

**MKTG 4230 International brand strategies in the Sport Entertainment industry
Syllabus**

Instructor: Dr. Bob Heere

Time: R 9:00 AM – 10:50 AM

Office: Inspire Park 286, 6170 Research Road, Frisco, TX.

Class Room: FRLD 270

E-Mail: bob.heere@unt.edu

Office hours: Thursday 11am -12pm or by appointment (if by appointment, meetings are on zoom)

Canvas: unt.instructure.com

Zoom: <https://unt.zoom.us/j/88443606956>

Course Format:

The composition of this course is a hybrid one and follows the philosophy of an inverted classroom. Through canvas, students will complete quizzes, exams, essays, and participate in discussions on the reading materials. Within the class, students will participate in class discussions, case studies, group projects, and engage with the instructor and guest lecturers. Aside from theoretical examinations online, students will complete a semester long class project with an industry partner.

Course description

One of the most powerful components of a professional sport organization is its brand, and professional sport organizations have become quite masterful in leveraging that brand into revenue streams through live attendance, sponsorship, media rights and merchandising. However, as professional sport teams are often seen as national cultural goods, their ability to expand their brand across borders is not without challenges. Great successes such as the English Premier League are in stark contrast to the failure of NFL Europe. In this course, students will learn the concepts of branding and how it pertains to the international sport entertainment industry. Students will be introduced to topics such as brand equity, tangible and intangible components of branding, brand communities, brand extensions, and brand growth strategies. A strong emphasis is placed upon case studies to better understand how professional sport organizations have used their brands to generate revenue.

The course serves as an introduction course to brands that allow students to become acquainted with brand strategies within the international sport entertainment industry. Special attention will be given to current efforts of leading professional sport leagues around the world to market their brand outside of their own nation. By the end of the course, students will be able to apply their knowledge of international sport branding to the development of a brand strategy report that would allow a US based professional sport organization to expand to a foreign market.

Course Objectives

- Understand the unique dynamics of international branding in the sport entertainment industry.
- Compare international brand strategies around the world.
- Identify developments in branding in the sport entertainment industry.
- Evaluate international brand strategies of US based professional sport entertainment organizations.
- Developing brand strategies for professional sport entertainment organizations.

Required textbook

Selected readings and case studies provided by the instructor.

Expectations of Professionalism:

It is expected that a majority of students who are enrolled in this course possess a desire to work within the Sport & Entertainment industry. The course has been designed to support practical application of the material as it is being learned. Below are some expectations related to student professionalism for those enrolled in this course.

Attendance:

Students are expected to attend all classes, arriving prior to the start of class. If a student is going to be absent, the student will inform the instructor prior to class (regardless of whether the absence will be excused). For an absence to be considered an excused absence, students must obtain written permission (via e-mail) from the instructor. Unexcused absences and class tardiness will have a negative effect on students' grades.

Attire:

Students will be dressed in a manner reflective of a class meeting's planned activities. When presenting group projects, students are required to dress business professional. If a guest speaker is scheduled (instructor will provide notice well in advance), students are expected to dress business casual or business professional. During other courses (lecture, group activity time), students can dress casual for acceptable public appearance.

COURSE EVALUATION & ASSIGNMENTS

Evaluation (Point breakdown):

- | | |
|---|------------|
| 1. Online assignments: | 60 points |
| 2. In class activities: | 40 points |
| 3. Brand engagement plan for US organization: | |
| a. Presentation & ppt deck | 50 points |
| b. Report | 100 points |
| 4. Brand marketing plan for Foreign organizations | |
| a. Presentation & ppt deck | 50 points |

Total = 300 points

Grading Scale (%)			Points		Point System	
90-100 =	A	270~300			<i>Points Available</i>	<i>From Total Grade</i>
80-89.9 =	B	240~269.99			Online/in class activities	100
					Brand strategy project US	150
70-79.9 =	C	210~239.99			Brand strategy project NL	50
60-69.9 =	D	180~209.99			<i>Points Total</i>	300
≤ 59.9 =	F	Below 180				

ASSIGNMENTS

Brand engagement projects

Throughout the semester, students will work in groups on international brand initiatives on behalf of industry clients. The first part of the semester, the focus will be on helping an American organization expand to a foreign market, while in the second part of the semester, the focus will be on helping foreign companies enter the US market. More details on these assignments will be provided during the first few weeks of the semester. As part of the US client assignment, students will be asked to provide a presentation and report on an initiative for the nation they adopted for their project, and for the foreign client(s) the students will be asked to create a ppt deck for the foreign client that outlines a strategic plan to introduce their brand on the American market.

