To develop scholars who advance the field of higher education and its contribution to society.
4. To nurture leaders with a professional identity rooted in the ethical and vocational sensibilities of the Christian tradition.

Course Objectives (HIED Program Objectives) [CWGEOs]
1. Demonstrate a working knowledge of the various program areas usually included under the rubric of sponsorship and marketing in intercollegiate athletics. (1f) [1.1.1]
2. Exhibit a comprehensive understanding of intercollegiate sport funding as they pertain to fan consumerism. (2b) [1.1.3]
3. Demonstrate knowledge of significant issues and trends in intercollegiate athletics, including understanding methods of identifying and evaluating contemporary developments in the areas of sponsorship and marketing. (3c) [1.1.2]
4. Be prepared to meet the ethical responsibilities associated with their roles as Director of Athletics in higher education institutions. (4a) [1.1.1]
5. Examine the relationships between varied constituencies in and around sponsorship and marketing and understand how these can cultivate social responsibility. (94d) [1.1.4]

Textbook and Other Course Materials
Required:
Lynde, T. (2007). *Sponsorships 101*. Mableton, GA: Lynde & Associates
Miller, J. (2012). *Where The Water Kept Rising*. Mandeville, LA: Arthur Hardy Enterprises
Mullin, B., Hardy, S., Sutton, W. (2014). *Sport Marketing* (4th Ed.). Champagne, IL: Human Kinetics

Course Requirements

Discussions (Course Objectives 1-5)
There will be a series of questions posted within Canvas in the Discussions tool. Students are expected to post an original response to each question by 11:55 p.m. on Wednesday of the week and follow up responses to at least two other students by 11:55 p.m. on Saturday of that week. Responses are to be between 200-250 words and are to include references to the readings. This is a minimum standard for participation. Students, who respond to more than one student, respond to follow up questions, incorporate outside readings into their responses, and demonstrate a clear comprehension of the material will receive higher grades. Grading for this assignment will be influenced by the following: understanding and analysis of the readings (50%), responses to other students that contribute to a better understanding of course materials (30%), facilitating further conversation (10%), and introducing relevant outside sources (10%). Each discussion's postings can earn up to 20 points, for a total of 240 points.

Discussion #	Week	Topic(s)
1	October 26-November 1	Private Seat Licenses (PSLs)
2	October 26-November 1	Student Fees
3	November 2-8	Uniqueness – Sport Marketing
4	November 2-8	Admission Fees
5	November 9-15	Market – College Football
6	November 16-22	Brand Associations
7	November 16-22	Licensing Company
8	November 23-29	Discounted Tickets
9	November 23-29	Outsourcing Sponsorship
10	November 30-December 6	New Product
11	December 7-13	Negotiating – Branded Package
12	December 14-20	Athletics – Marketing Vehicle

PowerPoint Slides/Text and Mini-Lectures (Course Objectives 1-5)
Students are expected to read all posted PowerPoint Presentations corresponding to the assigned chapters in *Sport Marketing*. Periodically throughout the eight week course, Mini-Lectures (five total) will be provided on different topics associated with intercollegiate athletics. The PowerPoint and Mini-Lectures are located in the Files section of Canvas. These online presentations replace in class presentations in a traditional classroom setting. Questions may be added to the quizzes from the PowerPoint slides.

Quizzes (Course Objectives 1-5)
Students will take two quizzes which will consist of questions in multiple choice, true/false, and short answer formats based on readings of *Sport Marketing, Sponsorship 101,* and may include questions from the Mini-Lecture PowerPoints. Each

quiz is worth 75 points and students are allowed to utilize course texts, notes, etc., and will have 90 minutes to complete each quiz.

Reflective Responses (Course Objectives 1-5)
Throughout the eight week online course, students will write a total of seven reflective responses. These reflective responses will relate to a question that will be posed by the instructor and will allow the student to show mastery and understanding of the course materials. The response should be one to two double spaced pages in length. Each response is worth 20 points. Each Reflective Response is due by 11:55 p.m. (Saturday) of the respective week.

