

KIN6020

Marketing, Promotion
and Public Relations
in Sports



Dates: March 14 - May 8

Meeting Day/Time: Wednesdays, 5:30-8:00 pm

Location: Online

Credit Hours: 3

PLNU MISSION

To Teach ~ To Shape ~ To Send

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service becomes an expression of faith. Being of Wesleyan heritage, we aspire to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

INSTRUCTOR INFORMATION



Instructor: Brian Thornton

Phone: 619.849.2944

Email: briantornton@pointloma.edu

Office Hours: By appointment only; please contact via email.

COURSE DESCRIPTION

Students will explore and develop promotional and marketing strategies involved in the spectrum of the sport and fitness industries. Students will be equipped for the high school, collegiate, and professional sports settings as well as personal, group, and comprehensive fitness facilities that promote a holistic approach to wellness.

COURSE AIM

This course will provide you with basic knowledge of how marketing and promotions drive sports properties/entities. You will also learn to think critically and strategically to impact and support all facets of a sports property's business objectives, including fan development, revenue generation, partnership acquisition and activation, internal and external marketing

asset management, brand development and implementation, and research. Course meetings will consist of both lecture and online sessions. You will also be required to participate in both group and individual projects such as creating marketing plans, custom sponsorship packages, fully integrated promotions and marketing campaigns, and branding initiatives.

INSTITUTIONAL LEARNING OUTCOMES (ILO)

1. **Learning, Informed by our Faith in Christ**
Students will acquire knowledge of human cultures and the physical and natural world while developing skills and habits of the mind that foster lifelong learning.
2. **Growing, In a Christ-Centered Faith Community**
Students will develop a deeper and more informed understanding of others as they negotiate complex professional, environmental and social contexts.
3. **Serving, In a Context of Christian Faith**
Students will serve locally and/or globally in vocational and social settings.

PROGRAM LEARNING OUTCOMES (PLO)

The Point Loma Nazarene University MS-KIN graduate will be able to:

1. Appraise current research data in Kinesiology and integrate it into professional practice to solve relevant problems and make effective decisions.
2. Work independently and with a team to persuasively communicate essential information in their discipline.
3. Demonstrate appropriate breadth of knowledge of the background and principle research in their specialization in order to conduct an independent research project.
4. Serve various populations, integrating compassionate care and the Christian faith with their professional practice.
5. Pursue an active and growing involvement in their discipline by achieving advanced certification and/or membership in a related professional organization.

COURSE LEARNING OUTCOMES (CLO)

The following learning outcomes will be achieved by students in this course:

1. Understand basic concepts of a sports property's customers and revenue generation through marketing, sponsorship sales, ticket sales, broadcast media, merchandise, and alternative revenue streams while utilizing branding and promotions, public relations, and community relations to develop new fans and build stronger bonds with existing fans.

2. Develop custom sponsorship packages that simultaneously impact the sponsor's objectives and those of the sports property/organization (ticket sales, branding, game entertainment, fan experience).
3. Create fully-integrated promotions targeting specific market segments (i.e. the general public, casual fans, African-American, Hispanic, Female, Youth, Fans who don't attend games, Military, etc.), that both utilize and benefit multiple areas of the organization (i.e. ticket sales, corporate sales, community relations, media relations, fan development, merchandise sales, etc.).
4. Understand the concepts and process for developing a team and/or athlete brand that is authentic and how to activate that brand to achieve specific objectives.
5. Create a strategic marketing plan based on objectives, strategies, and tactics and be able to reverse engineer marketing plan timelines.

CREDIT HOUR INFORMATION

In the interest of providing sufficient time to accomplish the stated Course Learning Outcomes, this class meets the PLNU credit hour policy for a 3 unit class delivered over 8 weeks. Specific details about how the class meets the credit hour requirement can be provided upon request.

REQUIRED TEXT & RECOMMENDED RESOURCES

- Mullin, B., Hardy, S., & Sutton, W. (2014). *Sports marketing* (5th ed.). Champaign, IL: Human Kinetics.

The above is available from http://www.humankinetics.com/products/all-products/https://us.humankinetics.com/products/sport-marketing-5th-edition-ebook-with-hkpropel-access?_pos=3&_sid=e08b1b836&_ss=r

- Sports Business Journal

Discounted student subscription for KIN620 available at [Sports Business Journal website](#)

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ASSESSMENT AND GRADING

Grading Points

Course Assignments
Online Discussions (8)
Sports Business Journal Reports (8)
Online Reading Quizzes (8)

Weekly Projects (6)
Group Project
Final Exam

Standard Grade Scale Based on Percentage Earned

A	B	C	D	F
A 93-100	B+ 87-89	C+ 77-79	D+ 67-69	F ≤ 59
A- 90-92	B 83-86	C 73-76	D 63-66	
	B- 80-82	C- 70-72	D- 60-62	

Students must complete the required program hours in the major (program) from Point Loma Nazarene University with a minimum grade of “C” in each course and an overall 2.00 grade point average.

ASSIGNMENTS

Discussion Board Participation (10%)

Discussion board participation will be based on the weekly topics posted in Canvas. Your initial post is due Thursday; it is expected that you are engaged and deliver informed thought leading to lively discussion and feedback prior to Wednesday at midnight. You should also be ready to further discuss these issues with your colleagues at the following class session.

Sports Business Journal Article Reports (15%)

The aim of supplemental readings in the Sports Business Journal is to keep you current with contemporary issues within the sports business. It is your responsibility to select an article from the most recent issue of SBJ each week; on occasion, the instructor may post specific articles for your review. You will be asked to submit a 1 to 2 page report, by Friday at midnight, summarizing the key points of the article by outlining the major points of the article. In this summary, please also state your opinion, points you agree and/or disagree with, how you would handle the topic moving forward if you were the person/business who the article is about, and give an example of how another sports-related business and/or athlete could utilize the information in the article to their benefit.