Online and in-class activities

As this class is grounded in experiential learning, students will engage in class activities that expose them to brand strategy projects of different nature. Where possible, instructor will bring in industry clients to engage them on these class activities. These in-class assignments might happen any class, and while the instructor will make certain the students are prepared for them, they are not always announced. Additionally, there will be 7 online assignments for students to complete that test them on the theory and readings they are required to read for the class. Each of these assignments are worth 10 points, but this could be expanded upon, if necessary.

TECHNICAL ASSISTANCE

Part of working in the online environment involves dealing with the inconveniences and frustration that can arise when technology breaks down or does not perform as expected. Here at UNT we have a Student Help Desk that you can contact for help with Canvas or other technology issues.

UIT Help Desk: UIT Student Help Desk site (<http://www.unt.edu/helpdesk/index.htm>)

Email: helpdesk@unt.edu

Phone: 940-565-2324

In Person: Sage Hall, Room 130

Walk-In Availability: 8am-9pm

Telephone Availability:

- Sunday: noon-midnight
- Monday-Thursday: 8am-midnight
- Friday: 8am-8pm
- Saturday: 9am-5pm

Laptop Checkout: 8am-7pm

For additional support, visit [Canvas Technical Help](https://community.canvaslms.com/docs/DOC-10554-4212710328) (<https://community.canvaslms.com/docs/DOC-10554-4212710328>)

COURSE POLICIES

1. All assignments are to be submitted at the time assigned. **No make-up assignments will be given.** Any assignment missed will be recorded as a zero. Should a student have a valid excuse

due to a medical issue, a note must be obtained from your doctor. Failure to follow this policy will result in an absence. Absence due to an athletic contest must be accompanied by **advance notice** from the athletic dept. It is mandatory that prior notice of a conflict be given to the instructor. If an emergency arises on the assignment due date, you must inform the instructor by an e-mail as soon as possible. It is **your** responsibility to ensure the instructor is notified of any complications involving class assignments. Any documentation regarding an absence must be received **within 5 days of the absence or it will not be accepted.**

2. Laptops shall only be permitted to conduct class related work, yet students are encouraged to bring one to class, as a lot of class time is devoted to project work. Please be respectful of both your fellow students and me as your instructor and engage with your direct environment.
3. Please turn off the volume of your cell phone before coming to class. It is disrespectful to your fellow classmates as well as the instructor for your cell phone to disrupt the class.
4. If you submit any written assignment, it will have to be in a **Word File**, and the file name should include your last name.
5. If at any time you feel the need for help, information concerning the course, and/or your standing (grade, attendance, etc.) in the course, **SEE YOUR INSTRUCTOR** as soon as possible!
6. E-mail correspondence will occur frequently throughout the semester. It is the **student's responsibility** to check their account regularly for announcements, assignments, and other important class information. When sending class-related e-mails to the instructor, **please address your professor and provide your own name.**

ACADEMIC INTEGRITY

Students caught cheating or plagiarizing will receive a "0" for that particular assignment or exam [or specify alternative sanction, such as course failure]. Additionally, the incident will be reported to the Dean of Students, who may impose further penalty. According to the UNT catalog, the term "cheating" includes, but is not limited to: a. use of any unauthorized assistance in taking quizzes, tests, or examinations; b. dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; c. the acquisition, without permission, of tests or other academic material belonging to a faculty or staff member of the university; d. dual submission of a paper or project, or resubmission of a paper or project to a different class without express permission from the instructor(s); or e. any other act designed to give a student an unfair advantage. The term "plagiarism" includes, but is not limited to: a. the knowing or negligent use by paraphrase or direct quotation of the published or unpublished work of another person without full and clear acknowledgment; and b. the knowing or negligent unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

ACCEPTABLE STUDENT BEHAVIOR

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct

violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at <http://deanofstudents.unt.edu>.

ACCESS TO INFORMATION – EAGLE CONNECT

Your access point for business and academic services at UNT occurs at <http://www.my.unt.edu>. All official communication from the university will be delivered to your Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward your e-mail: <http://eagleconnect.unt.edu>.