Response #	Week	Topic(s)
1	November 2-8	Market Trends/Strategy
2 3	November 9-15	Consumer Behavior Marketing Research Survey
4	November 16-22	Brand Equity
5 6	November 23-29	Consumer Cost Index Advertisement/In-Game Promotion
7	December 14-20	Legal Cases – Sport Marketing

Case Studies – Sport Marketing (Course Objectives 1, 3, 4)
A total of three case studies will be analyzed by students throughout the eight week online course. Each case study analysis should be two to three double spaced pages in length. Each case study is worth 25 points and is due by 11:55 p.m. (Saturday) of the respective week assigned. The following is a seven step case study methodology that will help students formulate an analysis:

Step 1: Read the case first to enjoy. Do not analyze.
Step 2: Think deliberately about the case as a whole.
Step 3: Read the case again and look for the issues and/or problems.
Step 4: Look for the primary cause of the problem(s).
Step 5: Read the case again and make assumptions.
Step 6: Put yourself in the role of each character and try to understand why each acted as he/she did.
Step 7: Answer the following questions at the end of each case:

1. What is (are) the issues?
    - An issue is debatable and always stated in the form of a question.
2. What are the problems?
    - A problem is an existing reality that hinders the desired course of events.
3. What blocks or hurdles may be in the way of the best solution?
    - These are very similar to problems, but usually are identified as shortcomings (e.g., fear, lack of knowledge, limited budget).

4. What actions should be, or should have been, taken to solve the problems?
    - Consider the consequences of your actions.
5. What decision or action guides led you to the suggested actions?
    - Decision and action guides may be principles, rules, policies, or generalizations that provide direction.

Along with the case study methodology, there will be a series of questions at the conclusion of each case study.

Case Study #	Week	Topic(s)
1	November 2-8	Filling Your Football Stadium with Fans
2	November 16-22	Catch That Championship Fever
3	November 30-December 6	Gender Equity Achieved Through Strategic Marketing

<u>"Where The Water Kept Rising" - University of New Orleans Marketing Plan</u>
(Course Objectives 3, 4, 5)
After twenty years as an executive with the National Football League and three of its member clubs, Jim Miller had reached the pinnacle of professional sports. Yet an offer to become athletic director of a "mid-major" college program in New Orleans was a welcomed opportunity to slow down the pace and possibly make a difference in the lives of young student-athletes. Little did he know that instead of ratcheting down a satisfying career, he was about to enter the most frustrating, exhausting and challenging time of his life.

Miller was named athletic director at the University of New Orleans in January, 2003. The first thirty-two months on the job were gratifying as he watched the hopeful faces of young athletes competing, often with more determination than distinction. The program, which did not include the golden goose of football, struggled financially but always seemed to balance its modest budget. Then on August 29, 2005, Hurricane Katrina swept over the region, sparing none but casting its more fragile institutions into perilous crisis.

Where The Water Kept Rising is the story of Jim Miller's fight to save a traumatically injured program and the collateral damage suffered by its coaches and student-athletes. Initially, hopes of a quick recovery were dashed by the rolling waters of inattention and bureaucratic delays and finally by decisions ostensibly made to preserve only the academic mission.

Students are expected to develop a five double spaced page response to the following topics regarding the University of New Orleans Athletics Department:

1. Conduct an internal and external SWOT Analysis.
2. Develop a branding concept for the University of New Orleans Athletics Department.

3. Discuss the concept of "Return on Investment" (ROI) pertaining to the branding concept.
4. If you were the athletic director at the University of New Orleans, would you be in favor of downsizing from NCAA Division I to Division II or III? Explain your reasoning.

The response is worth a total of 50 points and is due on November 1st at 11:55 p.m.

Sport Marketing Plan (SMP)/Sponsorship Packages (Course Objectives 1-5)
Students will prepare a marketing plan for the Messiah College Athletics Department. The purpose of this assignment is for students to apply and synthesize the material presented on sport marketing and sponsorships over the course of the eight week period and apply the knowledge to the collegiate sport environment.

