SECTION I: COURSE INFORMATION

A. **Title**: Marketing in Sport and Recreation Industries

B. **Number**: RESM 4250.001

C. **Location**: CANVAS (REMOTE DELIVERY; [https://unt.instructure.com/](https://unt.instructure.com/))

D. **Duration**: August 24, 2020 – December 11, 2020

E. **Course Description**:

This course focuses on the current business of sport, recreation, and event organizations. Students will gain knowledge and develop skills through the strategic lens of marketing. This course covers three basic components of strategic sport marketing: (1) the use of sport as a marketing tool for other products; (2) the marketing of sport products; and (3) the emerging considerations relevant for both marketing through and marketing of sport. The first theme considers sport as one of the vehicles to promote products, services, or organizations. It explains how non-sport related businesses can benefit from using sport and recreational events as a part of their marketing communication strategies. The second theme involves the application of marketing principles, concepts, and theories to promote sport and sport-related products. Finally, this course will focus on attracting various types of consumers in the sport, recreation, and event industries through the emerging marketing strategies, including but not limited to sponsorship, licensing, branding, publicity, and fan/customer engagement.

F. **Student Learning Outcomes**: By the end of this course, students will be able to

1. Articulate the basic principles, concepts, and theories of sport marketing.
2. Describe and differentiate various sport products and their characteristics.
3. Apply market selection decision principles to identify potential target markets.
4. Compare and evaluate strategies used to market sport products and sport and recreation events to consumers.
5. Describe sport sponsorship and its scope and objectives.
6. Identify future trends and challenges in sport marketing.

G. **Required Text**:


❖ Students are not under any obligation to purchase a textbook from a university-affiliated bookstore. The same textbook may be available from an independent retailer, including an online retailer.
H. Supplemental Readings:

3. Additional readings (e.g., articles or various textbook chapters) will be made available on the course website (Canvas; [https://unt.instructure.com/](https://unt.instructure.com/)).

SECTION II: INSTRUCTOR INFORMATION

A. Instructor: Minhong (Min) Kim, Ph.D.

B. Email: minhong.kim@unt.edu

C. Office Location: PEB 210D

D. Office Hours: By appointment.

E. Virtual Office Hours: Tuesdays and Thursdays 11:00 AM–12:00 PM. It is your right as a student to have full access to the instructor. Please contact me if you have any questions or concerns about anything related to the class. Zoom ID: 720 030 2864.

SECTION III: INTELLECTUAL PROPERTY

A. State common law and federal copyright law protect lectures. Students are authorized to take notes in class for personal use and may not use them for commercial use without prior written authorization.

B. Students may not make audio recordings of lectures without the instructor’s knowledge and authorization.

SECTION IV: COURSE STRUCTURE

A. This course is a remote course, and all class sessions, including discussion sessions as well as your interaction with me and with your fellow students, will take place in Canvas. There is a total of 10 modules that you will complete throughout the semester. **Each module must be completed in six (6) to seven (7) days.** The course is organized around modules, and four units make up each module as follows:

   1. Readings (Page)  
   2. Lecture  
   3. Quiz  
   4. Discussion

B. Key concepts will be presented through readings (i.e., Pages) at the beginning of each module. Each reading will provide an overview of the central ideas associated with specific concepts for each module. The primary purpose of the readings is to lay the foundation of the various concepts and topics of the strategic sport marketing process. The main purpose of the short lectures is to further explore the specific topics within the strategic sport marketing process. A quiz covering the readings and lectures for each module will be administered before discussions. Discussion questions are used to weave key concepts presented in the lectures and readings into an integrated whole to further develop an understanding of the strategic sport marketing process.
SECTION V: COURSE EVALUATION & ASSIGNMENTS

A. Evaluation (Point breakdown):

1. Syllabus Quiz & Introduction: 100 points (syllabus quiz 50 pts; introduction 50 pts)
2. Module Quizzes: 50 points (5 pts x 10 quizzes)
3. Module Discussions: 50 points (5 pts x 10 modules)
4. Exams: 100 points (50 pts x 2 exams)
5. Case Analysis Assignments: 100 points (25 pts x 4 cases)
6. Sport Marketing Case Analysis Individual Project: 100 points (see guideline)

