

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

Instructor: Dr. Bob Heere

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Office hours: Thursday 3-5 pm or by appointment (office hours are only by zoom – see link below)

Time: R 6:00 PM – 7:50 PM

Class Room: Frisco Campus Room 107

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/class activities: | 80 points |
| 2. Brand engagement plan: | 200 points |
| 3. Case Study: | 120 points (40 points each) |

**Instructor remains the right to replace certain activities, pending the needs of the industry partner*

Total = 400 points

Grading Scale (%)		Points	Point System	
90-100 =	A	360~400	<i>Points Available</i>	<i>From Total Grade</i>
80-89.9 =	B	320~359.99	Online activities	80 (6x10 & 1x20)
			Brand engagement paper	200 (35+35+65+65)
70-79.9 =	C	280~319.99	Case Study	120 (50+50+50)
60-69.9 =	D	240~279.99	<i>Points Total</i>	400
≤ 59.9	F	Below 239.99		

ASSIGNMENTS

Brand engagement paper

Throughout the semester, students will work in groups on an international brand initiative on behalf of the Dallas Mavericks. More details on this assignment will be provided during the first few weeks of the semester. As part of that assignment, students will be asked to provide a mid-semester presentation and report (35 points each), and an end of the semester presentation/report (65 points each)

Case studies

Throughout the semester, students will complete 3 case studies in small groups (size TBD). They will turn in a paper on the case study and will be asked to present the case study to fellow students.

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>)

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). If class is conducted through a zoom meeting, students are expecting to have their cameras turned on.

COVID-19 Impact on Attendance

While attendance is expected as outlined above, it is important for all of us to be mindful of the health and safety of everyone in our community, especially given concerns about COVID-19. Please contact me if you are unable to attend class because you are ill, or unable to attend class due to a related issue regarding COVID-19. It is important that you communicate with me prior to being absent so I may make a decision about accommodating your request to be excused from class.

If you are experiencing any symptoms of COVID-19 (<https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html>) please seek medical attention from the Student Health and Wellness Center (940-565-2333 or askSHWC@unt.edu) or your health care provider PRIOR to coming to campus. UNT also requires you to contact the UNT COVID Hotline at 844-366-5892 or COVID@unt.edu for guidance on actions to take due to symptoms, pending or positive test results, or potential exposure. While attendance is an important part of succeeding in this class, your own health, and those of others in the community, is more important.

Statement on Face Covering

Face coverings are strongly encouraged in all UNT facilities. Students are expected to wear face coverings during this class. If you are unable to wear a face covering due to a disability, please contact the Office of Disability Access to request an accommodation. UNT face covering requirements are subject to change due to community health guidelines. Any changes will be communicated via the instructor.

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

Dates & subject	Readings completed	Class activity
		THIS COULD CHANGE WEEK TO WEEK
January 20 th		Introduction to class and syllabus
January 27 th Defining the brand	Mullin et al (2014) Managing Sport Brands	
February 3 rd	Richelieu (2013) Sport Brands, Chapter 1 & 2	Dallas Mavericks Brief with Ronnie Fauss, Chief Strategy Officer, Dallas Mavericks
February 10 th Brand Equity	Gladden & Funk (2001) Brand equity RC Brand Guide	Ryder Cup brand guide
February 17 th	Persuaders video	Nation research
February 24 th Brand associations	Ross (2006) Team Brand associations	Case study 1 – FC Barcelona
March 3 rd Brand communities	Heere (2015) Building brand communities	
March 10 th Creating a new brand	Wear et al (2020) Brand associations of a new sport team	Case study 2 - LA FC brand launch
March 17 th	SPRING BREAK	
March 24 th		Nation research /presentation prep
March 31 st PGA Presentations nation analysis	Midterm presentations with	
April 7 th Module 7: Brand socialization	Funk & James (2018) PCM	
April 14 th Module 8: Brand socialization of a new generation	Reifurth, Bernthal & Heere (2018) – Children's game day experience	

April 21 st Module 8 cont.		Case study 3
April 28 th		Group assignment preparations Feedback comments by Sean Thornberry
May 5 th		Presentations PGA project Open invitation to all PGA execs to join

Exam: There is no final exam, but the paper of the final presentation will be due on May 10th at midnight