Elements of the assignment include the following:

1. Provide a detailed description of the product or brand and the entities it is a part of.
2. Define the market place and the various segments you wish to reach in that market in regard to customers and corporate partnerships. Be specific in stating how wants and needs are being met.
3. Present an internal and external SWOT Analysis for the idea.
4. Describe the product and its extensions. Create a matrix for product positioning using price and level of excitement and price and level of performance in comparison with other sport products in the market. Provide a schedule.
5. Discuss strategy for pricing of tickets, concessions, and sponsorships.
6. Present an overview of sponsorship and signage inventory and opportunities for sponsors. Provide a list of inventory and prepare packages at different levels.
7. Present promotions that will be used to create awareness and increase value of experience.
8. Present a diagram of place of distribution. Provide details on seating, concessions stands, parking, etc. Why was the site selected?
9. Present the public relations strategies to be used.

The final submission of the Sport Marketing Plan/Sponsorship Package requires the following format (additional details will be provided in a mini-lecture):

1. The Introduction
2. Situational Analysis
3. Target Markets
4. Marketing Objectives
5. Marketing Strategies and Tactics
6. Implementation and Control
7. Summary (Executive)

Although this is a semester-long project with the final submission date of December 20th by 11:55 p.m., the schedule depicted below will ensure that the student is on pace with the project:

1) Description of product/brand, entities, product extensions, etc.
    a) Draft due November 8th by 11:55 p.m.
2) Define the market place in regards to customers and corporate sponsorships.
    a) Draft due November 15th by 11:55 p.m.
3) Provide an internal and external SWOT Analysis.
    a) Draft due November 22nd by 11:55 p.m.
4) Provide an overview of sponsorship and signage inventory – present sponsorship packages at different levels.
    a) Draft due November 29th by 11:55 p.m.
5) Submit three game day promotional ideas.
    a) Draft due December 6th by 11:55 p.m.
6) Describe the public relations strategies that will be utilized.
    a) Draft due December 13th by 11:55 p.m.

The Sport Marketing Plan/Sponsorship Packages is worth a total of 150 points.

Course Evaluation

Discussions……..	240 points	756-805=A	619-643=C+
Quizzes…….	150 points	724-755=A-	595-618=C
Reflective Responses……	140 points	700-723=B+	594 Below=F
Case Studies…….	75 points	676-699=B	
UNO Marketing Plan……..	50 points	644-675=B-	
Marketing Plan/Sponsorship….	150 points		
Total Points	805		

Course Policies

Extra Credit: Extra credit points are not awarded in this course.

Late Assignments: All assignments are due by 11:55 p.m. on the due date assigned. A 5% deduction in the points available for each assignment will occur for each day an assignment is late (unexcused). Failure to complete any assignment by the end of the course could result in the student failing the whole course.

Missed Quizzes: Any student who misses a quiz must contact the faculty instructor to make arrangements to take a makeup quiz. It will be up to the discretion of the faculty instructor whether the student will be allowed to make up the quiz and the format of the makeup quiz. Generally, contacting the faculty instructor before the quiz date to make other arrangements is preferred.

Returned Assignments: Assignments will be returned to the student for review of the assigned grade. The assignment will include comments from the faculty instructor and an indication of the basis for the grade assigned. If students have questions about the grade assigned it is up to the student to contact the professor and set up a time to discuss the grade. Students may also ask for clarification about a grade through email to the faculty instructor within three days of receiving the grade for any assignment. All

assignments will be reviewed, graded, and grades posted in the Grade Book (Canvas) within ten days of submission.

Academic Integrity

Personal integrity is a behavioral expectation for all members of the Messiah College community: administration, faculty, staff, and students. Violations of academic integrity are not consistent with the community standards of Messiah College. These violations include:

Plagiarism: Submitting as one's own work part or all of any assignment (oral or written) which is copied, paraphrased, or purchased from another source, including on-line sources, without the proper acknowledgement of that source. Examples: failing to cite a reference, failing to use quotation marks where appropriate, misrepresenting another's work as your own, etc.

Cheating: Attempting to use or using unauthorized material or study aids for personal assistance in examinations or other academic work. Examples: using a cheat sheet, altering a graded exam, looking at a peer's exam, having someone else take the exam for you, using any kind of electronic mobile or storage devices (such as cell phones, PDAs, Blackberry, iPods, iPhones, Flashdrives, DVDs, CDs), communicating via email, IM, or text messaging during an exam, using the internet, sniffers, spyware or other software to retrieve information or other students' answers, purposely disconnecting from the internet to cause a lock on an online exam, etc.