ADA STATEMENT

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information, see the Office of Disability Accommodation website at <http://disability.unt.edu>. You may also contact them by phone at (940) 565-4323.

EMERGENCY NOTIFICATION & PROCEDURES

UNT uses a system called Eagle Alert to quickly notify you with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at <http://www.my.unt.edu>. Some helpful emergency preparedness actions include: 1) know the evacuation routes and severe weather shelter areas in the buildings where your classes are held, 2) determine how you will contact family and friends if phones are temporarily unavailable, and 3) identify where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, please refer to Blackboard for contingency plans for covering course materials.

RETENTION OF STUDENT RECORDS

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Blackboard online system, including grading information and comments, is also stored in a safe electronic environment for one year. You have a right to view your individual record; however, information about your records will not be divulged to other individuals without the proper written consent. You are encouraged to review the Public Information Policy and the Family Educational Rights

and Privacy Act (FERPA) laws and the university's policy in accordance with those mandates at the following link: <http://essc.unt.edu/registrar/ferpa.html>.

STUDENT EVALUATION OF TEACHING (SETE)

Student feedback is important and an essential part of participation in this course. The Student Evaluation of Teaching (SETE) is a requirement for all organized classes at UNT. This short survey will be made available at the end of the semester to provide you with an opportunity to evaluate how this course is taught.

SUCCEED AT UNT

UNT endeavors to offer you a high-quality education and to provide a supportive environment to help you learn and grown. And, as a faculty member, I am committed to helping you be successful as a student. Here's how to succeed at UNT: Show up. Find Support. Get advised. Be prepared. Get involved. Stay focused. To learn more about campus resources and information on how you can achieve success: <http://success.unt.edu/>.

Tentative Course Schedule

OA = Online assignment

Module 1 Defining the brand

The purpose of this module is to understand what a brand is, how it is different from a product or service and what it means to manage a brand

Module 2 Brand equity

The purpose of this module is to understand the value of a brand for the organization, and use the framework for that evaluation to further expand our understanding of the brand and how to manage it.

Module 3 Socialization into the brand

The purpose of this module is to explore why and how consumers join sport (team) brands, and how the relationship among them is crucial for the development of an organization's brand strategy.

Module 4 Brand expansion into the USA

Module 1 through 3 is mostly focused on the international brand strategies of US organizations. In module 4, we invert that focus, and we'll focus on how international companies can enter the US market.

Dates & subject	Readings completed	Class activity
		THIS COULD CHANGE WEEK TO WEEK
January 19 th	n/a	Introduction to class and syllabus Creating groups
Module 1 January 26 th	Mullin et al (2014) Managing Sport Brands	Michael Hitchcock visit

Defining the brand		Owner/Founder PMI #OA1
February 2nd	Richelieu (2013) Sport Brands, Chapter 1 & 2	Market selection
Defining the brand		#OA2
Module 2 February 9 th	Gladden & Funk (2001) Brand equity	
Brand equity		
February 16 th	Persuaders video	Database research
Brand equity		#OA3
February 23 rd	Ross (2006) Team Brand associations	
Brand associations	Ryder Cup Brand Guide	
Module 3 March 2 nd	Wear et al (2020) Brand associations of a new sport team	Michael Hitchcock update visit to class
Creating a new brand		#OA4
March 9 th	Heere (2015) Building brand communities	
Brand communities		#OA5
March 16 th	SPRING BREAK	
March 23 th	Reifurth, Bernthal & Heere (2018) – Children's game day experience	Robbert Rietbroek Visit to class
		#OA6
March 30 th	Brand strategy presentations for Playbook management	Final brand presentations
Module 4 April 6 th	Competitor analysis	Joined session 1 with Dutch students
Brand positioning in the US market		
April 13 th	Market segmentation	Joined session 2 with Dutch students
Selecting target markets for brands		
April 20 st	Marketing/sales plan	Joined session 3 with Dutch students
Developing sales/marketing strategy		
April 27 th	Budgeting and KPIs	Joined session 4 with Dutch students
Exploration of expected KPI on investments		

May 4 th	Prep day for presentations or Final presentations	Note: This will be determined based on availability of clients
May 8 th -12 th	Final presentations if necessary	