<table>
<thead>
<tr>
<th>Grading Scale (%)</th>
<th>Points</th>
<th>Items</th>
<th>Point System</th>
<th>Points</th>
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<tr>
<td>90-100 = A</td>
<td>450~500</td>
<td>Syllabus Quiz &amp; Introduction</td>
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<td>Module Discussions</td>
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<td>60-69 = D</td>
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<td>≤ 59</td>
<td>Below 300</td>
<td>Sport Marketing Case Analysis</td>
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B. Syllabus Quiz & Introduction (100 pts; syllabus quiz 50 pts & introduction 50 pts)

Students must complete and score at least 45 (out of 50) on the “Syllabus Quiz” before they can access the Course Modules. Please read the course syllabus carefully and take the quiz as soon as possible so that you can keep up with the course schedule. After completing the syllabus quiz, briefly introduce yourself to get to know each other better.

C. Module Quizzes (50 pts; 5 pts x 10 quizzes)

There will be ten module quizzes throughout the semester. Module quizzes will consist of 10 questions (true/false and multiple-choice) without a time limit. Module quizzes will be available right after you watch short lectures. Module quizzes are the open note and open book quizzes, and you have unlimited attempts (only the highest score will be kept). The instructor is not responsible for computer or internet connection errors, so please make sure you use a reliable computer with a secure connection and take the quizzes as soon as possible to leave you more time in case there is an issue. If you do have technical difficulties, be sure to contact the Student Help Desk (http://www.unt.edu/helpdesk/index.htm) and email me immediately with a screenshot of the issue (if possible). **If a student completes all ten module quizzes, the students will receive 10 bonus points.**

D. Module Discussions (50 pts, 5 pts x 10 discussions)

There will be ten module discussion questions throughout the semester. The module discussion questions will pertain to both lecture and reading materials for that week. The module discussion questions will be available to you and answered in the Discussions link via Canvas. For every module discussion questions, each student must answer the questions and post reactions to at least two other students’ posts. To successfully complete and fully participate in the module discussions, students will have to do the following (otherwise students will receive partial credits):
1. Read and understand the assigned readings and view the lectures before a discussion.
2. Prepare and post answers (200-word limit) to the posted discussion questions.
3. Respond to two discussions by supporting/disputing the views of others (100-word limit).
E. **Exams (50 pts x 2 exams)**

A total of two exams will be given throughout the semester. The exams will cover lectures, discussions, and other materials from the class. The exam format will consist of true/false and multiple-choice. The exam must be taken on an assigned timeframe. Exams are **NOT** cumulative. See the class calendar for specific dates for two exams.

F. **Case Analysis Assignments (25 pts x 4 cases)**

Each student will write a short essay (1-2 page) that relates to the sport marketing case analysis project. To facilitate and assist students with completing the sport marketing case analysis project on time, students will write parts of their project periodically. While the sport marketing case analysis project consists of six parts, the case assignments will cover three parts; part 3 (Environmental Analysis), part 4 (Target Market Analysis), and part 5 (Marketing Strategy Analysis; two assignments). The instructor will provide more detailed guidelines and tips at the end of Module 2, Module 4, Module 6, and Module 8. **Students will have around two weeks (13 - 14 days) to complete the assignments soon after the guidelines and tips are available. Please see the class calendar for the due dates.**

G. **Sport Marketing Case Analysis Individual Project (100 pts)**

Each student will write a case analysis paper that relates to strategic sport marketing in the sport, recreation, and event industries. The topic must be approved by the instructor (submitted via the Canvas Discussion by the due date, August 31). Students can target any sport, recreation, or event organization, sport or recreation event, or sport product based on their interests, except for established major professional sport organizations (i.e., established professional sport leagues, teams, and even athletes). The final paper should be at least five (5) but no more than seven (7) pages in length (except for title page, appendix, and the list of references; double spaced and Times New Roman 12-point font). See Sport Marketing Case Analysis Guideline for more detailed information about the assignment. **DUE December 2 (Wednesday).**

**SECTION VI: COURSE POLICIES**

A. **Out of Class Communication:** Students should use email to communicate with the instructor using the email address provided in the syllabus (Minhong.kim@unt.edu).