Fabrication: Submitting altered or contrived information in any academic exercise. Example: falsifying sources and/or data, etc.

Misrepresentation of Academic Records: Tampering with any portion of a student's record. Example: forging a signature on a registration form or grade form on paper or via electronic means.

Facilitating Academic Dishonesty: Helping another individual violate this policy. Examples: working together on an assignment where collaboration is not allowed, doing work for another student, allowing one's own work to be copied.

Computer Offenses: Altering or damaging computer programs without permission. Examples: software piracy, constructing viruses, introducing viruses into a system, copying copyrighted programs, etc.

Unfair Advantage: Attempting to gain advantage over fellow students in an academic exercise. Examples: lying about the need for an extension on a paper, destroying or removing library materials, having someone else participate in your place, etc.

Penalties for Violations of the Academic Integrity Policy: A faculty member may exercise broad discretion when responding to violations of the Academic Integrity Policy. The range of responses may include failure of the course to a grade reduction of the given assignment. The typical consequence for violations will be failure of the assignment. Some examples of serious offenses which might necessitate the penalty of the failure of the course include cheating on an examination, plagiarism of a complete assignment, etc.

The Academic Integrity Policy for Graduate Students is found in the graduate student handbook. Primary responsibility for knowledge of and compliance with this policy rests with the student.

Americans with Disabilities Act
Any student whose disability falls within ADA guidelines should inform the instructor at the beginning of the semester of any special accommodations or equipment needs necessary to complete the requirements for this course. Students must register documentation with the Office of Disability Services. Contact DisabilityServices@messiah.edu. (717-796-5382)

Library and Librarian Assistance
The Library is an obvious source of information for research, presentations, and projects. Currently, Beth Mark is the specific library liaison assigned to the education discipline. Although any librarian is trained and prepared to assist you, Beth works specifically with education and is most familiar with the resources and databases that relate to this field. Do not hesitate to contact her if you are having trouble locating specific sources for your assignments, as she is more than willing to help you. For her specific work schedule, contact her directly at bmark@messiah.edu or by calling (717) 796-1800, ext. 3590.

Writing Center
The Writing Center is available to any graduate student who has a desire to improve his/her writing. The role of the center is to provide feedback (not editing) on written work. Feedback alerts you to the kinds of errors you are making, lets you know when something is not clear, and suggests that you have not fully supported an argument. Feedback does NOT correct your grammatical errors, rewrite your sentences, or provide you with the specific points to support your argument.

Technical Support for Students
For your convenience, a telephone hotline is available seven days a week in order to provide assistance for technological problems. This hotline is staffed by the College's Information and Technology Services staff and provides "real person" assistance during the following times:

- By phone at (717) 796-1800, ext. 3333
- Via email helpdesk@messiah.edu

In the event you need to leave a message, please provide your name, number, and a brief description of the issue you are experiencing. You will receive a call back as soon as possible. You also have access to technical support (i.e., tutorials, help functions, etc.) through the College's portal, MCSquare, and also through the College's Learning Management System, Canvas – Help (for Students) tab.

Statement of Confidentiality
"Students in online courses will be asked to post written work and to engage in written dialogue with other class members. The student should be aware that although confidentiality within the course environment is encouraged, it is possible that users in and outside the course may have access to course content."

Statement of Copyright Protection
"The materials on this course web site are only for the use of students enrolled in this course for purposes associated with this course and may not be retained or further disseminated."

HIED 532 Marketing and Advertising in Intercollegiate Athletics
Course Outline

Week One: October 26 – November 1
Reading:
- "Where The Water Kept Rising"

PowerPoint Slides:
- Course Introduction (Narration)
- Mini-Lecture: Personal Notes – UNO Athletics

Discussion #1:
- Read, Post and Respond – Private Seat Licenses

Discussion #2:
- Read, Post and Respond – Student Fees

UNO Marketing Plan Due

Week Two: November 2 - 8
Readings:
- Mullin: Chapters #1 & #2
- Lynde: Lessons #1 & #2

PowerPoint Slides:
- Mullin: Chapters #1 & #2
- Mini-Lecture: Sport Marketing Case Analysis Model

