

University of North Texas
G. Brint Ryan College of Business

MGMT 5900: Sport in the Global Marketplace

I. General Course Information.

Credit Hours.	Three (3)
Semester.	Fall 2020 8-week, session 1
Instructor.	Matthew Walker, PhD
Contact.	Matthew.walker@unt.edu
Office Hours.	T/TH: 9a-11a (<i>virtual only</i>)
Course Location.	Online
Lecture Time.	Pre-recorded, self-paced, viewed prior to seminar
Seminar Time.	Instructor will address questions on readings and lecture content.
Group Debate Time.	Post-seminar during a mutually agreeable time for groups.
Course Website.	www.canvas.unt.edu
	Students are encouraged to check the website daily for communications, postings, deadlines, and updates.

II. Course Overview.

This course shall cover (1) critical issues in global sport, and (2) global sport marketing. Critical issues in global sport include the relationships between sport globalization and nationalism in a post-COVID-19 world, the role of sport in global development, and global mega sporting events. This section of the course places an emphasis on critical thinking with students expected to take and argue for a position on these issues. Global sport marketing shall be considered from the perspective of professional sports teams, professional sports leagues, and corporate sponsors. This section of the course places an emphasis on applied problem-solving with students tasked with selecting an international market and developing an international marketing strategy for the Dallas Cowboys.

III. Course Learning Objectives.

Upon completion of Part 1 *critical issues in global sport*, students will be able to think critically about and debate perspectives on:

1. Identify the impact of globalization on sport and the role of sport on globalization.
2. Evaluate the ways in which sport is used to express identity and nationalism.
3. Describe how sport is being used to achieve global development goals.
4. Evaluate how social and commercial agendas of global mega sporting events are used as social and political leveraging tools.

Upon completion of Part 2 *global sports marketing*, students will be able to:

5. Conduct a strategic analysis of international sports markets and evaluate their viability.
6. Conduct a segmentation analysis of an international sports market.
7. Develop a unique selling proposition and positioning strategy for an international audience.
8. Develop sports marketing initiatives and promotional material for an international audience.

IV. Required Readings.

- No required textbook.
- Typically, one or two compulsory peer-reviewed articles per week, plus independent research.

V. Course Format.

- The composition of this course consists of online asynchronous lectures, assigned readings, independent research, and synchronous post-lecture seminars to discuss lecture content with instructor. Weekly group asynchronous discussions will also be scheduled.

VI. General Course Policies.

1. **Assignments.** All assignments and quizzes are due on time. No late assignments accepted, unless you have prior arrangements with the instructor.

1a. All written assignments are to be error-free (i.e., grammar, punctuation, spelling, flow, and general composition) and are expected to follow APA (6th) format. Follow the assignments guidelines for assignment formatting and submissions instructions.

2. **Engagement.** Active participation for each online module is expected. There is an expectation that each student will read the assigned articles, undertake independent

research, actively consume the online lectures, take the weekly quizzes, and actively participate in weekly debates.

VII. Course Evaluation.

Assignments.	Learning Outcome.	Points.	Due.
Weekly Quizzes (Online)	1, 2, 3, 4	7	Weekly
Weekly Discussion Participation	1, 2, 3, 4	18	Weekly
Essay (1 question from 4; 2,000 words)	1, 2, 3, 4	35	Week 6
Dallas Cowboys International Market Analysis Deck (10 pages, in groups)	5, 6, 7, 8	20	Week 8
Cowboys International Market Strategy Deck (10 pages, in groups)	5, 6, 7, 8	20	Exam Week
Total Points Possible		100	

VIII. Grading:

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

IX. Disabilities | Emergency Notifications.

Accommodating Students with Disabilities. UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one’s specific course needs. Students 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 ODA website at disability.unt.edu.

Emergency Notification & Procedures. UNT uses a system called Eagle Alert to quickly notify students 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). In the event of a university closure, please refer to Blackboard for contingency plans for covering course materials.

COVID-19 Impact on Assignments. While attendance online is not part of this course, it is still important for all of us to be mindful of the health and safety of everyone in our community, especially given lingering concerns about COVID-19. Please contact me if you are unable to complete an assignment on time because you are ill. It is important that you communicate with me prior to the due date so I may make a decision about accommodating your request. If you are experiencing any [symptoms of COVID-19](#) 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.

Class Materials for Remote Instruction. To participate in fully remote portions of the class, students will need access to a webcam and microphone to facilitate this portion of the course. Information on how to be successful in a remote learning environment can be found [here](#).

Policy on Face Coverings. Face coverings are required 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.

Connectivity Requirements. The University is committed to providing a reliable online course system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty which prevents students from completing a time sensitive assessment activity, the instructor will extend the time windows and provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and contact the UNT Student Help Desk: helpdesk@unt.edu or 940.565.2324 and obtain a ticket number. The instructor and the UNT Student Help Desk will work with the student to resolve any issues at the earliest possible time. Textbook, software, technology. Microsoft Office Suite® and Adobe PDF Reader are the official software packages for this class. You are enrolled in a College of Business class therefore, you may obtain a free-of-charge copy at [Licensing Agreement](#). Do not send me assignments in Pages®, Word Perfect®, or linked to Google Docs®. You will also need access to a Windows or Apple compatible PC/ Tablet/ Smartphone connected to an electrical source and the Internet. Additional requirements include a screen, web cam, microphone, keyboard, mouse, speakers, printer, and video codec software. Most computers less than five years old have the necessary codec software. Campus access labs are also fully equipped.

