Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.
COURSE SYLLABUS

SMGT 502
SPORT MARKETING AND PUBLIC RELATIONS

COURSE DESCRIPTION
This course is an examination of principles of marketing, promotion, sponsorship, public relations and licensing as it applies to the sport industry.

RATIONALE
Possibly the greatest challenges facing sport marketers today is trying to keep pace with the ever-changing, fast paced environment of the sports world. An overview of the elements of the marketing mis and their unique applications to the sport industry will be explored. The complex and diverse nature of marketing and public relations will be developed from a strategic sport marketing perspective.

I. PREREQUISITES
For information regarding prerequisites for this course, please refer to the Academic Course Catalog.

II. REQUIRED RESOURCE PURCHASES
Click on the following link to view the required resource(s) for the term in which you are registered: http://bookstore.mbsdirect.net/liberty.htm

III. ADDITIONAL MATERIALS FOR LEARNING
A. Computer with basic audio/video output equipment
B. Internet access (broadband recommended)
C. Microsoft Word
   (Microsoft Office is available at a special discount to Liberty University students.)

IV. MEASURABLE LEARNING OUTCOMES
Upon successful completion of this course, the student will be able to:
A. Recognize the impact of sport marketing and promotion practices.
B. Analyze factors that include sport marketing principles such as sponsorship, promotions, and licensing options within a sport marketing career.
C. Critically analyze how sport marketing and promotions can successfully utilize the media to aid in achieving organizational objectives as displayed by successful completion of objective tests.
D. Design a survey for acquiring significant demographic and psychographic information to successfully target populations for product development, sales and
organizational success, accomplished by analyzing sport market survey research, completing a survey in the marketing plan.

E. Understand the importance and applications of sport marketing and promotions as it relates to organizational goals and personal success, accomplished by critically reviewing the sport marketing research literature, and the completion of the sport marketing plan and power point presentation.

V. COURSE REQUIREMENTS AND ASSIGNMENTS
A. Textbook readings and video lecture presentations/notes.
B. Course Requirements Checklist
   After reading the Syllabus and Student Expectations, the student will complete the related checklist found in Module/Week 1.
C. Discussion Board Forums (4)
   Four discussions will be posted in order to generate interaction among students in regard to relevant current course topics. The student will submit the thread in one module/week and the replies in the next module/week. Current and archived issues of the national sports publication SportsBusiness Journal will be used as the basis for research and discussion.
D. Marketing Plan (8)
   There will be 8 parts of the Marketing Plan that will need to be completed during the course. The student will market a sport product or idea in hands-on real world sport marketing and public relations related projects.
E. Quizzes (8)
   There will be 8 open-book/open-note quizzes with 10 multiple-choice and true/false questions that will need to be completed during the course.

VI. COURSE GRADING AND POLICIES
A. Points
   Course Requirements Checklist 10
   Discussion Board Forums 200
      Threads (4 at 25 pts ea)
      Replies (4 at 25 pts ea)
   Marketing Plan (8 at 50 pts ea) 400
   Quizzes (8 at 50 pts ea) 400
   Total 1010

B. Scale
   C+ = 820–839  C = 780–819  C- = 760–779  F = 759 and below

C. Late Assignment Policy
If the student is unable to complete an assignment on time, then he or she must contact the instructor immediately by email.

Assignments that are submitted after the due date without prior approval from the instructor will receive the following deductions:

1. Late assignments submitted within one week of the due date will receive a 10% deduction.
2. Assignments submitted more than one week late will receive a 20% deduction.
3. Assignments submitted two weeks late or after the final date of the class will not be accepted.
4. Late Discussion Board threads or replies will not be accepted.

Special circumstances (e.g. death in the family, personal health issues) will be reviewed by the instructor on a case-by-case basis.

D. Grievance Procedures

If the student has any grievance with the course or the instructor, attempts should be made to resolve the matter informally by contacting the instructor first. Egregious or repeated violations of this policy may result in formal disciplinary action.

E. Content

The student is responsible for all course material. “Course material” includes, but is not limited to, all assigned readings, video, audio, on-line materials, journals, etc. The content for course quizzes may come from any of these sources.

F. Disability Assistance

Students with a documented disability may contact Liberty University Online’s Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.
### Course Schedule

**SGMT 502**


<table>
<thead>
<tr>
<th>Module/Week</th>
<th>Reading &amp; Study</th>
<th>Assignments</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Pitts &amp; Stotlar: ch. 4 1 presentation</td>
<td>Course Requirements Checklist, Marketing Plan: Preliminary Research, DB Forum 1 thread, Quiz 1</td>
<td>10 50 25 50</td>
</tr>
<tr>
<td>2</td>
<td>Pitts &amp; Stotlar: ch. 5 1 presentation</td>
<td>Marketing Plan: Sport Market Segmentation, DB Forum 1 reply, Quiz 2</td>
<td>50 25 50</td>
</tr>
<tr>
<td>3</td>
<td>Pitts &amp; Stotlar: chs. 7, 9, 11 2 presentations</td>
<td>Marketing Plan: Marketing Mix, DB Forum 2 thread, Quiz 3, Quiz 4</td>
<td>50 25 50 50</td>
</tr>
<tr>
<td>4</td>
<td>Review Pitts &amp; Stotlar: ch. 11 1 presentation</td>
<td>Marketing Plan: Pricing Objectives, DB Forum 2 reply, Quiz 5</td>
<td>50 25 50</td>
</tr>
<tr>
<td>5</td>
<td>Pitts &amp; Stotlar: ch. 12 1 presentation</td>
<td>Marketing Plan: Promotion Objectives, DB Forum 3 thread, Quiz 6</td>
<td>50 25 50</td>
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<tr>
<td>6</td>
<td>Pitts &amp; Stotlar: ch. 13 1 presentation</td>
<td>Marketing Plan: Media Relations, DB Forum 3 reply, Quiz 7</td>
<td>50 25 50</td>
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<td>7</td>
<td>Pitts &amp; Stotlar: ch. 15 1 presentation</td>
<td>Marketing Plan: Social Media, DB Forum 4 thread, Quiz 8</td>
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<tr>
<td>8</td>
<td>None</td>
<td>Marketing Plan: Final Marketing Plan, DB Forum 4 reply</td>
<td>50 25</td>
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*DB = Discussion Board*

**NOTE:** Each course week begins on Monday morning at 12:00 a.m. (ET) and ends on Sunday night at 11:59 p.m. (ET). The final week ends at 11:59 p.m. (ET) on Friday.