Discussion #3:
- Read, Post and Respond – Sport Marketing Uniqueness

Discussion #4:
- Read, Post and Respond – Admission Fees

Reflective Response #1:
- Market Trends/Strategy

SMP/Sponsorship: Draft of Product Brand, Entities, Product Extensions, etc. Due
Case Study Due: Filling Your Football Stadium with Fans

Week Three: November 9 - 15
Readings:
- Mullin: Chapters #3 & #4
- Lynde: Lessons #3 & #4

PowerPoint Slides:
- Mullin: Chapters #3 & #4
- Mini-Lecture: Sport Marketing Plan

Discussion #5:
- Read, Post and Respond – Market (College Football)

Reflective Responses #2 & #3:
- Consumer Behavior
- Marketing Research Survey

SMP/Sponsorship: Draft of Market Place Due

Week Four: November 16 - 22
Readings:
- Mullin: Chapters #5 & #6
- Lynde: Lessons #5 & #6

PowerPoint Slides:
- Mullin: Chapters #5 & #6

Discussion #6:
- Read, Post and Respond – Brand Associations

Discussion #7:
- Read, Post and Respond – Licensing Company

Reflective Response #4:
- Brand Equity

SMP/Sponsorship: Draft of Internal and External SWOT Analysis Due
November 17th – Canvas Conference, 8:00-9:00 p.m. (Topic: SWOT Analysis)
Quiz #1 – Complete
Case Study Due: Catch That Championship Fever

Week Five: November 23 - 29
Readings:
- Mullin: Chapters #7 & #8

- Lynde: Lessons #7 & #8

PowerPoint Slides:

- Mullin: Chapters #7 & #8
- Mini-Lecture: Fan Index/Team Marketing Report

Discussion #8:

- Read, Post and Respond – Discounted Tickets

Discussion #9:

- Read, Post and Respond – Outsourcing Sponsorship

Reflective Responses #5 & #6:

- Consumer Cost Index
- Advertisement/In-Game Promotion

SMP/Sponsorship: Draft of Sponsorship Packages Due

Week Six: November 30 – December 6

Readings:

- Mullin: Chapters #9 & #10
- Lynde: Lesson #9

PowerPoint Slides:

- Mullin: Chapters #9 & #10

Discussion #10:

- Read, Post and Respond – New Product

SMP/Sponsorship: Draft of Game Day Promotional Ideas Due
Case Study Due: Gender Equity Achieved Through Strategic Marketing

Week Seven: December 7 - 13

Readings:

- Mullin: Chapters #11, #12 & #13
- Lynde: Lesson #10

PowerPoint Slides:

- Mullin: Chapters #11, #12 & #13
- Mini-Lecture: College Athletics Licenses

Discussion #11:

- Read, Post and Respond – Negotiating/Branded Package

SMP/Sponsorship: Draft of Public Relations Strategies Due

Week Eight: December 14 - 20

Readings:

- Mullin: Chapters #14, #15 & #16
- Lynde: Lesson #11

PowerPoint Slides:

- Mullin: Chapters #14, #15 & #16

Discussion #12:

- Read, Post and Respond – Athletics/Marketing Vehicle

Reflective Response #7:

- Legal Cases – Sport Marketing

December 15th – Canvas Conference, 8:00-9:00 p.m. (Topic: Legal Cases)
Quiz #2 – Complete
Sport Marketing Plan/Sponsorship Packages Due

HIED 532 Marketing and Advertising in Intercollegiate Athletics
On-Line Course Equivalency

