RESM 5800 – 501 (RESM 5600 – Sport in the Global Marketplace)
Location: Frisco Campus 132
Time: Tuesday 6:30– 7:50 pm
Course Syllabus

Instructor Information
Calvin Nite, PhD
Office: PEB 210D, New College offices
Office Hours: By Appointment
Email: calvin.nite@unt.edu

Course Materials
Readings Assigned by the Instructor
Course Website: unt.instructure.com (Canvas)

Course Description:

This course examines the global forces impacting sport in the USA and around the world. This course provides graduate students with a comprehensive view of global sport management and an understanding of cross-cultural influences on sport and recreation. Emphasis is placed on the application of research and critical thinking as related to key issues in global sport.

Course Delivery:

This course is a designed as a hybrid course with approximately 50% of the learning activity occurring online and away from the traditional classroom. As such, students should have regular access to the internet and a computer. Students are expected to be engaged in the online learning platform (Canvas) and maintain interaction with students outside of regular class hours.

Student Learning Objectives:

After completing this course, students should be able to:

1. Understand the impact of events, business, media, and culture on global sport issues.
2. Develop sport marketing strategies that align with global cultures.
3. Evaluate global sport markets for global sport organization positioning.
4. Recognize the cultural-cognitive differences of sport within global societies.
5. Develop promotional materials for global sport organizations entering US sport markets.
6. Apply theoretical knowledge to practical organizational issues.

Grading Structure & Student Learning Outcome Evaluation

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<tr>
<th>Assignment</th>
<th>Learning Outcomes Evaluated</th>
<th>Points</th>
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<tr>
<td>Case Studies (5 * 2 points)</td>
<td>1, 3, 4, 6</td>
<td>10</td>
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<tr>
<td>Online Engagement</td>
<td>1, 3, 4</td>
<td>20</td>
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<tr>
<td>• Unique Discussion Questions (1 point * 10)</td>
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<td>• Discussion Responses (1 point * 10)</td>
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<td>Vumero Project</td>
<td>1, 5, 6</td>
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<td>• Pre-event content (10 points)</td>
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<td>Dallas Cowboys Mexico Marketing Proposal</td>
<td>1, 2, 3, 4, 5, 6</td>
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<td>• Market Analysis Presentation (10 points)</td>
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<td>• Market Analysis Written (15 points)</td>
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<td>• Marketing Deck (15 points)</td>
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<td>• Marketing Deck Presentation (10 points)</td>
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<td>Total</td>
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Grading Scale:

90-100 A
80-89 B
70-79 C
60-69 D
≤ 59 F
Course Policies:

**Class Decorum**

Students will be held accountable for their words and actions in this class. **Professionalism** will be an element of every graded assignment. Students are expected to arrive at class on time and dressed professionally (business casual minimum). Students who do not adhere to the professional expectations of this class will lose one letter grade from their final grades per unprofessional instance. These can include but are not limited to the following: unprofessional email etiquette, dressing unprofessionally for class, not showing up for scheduled meetings with organizations working with the course, not preparing for class (e.g. reading the assigned material, not completing necessary assignments for class, etc.), and not participating in class discussions. Students will be notified by the professor of instances that are deemed unprofessional and when their grades have been reduced.

**Class Attendance**

Students are expected to attend class and be on time for class meetings. Students who miss assignments or learning activities due to absence or tardiness **WILL NOT BE ALLOWED TO MAKE UP MISSED ASSIGNMENTS OR ACTIVITIES** without documentation from a university sponsored trip, religious holy day observance, or documented illness. If students are going to have university excused absences, they should make every effort to notify the instructor **PRIOR** to the absence to obtain the make-up work for the missed class. For each unexcused absence, a student’s final grade will be dropped one letter grade. Students who are tardy to class (without approval from the instructor) will be given an unexcused absence and will have their final grade dropped by one letter. The professor will maintain attendance/tardy records and students will be informed when they have accrued an unexcused absence or tardy.

**Late Work & Extra Credit**

Any exams or assignments missed without prior arrangements being made or in compliance with previously outlined policies may **not be made up**. Also **NO EXTRA CREDIT WILL BE GIVEN, SO PLEASE DO NOT APPROACH THE INSTRUCTOR ABOUT IT!!** Students will be given ample opportunities throughout the semester to earn their desired grades.

**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](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](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](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](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](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](http://essc.unt.edu/registrar/ferpa.html)

**Student Perceptions of Teaching (SPOT)**

Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The survey will be made available during weeks 13, 14 and 15 [insert administration dates] of the long semesters to provide students with an opportunity to evaluate how this course is taught. Students will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" ([no-reply@iasystem.org](mailto:no-reply@iasystem.org)) with the survey link. Students should look for the email in their UNT email inbox. Simply click on the link and complete the survey. Once students complete the survey they will receive a confirmation email that the survey has been submitted. For additional information, please visit the SPOT website ([http://spot.unt.edu/](http://spot.unt.edu/)) or email [spot@unt.edu](mailto:spot@unt.edu).