X. Assignments.

1. Weekly Quizzes (7 points total).

From weeks 2 to 8, there will be one weekly online multiple-choice quiz. Questions derived from the lecture and two assigned readings for that week will test student comprehension and recall. Each quiz will be 10 questions worth a total of 1 point.

2. Weekly Discussions (18 points total).

Students will be placed into groups to participate in weekly asynchronous discussions from weeks 2 to 8 via the online Canvas discussion board. The instructor will provide eight (i.e., weeks 2-5) or five (i.e., weeks 6-8) discussion questions per week. Group members are to respond to each discussion question and to also respond to the contributions of other students, such that an interactive asynchronous discussion occurs. Groups will receive a weekly summative grade (i.e., 0-3 points or 0-2 points) and instructors will provide weekly formative feedback to clarify any misunderstandings so that students have real-time feedback on their performance, providing opportunities to address areas of weakness.

Evaluations are based upon the group's demonstrated ability to evaluate, integrate, and apply appropriate information from the source materials and create cohesive and persuasive arguments.

- Discussions 2-5 will consist of 8 questions worth a total of 3 points.
- Discussions 6-8 will consist of 5 questions worth a total of 2 points.

See Appendix in Canvas Assignments: Discussion Grading Rubric

3. Reflective/Argumentative Essay (1 @ 35 points total).

Students are provided with eight essay questions (see weekly schedule below) covering topics from modules 2 to 5. Students are to choose and answer a single question via a 2,000 word essay to be submitted in week 7. Students are also encouraged to submit a 1,500 word essay in week 4 for formative purposes (i.e., not contributing to final grade), for which they will receive detailed feedback so to improve for their summative essay (worth 30 points). Where students submit a formative essay, they cannot then use the same essay question for their summative essay. Evaluations are based on the demonstrated ability to evaluate, integrate, and apply appropriate information from the source materials and create cohesive and persuasive arguments.

See Appendix in Canvas Assignments: Essay Grading Rubric

4. Dallas Cowboys International Market Analysis Deck (1 @ 20 points total).

In groups, you are required to analyse the sports markets of the United Kingdom, Mexico, Germany, and China so to recommend to the Dallas Cowboys which of these two markets they should focus their international marketing efforts on. Your analysis might consider demographics, economics, history and culture of sports fandom, sport participation trends, sport spectatorship trends, and competitor analysis. **Page Limit: 10.**

Site Selection Factors.

1. Define and justify at least five quantitative variables (e.g., GDP per capita) to in making your site selection recommendation to the Dallas Cowboys.
2. Establish and justify a weighting for each variable (i.e., % that reflects the importance of the factor).

Quantitative Market Analysis.

3. Report the raw quantitative data for each variable for the UK, Mexico, Germany, and China ensuring that this data is comparable between countries.
4. Construct a score for each country, taking into account the weighting of your variables.

Qualitative & Detailed Market Analysis.

5. Conduct further in-depth analysis of the four international markets, including qualitative data that was not suitable for comparative data but which can inform site selection choice

Site Selection.

6. Recommend and justify a site for the Dallas Cowboys' international expansion

See Appendix in Canvas: International Market Analysis Grading Rubric

5. Dallas Cowboys International Marketing Strategy Deck (1 @ 20 points total)

In the same groups, you are required to produce a marketing strategy deck for the Dallas Cowboys with the objective of developing a fan base for the Dallas Cowboys in either the UK or Mexico. **Page Limit: 10.**

Dallas Cowboys Analysis.

1. Review Dallas Cowboys domestic marketing.
2. Identify and justify aspects of domestic marketing that can be used in international marketing and aspects that would not work for international marketing

Marketing Strategy.

2. Define (using bases of segmentation) and justify a target segment of the recommended sports market

3. Define and justify a Unique Selling Proposition (USP) for your target market, describing how this provides distinct benefits and positions the Dallas Cowboys in relation to competitors
4. Identify adjustments to the Dallas Cowboys brand for the international market

Marketing Initiative.

5. Devise an innovative marketing initiative that is aligned with your USP and target market, which develops fans (e.g., NFL Flag is an initiative to develop grassroots NFL fans in the UK)
6. Promote your USP and initiative to your target market via a promotional poster with tag line.

See Appendix in Canvas Assignments: International Marketing Strategy Grading Rubric

Course Timeline

Date.	Topic.	Readings.	Due.
Part 1. Critical Issues in Global Sport.			
Module 1 August 24-30	Critical Thinking: <i>Essay Writing</i>	Course Handbook	Group Discussion Board
Module 2 Aug 31- Sept 6	Sport & Globalization.	TBD	Quiz 1 & Discussion 1
Module 3 September 7-13	Sport & Nationalism.	TBD	Quiz 2 & Discussion 2
Module 4 September 14-20	Global Mega Sporting Events.	TBD	Formative Reflective Essay Quiz 3 & Discussion 3
Module 5 September 21-27	Global Sport-4-Development.	TBD	Quiz 4 & Discussion 4
Part 2. Global Sports Marketing.			
Module 6 Sept 28- Oct 4	International Marketing of the NFL and the Dallas Cowboys.	TBD	Summative Reflective Essay Quiz 5 & Discussion 5
Module 7 October 5-11	Selecting an International Sports Market.	TBD	International Market Analysis Deck Quiz 6 & Discussion 6
Module 8 October 12-18	Developing an International Sports Marketing Strategy.	TBD	International Marketing Strategy Deck Quiz 7 & Discussion 7