Week	Topics/Assignments	Hours*		Objectives
October 26 to November 1	**University of New Orleans Branding Concept**	**IT***	**N-IT***	
	Read Miller ("Where The Water Kept Rising")		6.0	3, 4, 5
	Review PowerPoint (Course Introduction; Mini-Lecture)	2.0		1-5
	Read/Post/Respond-Discussions #1 & #2	2.5		1-5
	UNO Marketing Plan		5.0	3, 4, 5
November 2 to November 8	**Strategic Marketing Management Sponsorship Basics**			
	Read Mullin (Chapters #1 & #2)		2.0	1, 2, 3, 5
	Read Lynde (Lessons #1 & #2)		2.0	1, 3, 5
	Review PowerPoint (Mullin-Chapters #1 & #2; Mini-Lecture)	3.5		1, 2, 3, 5
	Read/Post/Respond-Discussions #3 & #4	2.5		1-5
	Reflective Responses #1		3.0	1-5
	SMP/Sponsorship: Product Brand, Entities, Product Extensions		2.5	1-5
	Case Study		1.5	1-5
November 9 to November 15	**Sport Consumer Behavior Sponsorship Market**			
	Read Mullin (Chapters #3 & #4)		2.0	1, 2, 3, 5
	Read Lynde (Lessons #3 & #4)		1.0	1, 3, 5
	Review PowerPoint (Mullin – Chapters #3 & #4; Mini-Lecture)	4.0		1, 2, 3, 5

	Read/Post/Respond-Discussion #5	2.0		1-5
	Reflective Responses #2 & #3		6.0	1-5
	SMP/Sponsorship: Market Place		2.5	1-5
November 16 to November 22	**The Sport Product Negotiate/Evaluate Sponsorship**			
	Read Mullin (Chapters #5 & #6)		2.0	1, 2, 3, 5
	Read Lynde (Lessons #5 & #6)		2.0	1, 3, 5
	Review PowerPoint (Mullin – Chapters #5 & #6)	3.0		1, 2, 3, 5
	Read/Post/Respond-Discussions #6 & #7	2.5		1-5
	Reflective Response #4		3.0	1-5
	SMP/Sponsorship: Internal/External SWOT Analysis		2.5	
	November 17th – Canvas Conference, 8:00-9:00 p.m. (Topic: SWOT Analysis)	1.0		
	Quiz #1		1.5	1-5
	Case Study		1.5	1-5
November 23 to November 29	**Branding Sponsorship Activation Plan**			
	Read Mullin (Chapters #7 & #8)		2.0	1, 2, 3, 5
	Read Lynde (Lessons #7 & #8)		2.0	1, 3, 5
	Review PowerPoint (Mullin – Chapters #7 & #8; Mini-Lecture)	4.0		1, 2, 3, 5
	Read/Post/Respond-Discussions #8 & #9	2.5		1-5
	Reflective Responses #5 & #6		6.0	1-5
	SMP/Sponsorship: Sponsorship Packages		2.5	1-5
November 30 to December 6	**Sponsorship/Promotion Research/Testing**			
	Read Mullin (Chapters #9 & #10)		2.0	1, 2, 3, 5
	Read Lynde (Lesson #9)		0.5	1, 3, 5
	Review PowerPoint (Mullin – Chapters #9 & #10)	3.0		1, 2, 3, 5
	Read/Post/Respond-Discussion #10	2.0		1-5
	SMP/Sponsorship: Game Day Promos		2.5	1-5
	Case Study		1.5	1-5
December 7 to December 13	**Media/Public Relations Measure Value of Sponsorship**			

	Read Mullin (Chapters #11, #12 & #13)		2.5	1, 2, 3, 5
	Read Lynde (Lesson #10)		1.5	1, 3, 5
	Review PowerPoint (Mullin – Chapters #11, #12 & #13; Mini-Lecture)	4.0		1, 2, 3, 5
	Read/Post/Respond-Discussion #11	2.0		1-5
	SMP/Sponsorship: Public Relations Strategies		2.5	1-5
December 14 to December 20	**Legal Aspects Sport Marketing**			
	Read Mullin (Chapters #14, #15 & #16)		2.5	1, 2, 3, 5
	Read Lynde (Lesson #11)		1.0	1, 3, 5
	Review PowerPoint (Mullin – Chapters #14, #15 & #16)	3.5		1, 2, 3,5
	Read/Post/Respond-Discussion #12	2.0		1-5
	Reflective Response #7		3.0	1-5
	December 15th – Canvas Conference, 8:00-9:00 p.m. (Topic: Legal Cases)	1.0		
	Quiz #2		1.5	1-5
	Sport Marketing Plan/Sponsorship Packages		5.0	1-5

*Instructional Time (IT) 47 hours/3 credits
*Non-Instructional (N-IT) “Homework”

Note: Reading based on 30 pages per hour; Writing papers based on 2 hours per page