

EASTERN ILLINOIS UNIVERSITY
College of Education and Professional Studies
Kinesiology and Sport Studies
KSS 5211 Promotions in Sport Administration Spring 2018

Instructor: Kristin Brown, Ph.D., ATC, **Office Hours:** MW: 9-10 am, Thurs 10:15-11:15
or by appointment

Office: Lantz 2554 **Class Time:** Mon/Wed 10-11:15
Email Address: Kebrown2@eiu.edu **Class Location:** Lantz 3881
KSS Office: 581-2215

Course Description: This course is designed to examine, and apply, theoretical foundations of sport promotion, sales and fundraising. Pertinent concepts relate to sponsorship, licensing, sales force management, consumer incentives, and customer service will be included.

Course Objectives:

1. To understand the dominant position occupied by promotion and sales within sport marketing
2. To understand and be able to execute, the concepts of organizing a sport promotion and sales campaign
3. To understand the importance, and applications of consumer incentives
4. Examine the fundamentals of sport sponsorship, ticket sales & major gift donations
5. Be able to critically review academic research related to promotions, sales, & fundraising
6. Comprehend and analyze the sales management process

Required Textbook:

Irwin, R.L, Sutton, W.A., & McCarthy, L.M. (2008). *Sport promotions and sales management*, Champaign, IL: Human Kinetics.

Evaluation Criteria

Tests/Quizzes	20
Assignments	30
Projects	30
Discussion	20
Total	100%

Tests & Quizzes

Tests and quizzes will be offered to assess knowledge regarding course information. Quizzes and or tests will vary in length and may be offered via D2L or in class.

Assignments

Assignments will be offered on a weekly basis regarding the information that has been presented in class. Assignments will be due either in class or through D2L. Assignments may vary in the form of a short presentation over the material or a written analysis of a current topic. The information will pertain directly to the course and the material to assist with critical thinking.

Class Projects Class projects will be both in groups and individual as the class progresses. Class projects may vary in length and or difficulty. Class projects will also vary in point value. An example of a class project will include assessing the Super Bowl for promotions.

Class Discussion

Each person will lead a class discussion on the topics that are current in regards to the chapter. Please find current information as to how it relates to each area of the textbook. Your discussion lead will take place on Wednesdays of the semester.

Extra Credit

Extra Credit may be given throughout the semester if it will improve your professional experiences and “toolbox.” Opportunities such as professional conferences and volunteering (excluding internship opportunities) for sporting events may be used as such. A written summary of one page will also be required to describe your experience. Only three extra credit opportunities will be given per student, however, you should always continue to grow as a young professional.

Course Policies

Attendance and Participation: Attendance is required for successful completion of this course. Attendance will be taken at the beginning of each class. Please be timely in your arrival to class. Please sign in the attendance book, so that I know that you are present. Arriving late causes a disruption to your classmates, if you arrive late please let the instructor know so that your attendance can be counted. Falling asleep is also distracting and disrespectful, if this becomes an issue you will be asked to leave the class.

Excused Absences: There are some situations which are constituted as an “excused absence” from the class meeting time. Excused absences include 1.) Individuals who participate in University sanctioned events; 2) students who have documented death in the family/serious family emergency; 3) students who are observing religious holidays; 4) students who are seriously ill and may be contagious to the health of their classmates. Students who will be absent must contact the instructor BEFORE class to make arrangements to make up the work they will have missed. Students who do not notify the instructor before their absence, whether excused or not, will not be able to make up work.

Late Work: Late work will NOT be accepted in this course. Only in extreme and extenuating circumstances will late work be discussed with the instructor, other than that, assignments will be expected at the deadline. If you turn work in past the deadline, you will receive a **ZERO** on the assignment. If you have extenuating circumstances, please talk to me before the night of the deadline.

Cell Phones: Cell Phones may be useful for research and data in this course. However, during lecture, group work, and discussion, your phone should be put away and not be visible to the instructor. Facebook, twitter, and text messages can wait for the duration unless they are viable to the discussion.

Academic integrity- Students are expected to maintain principles of academic integrity and conduct as defined in EIU's Code of Conduct (<http://www.eiu.edu/judicial/studentconductcode.php>). Violations will be reported to the Office of Student Standards.

Eastern Illinois University is committed to the learning process and academic integrity that is defined in the Student Conduct Code (1.1). To encourage original and authentic written work, any written assignment created in this course may be submitted for review to Turnitin.com and will become a searchable document with the Turnitin-protected and restricted use database."

Students with disabilities- If you are a student with a documented disability in need of accommodations to fully participate in this class, please contact the Office of Student Disability Services (OSDS). All accommodations must be approved through OSDS. Please stop by Ninth Street Hall, Room 2006, or call 217-581-6583 to make an appointment.

The Student Success Center- Students who are having difficulty achieving their academic goals are encouraged to contact the Student Success Center (www.eiu.edu/~success) for assistance with time management, test taking, note taking, avoiding procrastination, setting goals, and other skills to support academic achievement. The Student Success Center provides individualized consultations. To make an appointment, call 217-581-6696, or go to 9th Street Hall, Room 1302

Tentative Course Outline

Week	Topic	Reading
Week 1-	Intro to Sport Foundations	Chapter 1
Week 2-	Theoretical Foundations for Effective Promotion	Chapter 2
Week 3-	Sport Consumer Incentivization	Chapter 3
Week 4-	Sport Ticket Sales Staff Training	Chapter 4
Week 5-	Sport Ticket Sales	Chapter 5
Week 6-	Customer Service & Retention	Chapter 6
Week 7-	Sport Sponsorship Fundamentals	Chapter 7
Week 8-	Sport Sponsorship Sales	Chapter 8
Week 9-	Sport Sponsorship Activation	Chapter 9
Week 10-	Promotional Merits of Sport Licensing	Chapter 10
Week 11-	E-Commerce as a Promotional Tool	Chapter 11
Week 12-	Sport Brand Communications	Chapter 12
Week 13-	Sport Promotion and Sales Risk Management	Chapter 13

Week 14-	Current Issues	
Week 15-	Wrap up Material	
Week 16- April 30-May 4	Finals	Tuesday May 1 st 10:15-12:15

****Instructor reserves the right to made adjustments to the course outline as the course progresses****