

**Eastern Illinois University**  
**New/Revised Course Proposal Format**  
(Approved by CAA on 4/3/14 and CGS on 4/15/14, Effective Fall 2014)

CGS Agenda Item: 18-24  
Effective Spring 2019

**Banner/Catalog Information (Coversheet)**

1. ☐ New Course or ☒ Revision of Existing Course
2. Course prefix and number:  KSS 5211
3. Short title: Promotion Sport
4. Long title: Promotion and Sales Management in Sport
5. Hours per week:  3  Class  0  Lab  3  Credit
6. Terms: ☐ Fall ☒ Spring ☐ Summer ☒ On demand
7. Initial term: ☐ Fall ☒ Spring ☐ Summer Year:  2019
8. Catalog course description: This course applies the fundamental principles, concepts and applications associated with promotions and sales management in the sport industry. The course will cover a number of topics that will range from promotions, ticket sales, sales management and sponsorship activation.
9. Course attributes:  
General education component:   
☐ Cultural diversity ☐ Honors ☐ Writing centered ☐ Writing intensive ☐ Writing active
10. Instructional delivery  
Type of Course:  
☒ Lecture ☐ Lab ☐ Lecture/lab combined ☐ Independent study/research  
☐ Internship ☐ Performance ☐ Practicum/clinical ☐ Other, specify:   
Mode(s) of Delivery:  
☒ Face to Face ☒ Online ☐ Study Abroad  
☐ Hybrid, specify approximate amount of on-line and face-to-face instruction
11. Course(s) to be deleted from the catalog once this course is approved.
12. Equivalent course(s):  N/A 
  - a. Are students allowed to take equivalent course(s) for credit? ☐ Yes ☐ No
13. Prerequisite(s):  N/A 
  - a. Can prerequisite be taken concurrently? ☐ Yes ☐ No
  - b. Minimum grade required for the prerequisite course(s)?

c. Use Banner coding to enforce prerequisite course(s)? ☐ Yes ☐ No

d. Who may waive prerequisite(s)? N/A

☐ No one ☐ Chair ☐ Instructor ☐ Advisor ☐ Other (specify)

14. Co-requisite(s): \_\_\_\_\_

15. Enrollment restrictions

a. Degrees, colleges, majors, levels, classes which may take the course: Sport Administration  
Graduate Students \_\_\_\_\_

b. Degrees, colleges, majors, levels, classes which may not take the course: Non Sport  
\_\_\_\_\_

16. Repeat status: ☒ May not be repeated ☐ May be repeated once with credit

17. Enter the limit, if any, on hours which may be applied to a major or minor: \_\_\_\_\_

18. Grading methods: ☒ Standard ☐ CR/NC ☐ Audit ☐ ABC/NC

19. Special grading provisions:

☐ Grade for course will not count in a student's grade point average.

☐ Grade for course will not count in hours toward graduation.

☐ Grade for course will be removed from GPA if student already has credit for or is registered in:  
\_\_\_\_\_

☐ Credit hours for course will be removed from student's hours toward graduation if student  
already has credit for or is registered in: \_\_\_\_\_

20. Additional costs to students:

Supplemental Materials or Software \_\_\_\_\_

Course Fee ☒ No ☐ Yes, Explain if yes \_\_\_\_\_

21. Community college transfer:

☐ A community college course may be judged equivalent.

☒ A community college may not be judged equivalent.

Note: Upper division credit (3000+) will not be granted for a community college course, even if the  
content is judged to be equivalent.

## **Rationale, Justifications, and Assurances (Part I)**

1. ☒ Course is required for the major(s) of Masters in Sport Administration  
☐ Course is required for the minor(s) of \_\_\_\_\_  
☐ Course is required for the certificate program(s) of \_\_\_\_\_  
☒ Course is used as an elective
2. **Rationale for proposal:** Effective managers of sport and fitness organizations in the public and private sector need to have a clear understanding of the core principles of sport management which include promotions and sales management. Marketing and Management has been identified by the Commission on Sport Management Accreditation (COSMA), the accrediting body for sport management education programs, as an essential content area. Promotions and sales management are key to understanding those principles. The Kinesiology and Sports Studies Department currently offers a course in Promotions and sales management but it needs to be revised with up to date information to represent what is happening in the sport world. The course will also have the option of being offered online to reach additional students.
3. **Justifications for (answer N/A if not applicable)**  
Similarity to other courses: N/A  
Prerequisites: N/A  
Co-requisites: N/A  
Enrollment restrictions: The course will be limited to KSS Graduate Students as the content of the course is specific within the field of Sports Administration.  
Writing active, intensive, centered: N/A
4. **General education assurances (answer N/A if not applicable)**  
General education component: N/A  
Curriculum: N/A  
Instruction: N/A  
Assessment: N/A
5. **Online/Hybrid delivery justification & assurances (answer N/A if not applicable)**  
Online or hybrid delivery justification: As sports administration becomes more of a competitive field, many students have to work a variety of hours and require a flexible schedule. The material for this course could be transferred to an online format, if needed, to allow for the sport manager's schedule. The EIU-approved online learning management

system will be used to provide a sound virtual learning environment for students enrolled in an online section of this course.