**Sexual Assault Prevention**

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct, including sexual harassment, sexual assault, domestic violence, dating violence, and stalking. Federal laws (Title IX and the Violence Against Women Act) and UNT policies prohibit discrimination on the basis of sex, and therefore prohibit sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking, and/or sexual assault, there are campus resources available to provide support and assistance. UNT’s Survivor Advocates can assist a student who has been impacted by violence by filing protective orders, completing crime victim’s compensation applications, contacting professors for absences related to an assault, working with housing to facilitate a room change where appropriate, and connecting students to other resources available both on and off campus. The Survivor Advocates can be reached at [SurvivorAdvocate@unt.edu](mailto:SurvivorAdvocate@unt.edu) or by calling the Dean of Students Office at 940-565-2648. Additionally, alleged sexual misconduct can be non-confidentially reported to the Title IX Coordinator at [oeo@unt.edu](mailto:oeo@unt.edu) or at (940) 565-2759.

**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/](http://success.unt.edu/).
Assignments/Projects:

**Case Studies (10 points total; 5 cases * 2 points/ea): Course Learning Objectives – 1, 3, 4, 6**

Throughout the course, students will be presented different case studies of global sport issues. The cases will be uploaded onto Canvas and students are expected to read the cases prior to coming to class. Students will work with their groups to develop responses/solutions to the case studies. These assignments will take place in class and will be graded based on effort, critical reflection, and efficacy of the responses. Students who have not read the cases prior to coming to class will receive a ZERO for that case assignment that day as failure to read places undo burden on group members.

**Online Engagement (20 points total): Course Learning Objectives – 1, 3, 4**

Most weeks (10 total), the instructor will upload relevant readings onto the course discussion board on Canvas. Students will complete the following:

**Unique Discussion Questions (1 point per week):** Each student is required to post TWO unique discussion questions based directly on the uploaded readings. If students post similar questions, the first posted (according to the timestamp) will be counted. The rest will not be counted. All discussion questions must be posted by 6:30 p.m. on Tuesday. Students will receive one half of a point for each question (2 questions = 1 point). Additional questions beyond the two required will not receive points.

**Discussion Responses (1 point per week):** Each student is required to post/respond to FIVE discussion posts each week. Students must respond to at least two of the discussion questions (accumulating five posts total). Students will receive one point for five posts and zero points for anything less than the required five posts. Students cannot “bank” discussion points and the grading of resets each week. (i.e. Students cannot expect points beyond the five required to carry over to the next week). Discussion responses must be well-reasoned and further the discussion of the topic. Excessively short, disrespectful, unreasoned, and/or unsupported posts will not be receive credit.

**INDUSTRY PROJECTS**

At the beginning of the semester, students will sign up for groups on Canvas (see the course Discussion Board for signups). Students will work with their groups to complete multiple projects with sport industry partners.

**Vumero – USA Sports Tech Conference (20 points total): Course Learning Objective – 1, 5, 6**

Vumero is a global sport technology organization that is hosting a conference at Toyota Stadium in Frisco on Friday, October 4th, 2019. The UNT Sport Entertainment Management program has partnered with Vumero to develop content for the event. Additionally, students will be afforded the opportunity to work the event to gain professional experience and develop professional networks. Each group will develop Pre-event content (10 points) and Post-event write-ups (10 points) for the USA Sports Tech Conference. Further details and expectations will be provided by Thomas Alomes (Vumero) in the first few weeks of class. Rubrics will be provided on Canvas.

**Dallas Cowboys – Mexico Marketing Proposal (50 points total): Course Learning Objectives: 1, 2, 3, 4, 5, 6**

As the most valuable sports brand in the world, the Dallas Cowboys are continually searching for ways to leverage their brand. They recognize that brand expansion into Mexico offers new opportunities to leverage their brand into a new, untapped market. As such, our class will develop marketing proposals for the Dallas Cowboys to possibly implement as part of their efforts to expand their brand into Mexico. Each group will complete the following:

**Market Analysis (25 points total)**

Each group will conduct a thorough market analysis of the Mexico sport market. Students will develop a written analysis and a presentation that will both be delivered to the members of the Dallas Cowboys organization. Refer to the course schedule for due dates.

**Written Analysis (15 points).** The written Market Analysis should be structured as follows: Executive Summary; Overview of the Mexico sport market; Overview of the Dallas Cowboys brand and its global positioning; History and Culture of sports fandom in Mexico; Demographics and Economics of Mexico market (including sport participation and consumption trends); Summary of proposed marketing strategies (to be developed extensively in subsequent assignments). The written analysis will written and formatted professionally for consumption of a professional audience. Rubrics will be provided on Canvas.