Online Reading Quizzes (15%)

You will complete chapter readings in conjunction with each week’s session. In order to assess your grasp of readings and class content, you will complete online quizzes. These are not meant to be arduous but to ensure you have appropriately comprehended the material. These will also allow the professor to ascertain any “sticking points” for students so that class time can be spent in clarifying key concepts.

Weekly Projects (30%)

Students will be expected to complete weekly projects related to the material in that week’s lessons. These projects may be group projects and some may be individual. The idea behind

these projects is to provide an opportunity for students to think both creatively and critically and utilize their knowledge to solve real-life sports business situations and needs. Your grade for these projects will be based on how well you show a comprehension of the material learned in the class thus far, a clear strategy and processes to achieve a distinct goal, and the ability to be creative in troubleshooting, problem-solving, and the activation plan for your ideas. These projects are expected to be turned in electronically and at times may also require an in-class oral and/or visual presentation as directed.

Attendance (10%)

Students will be expected to be present and engaged in class during all assigned lecture times. The attendance grade will not be solely dependent on being logged in or physically present during class time, active participation will also be taken into account.

Final Exam (20%)

The final exam will be given in class and will be summative over the course content.

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LATE ASSIGNMENTS

All assignments are to be submitted by the due dates posted. There will be a 20% reduction of possible points for each day an assignment is late. If missing assignments result in your failure to meet learning outcomes, you may receive a letter grade reduction on the final grade in addition to the loss of points for missing work. No assignments will be accepted after midnight on Sunday night, the last day of class.

While there are due dates for weekly assignments, you are welcome to post your work earlier in the week. In our discussions, late work means that others may not have the opportunity to respond to your comments. It also means that you will not have the benefit of as much interaction with other students as you will have if your assignment is posted on time. If you know you will be away on the day your assignment is due, please post your work before you leave.

Assignments will be considered late if posted after midnight Pacific Standard Time on the day they are due.

STATE AUTHORIZATION

State authorization is a formal determination by a state that Point Loma Nazarene University is approved to conduct activities regulated by that state. In certain states outside California, Point Loma Nazarene University is not authorized to enroll online (distance education) students. If a student moves to another state after admission to the program and/or enrollment in an online course, continuation within the program and/or course will depend on whether Point Loma

Nazarene University is authorized to offer distance education courses in that state. It is the student's responsibility to notify the institution of any change in his or her physical location. Refer to the [map](#) using the below link to view which states allow online (distance education) outside of California.

PLNU ACADEMIC HONESTY POLICY

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using the procedure in the university Catalog. See the [Academic Honesty Policy](#) in the Graduate and Professional Studies Catalog for definitions of kinds of academic dishonesty and for further policy information.

PLNU ACADEMIC ACCOMMODATIONS POLICY

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities. Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center (EAC@pointloma.edu or 619-849-2486). Once a student's eligibility for an accommodation has been determined, the EAC will issue an academic accommodation plan ("AP") to all faculty who teach courses in which the student is enrolled each semester.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course and/or if they do not wish to utilize some or all of the elements of their AP in that course.

Students who need accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to assure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC.

PLNU SPIRITUAL CARE

PLNU strives to be a place where you grow as a whole person. To this end we provide resources for our Graduate and Adult Degree Completion students to encounter God and grow in their Christian faith. At the Mission Valley (MV) campus we have an onsite chaplain, Rev. Gordon Wong, who is available during class break times across the week. If you have questions for, desire to meet or share a prayer request with Rev. Wong you can contact him directly at mvchaplain@pointloma.edu or gordonwong@pointloma.edu. Rev. Wong's cell number is 808-429-1129 if you need a more immediate response.

In addition, on the MV campus there is a prayer chapel on the third floor which is open for use as a space set apart for quiet reflection and prayer.

PLNU ATTENDANCE AND PARTICIPATION POLICY

Regular and punctual attendance at all **synchronous** class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions (virtual or face-to-face), the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for their work and participation. In some courses, a portion of the credit hour content will be delivered **asynchronously** and attendance will be determined by submitting the assignments by the posted due dates. See [Academic Policies](#) in the Graduate and Professional Studies Catalog. If absences exceed these limits but are due to university excused health issues, an exception will be granted.

Asynchronous Attendance/Participation Definition

A day of attendance in asynchronous content is determined as contributing a substantive note, assignment, discussion, or submission by the posted due date. Failure to meet these standards will result in an absence for that day. Instructors will determine how many asynchronous attendance days are required each week.

Students taking online courses are expected to attend each week of the course. Attendance is defined as participating in an academic activity within the online classroom which includes posting in a graded activity in the course. (Note: Logging into the course does not qualify as participation and will not be counted as meeting the attendance requirement.)

Students who do not attend at least once in any 3 consecutive days will be issued an attendance warning. Students who do not attend at least once in any 7 consecutive days will be dropped from the course retroactive to the last date of recorded attendance.

Students who anticipate being absent for an entire week of a course should contact the instructor in advance for approval and make arrangements to complete the required coursework and/or alternative assignments assigned at the discretion of the instructor.

USE OF TECHNOLOGY

In order to be successful in the online environment, you'll need to meet the minimum technology and system requirements; please refer to the *Technology and System Requirements* information. Additionally, students are required to have headphone speakers compatible with their computer available to use

Problems with technology do not relieve you of the responsibility of participating, turning in your assignments, or completing your class work.