Instruction: The course management system's communication tools will be used to promote synchronous and/or asynchronous discussion and analysis of key course topics by students. The students will also be assigned a textbook or current research/documents for assigned readings. Assessment tools will be used to assess student learning and depth of content knowledge. Assignment 'dropbox' tools will be used to manage submission of learning activities, such as writing samples, and creative projects. Online versions of the EIU-approved assessment rubrics will be used to assess student performance. Online grading tools will be used to assist with grade finalization and confidential grade posting. Online sections of the course will be taught by individuals successfully completing the OCDI training or meeting the other requirements of the technology-delivered course policy.

Integrity: The integrity of student work with the assessment process will be assured by utilizing the course management system's assessment settings such as randomization of test questions from a question database, using short answer and essay questions to test for depth of content knowledge, limiting student views of each question to one, and limiting the amount of time for each assessment to be completed. The integrity of student writing will be assured through the use of the EIU-approved anti-plagiarism software. This software will help assure original authorship of writing samples submitted by students.

Interaction: Regular interaction between student and instructor will be maintained through the use of EIU e-mail, the course management system's 'mail' tool, the course management system's 'chat' function, and web-based conferencing technologies. Student-to-student interaction during weekly synchronous and/or asynchronous threaded discussions centered on course content will be supported through the use of the course management system's 'discussion' tools.

## **Model Syllabus (Part II)**

Please include the following information:

### **1. Course number and title**

**KSS 5211**  
**Promotions and Sales Management**  
**3-0-3**

### **2. Catalog description**

This course applies the fundamental principles, concepts and applications associated with promotions and sales management in the sport industry. The course will cover a number of topics that will range from promotions, ticket sales, sales management and sponsorship activation.

### **3. Learning objectives.**

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

### **4. Course materials.**

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

### **5. Weekly outline of content.**

Week	Topic
Week 1	Intro to Sport Foundations
Week 2	Theoretical Foundations for Effective Promotion
Week 3	Sport Consumer Incentivization
Week 4	Sport Ticket Sales Staff Training
Week 5	Sport Ticket Sales
Week 6	Customer Service & Retention
Week 7	Sport Sponsorship Fundamentals
Week 8	Sport Sponsorship Sales
Week 9	Sport Sponsorship Activation
Week 10	Promotional Merits of Sport Licensing
Week 11	E-Commerce as a Promotional Tool
Week 12	Sport Brand Communications
Week 13	Sport Promotion and Sales Risk Management
Week 14	Current Issues
Week 15	Wrap up Material
Week 16	Final Exam

### **6. Assignments and evaluation, including weights for final course grade.**

**Tests & Quizzes** Tests/and or 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 or written work of an analysis of current topics within the field of promotions and sales management. The information will pertain directly to the course and advancing technologies to assist with critical investigation.

**Class Projects** Projects for this course will be completed individually and with groups throughout the semester. Class projects may vary in length, point value and/or difficulty depending on the weekly topic. An example of a class project will include assessing the Super Bowl for promotional material with a thorough analysis of techniques and executional measures used to attract current and future audiences through sport.

**Class Discussion** Class discussion is imperative at the graduate level to advance critical investigation regarding the future of sport administration. Students should be prepared to lead or contribute significantly (with additional outside reading sources) to each class session.

#### **Evaluation Criteria**

<b>Tests/Quizzes</b>	<b>20%</b>
<b>Assignments</b>	<b>30%</b>
<b>Projects</b>	<b>30%</b>
<b>Discussion</b>	<b>20%</b>
<b>Total</b>	<b>100%</b>

#### **7. Grading scale.**

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>F</b>
100-90%	89-80%	79-70%	69-60%	Below 60%

#### **8. Correlation of learning objectives to assignments and evaluation.**

<b>Objective</b>	<b>Tests/Quizzes 20%</b>	<b>Discussion 20%</b>	<b>Assignment 30%</b>	<b>Projects 30%</b>
<b>To understand the dominant position occupied by promotion and sales within sport marketing <i>GLG 1</i></b>	X	X		
<b>To understand and be able to execute, the concepts of organizing a sport promotion and sales campaign <i>GLG 1, 3</i></b>	X	X	X	X
<b>To understand the importance, and applications of consumer incentives <i>GLG 1</i></b>	X	X		X
<b>Examine the fundamentals of sport sponsorship, ticket sales &amp; major gift donations <i>GLG 1</i></b>		X	X	
<b>Be able to critically review academic research related to promotions, sales, &amp; fundraising <i>GLG 2, 3, 4</i></b>		X	X	X
<b>Comprehend and analyze the sales management process. <i>GLG 3, 4</i></b>	X	X	X	X

**Date approved by the department or school:**

**Date approved by the college curriculum committee:**

**Date approved by the Honors Council (*if this is an honors course*):**

**Date approved by CAA:**      **CGS:**