**Presentation (10 points).** Each group will present its Market Analysis using presenting software (e.g. Powerpoint) to the instructor and members of the Dallas Cowboys organization. The presentation should be formatted and delivered in a highly professional manner and will be graded for clarity, formatting, and professional presentation skills.
Marketing Proposal (25 points total)

Based on the Market Analysis assignment and feedback from the Dallas Cowboys representatives, each group will develop a marketing proposal that will allow the Dallas Cowboys to gain positive brand exposure within the Mexico sport market to meet various organizational ends. The specific details of this assignment will emerge throughout the semester. Refer to the course schedule for due dates.

**Branding Deck (15 points).** Each group will develop its own unique branding deck to present to representatives of the Dallas Cowboys. Although the specifics of this will be developed in consultation with the representatives, the students will be expected to follow some general guidelines. Their decks should be creative, engaging, and incorporate the elements outlined by the Dallas Cowboys representatives. Specifically, students are expected to incorporate the 5 Pillars of the Dallas Cowboys brand. The hard copies of these proposals should be highly professional and visually appealing. Rubrics will be provided on Canvas.

**Branding Presentation (10 points).** Each group will present its Branding Deck using presenting software (e.g. Powerpoint) to the instructor and members of the Dallas Cowboys organization. The presentation should be formatted and delivered in a highly professional manner and will be graded for clarity, formatting, and professional presentation skills.

**Reports of unprofessional or inappropriate behavior from organizational representatives will result in severe grade repercussions. Behaviors deemed unprofessional or inappropriate may include but are not limited to the following: failure to attend scheduled meetings, arriving late to scheduled meetings, using offensive language, wearing inappropriate attire, etc. Punishments for these violations may included but are not limited to loss of points on the final grade, receiving a zero for the assignment, and/or being dropped from the class. Students will be held accountable for their behavior.**
*Tentative Course Schedule:

Week 1 (8/27): Syllabus, Course Introduction

Week 2 (9/3): Globalization
  Online Engagement: Student-led discussions
  Guest Speaker: Thomas Alomes (Vumero)

Week 3 (9/10): Global Cultures
  Online Engagement: Student-led discussions
  Guest Speaker: Meredith Counce, Aaron Kastner (Dallas Cowboys)

Week 4 (9/17): Nationalism
  Online Engagement: Student-led discussions
  In class Engagement: Globalization of NFL Case Study (Alcacer & Furey)
  Due: First draft of Pre-Event content (in class)

Week 5 (9/24): International Sport Brands
  Online Engagement: Student-led discussions
  Guest Speaker: Bob Heere (UNT Director of Sport Entertainment Management, President of North American Society for Sport Management)

Week 6 (10/1): International Marketing and Fan Engagement
  In class Engagement: The Branding of Club Atletico de Madrid (Overby)
  Due: Final draft of Pre-Event content

October 4 - USA Sports Tech Conference (Toyota Stadium)

Week 7 (10/8): League Expansion
  Online Engagement: Student-led discussions
  In class Engagement: The Unfinished Dream of NBA China (Chin & Guo)
  Due: Post Event write-ups (due Friday, 10/11)

Week 8 (10/15): Governance Models
  Online Engagement: Student-led discussions
  In class Engagement: Internationalization of the PGA Case Study (Pastoriza & Coulombe)

Week 9 (10/22): Politics and Global Positioning of Countries and Municipalities
  Online Engagement: Student-led discussions
  Guest Speaker: Maher Maso (former mayor of Frisco)

Week 10 (10/29): Global Corporate Branding through Sport
  Online Engagement: Student-led discussions
  Guest Speaker: Gary Treangen (The Marketing Arm)

Week 11 (11/5): Dallas Cowboys Market Analysis
  Guest Speaker: Meredith Counce & Aaron Castner
  Due: Dallas Cowboys Market Analysis (presentation & hard copy in class; written uploaded on Canvas)

Week 12 (11/12): Mega Events
  Online Engagement: Student-led discussions
  Guest Speaker: Roberto Siveiro (Head of Operations for FIFA World Cup and Olympics in Brazil)

Week 13 (11/19): Global Sport Events
  Online Engagement: Student-led discussions
  In class Engagement: Winning (and Losing) the Olympics: Boston 2024 (Fubini et al).

Week 14 (11/26): THANKSGIVING

Week 15 (12/3): Dallas Cowboys Marketing Proposals
Due: Dallas Cowboys Marketing Proposals (presentations in class; Branding Deck uploaded on Canvas & hardcopy for Dallas Cowboys representatives)

Final Exam Time: 12/10 @ 6:30 p.m.

*Scheduled topics and speakers are subject to change. Students will be apprised of changing due dates.