1. When you email the instructor, please INCLUDE YOUR FULL LEGAL NAME (NO NICKNAMES) AND THE COURSE NUMBER (RESM 4250) IN THE EMAIL (preferably in the subject line).

2. Any email which does not include the student’s full legal name and course number will not get a response from the instructor.

3. Do not email the instructor to ask for information you can easily find yourself on Canvas, the syllabus, etc.

4. **Do not send messages to the instructor through the “Comments” section in Canvas. The instructor does not receive a notification this way.**

5. The instructor will communicate with students via their UNT email addresses. Make sure you are checking your UNT email daily.
B. Missed Coursework: 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.

1. The student MUST CONTACT THE INSTRUCTOR WITHIN 48 HOURS OF THE MISSED COURSEWORK DEADLINE.

2. The student will not be permitted to make up missed coursework without a doctor’s note or a letter from the Dean of Students.

3. ALL MISSED COURSEWORK MUST BE COMPLETED WITHIN ONE-WEEK OF THE TIME THE STUDENT PROVIDES THE DOCTOR’S NOTE OR LETTER FROM THE DEAN OF STUDENTS.

C. CANVAS: The course will utilize Canvas as its online learning platform.

1. All assignments will be submitted to the instructor via Canvas.

2. It is the student’s responsibility to make sure the assignment is submitted correctly and before the deadline. MAKE SURE YOU GET A SUBMISSION CONFIRMATION IN CANVAS. If you forget to attach the assignment document, attach the wrong document, or attach the document in a format other than MS Word (unless stated otherwise), you will receive a zero.

3. EMAIL THE INSTRUCTOR IMMEDIATELY IF YOU ARE HAVING TROUBLE SUBMITTING AN ASSIGNMENT. If you experience technical difficulties, you must email the assignment to the instructor before the deadline.

4. DO NOT WAIT UNTIL THE LAST MINUTE TO SUBMIT ASSIGNMENTS. All assignments are open well in advance of the submission deadline. Therefore, stating “my computer wasn’t working” or “I was having problems with my internet” are not acceptable reasons for missing the submission deadline.

D. Posting of Grades & Grade Disputes: Grades will be posted on Canvas.

1. Students should be checking their grades on Canvas several times a week to make sure the posted grade is correct (DO NOT wait until the end of the semester).

2. It is the student’s responsibility to contact the instructor about their grade.

3. AGAIN, DO NOT send messages to the instructor through the “Comments” section in Canvas. The instructor does not receive a notification this way.

4. All assignments will be completed by December 2 (Wednesday). I will try to finalize your grade by December 9 (Wednesday), or December 10 (Thursday) at the latest so that you can review your grade before I submit your grade to the registrar (due Monday, December 14 at noon). If you have any questions or concerns about your grade, please contact me as soon as possible, but no later than Saturday (December 12) at 5 PM. Before you contact me, I expect that you will review the assignment details and reflect on the quality of the work you turned in. If you would still like to discuss your grade, please email me to set up a virtual meeting or email me your concerns. If you do not contact me or fail to schedule a meeting by Saturday (December 12) at 5 PM, you forfeit your right to a grade dispute.

E. If at any time you feel the need for help, information concerning the course, and/or your standing (grade, attendance, etc.) in the course, CONTACT YOUR INSTRUCTOR as soon as possible!
SECTION VII: UNIVERSITY POLICIES

A. **Access to Information – Eagle Connect:** Students’ access point for business and academic services at UNT is located at: my.unt.edu. All official communication from the University will be delivered to a student’s Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward e-mail Eagle Connect (https://it.unt.edu/eagleconnect).

B. **Americans with Disabilities Compliance:** The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time; however, ODA notices of reasonable 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 reasonable accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information, refer to the Office of Disability Access website at http://www.unt.edu/oda. You may also contact ODA by phone at (940) 565-4323.

C. **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. Visit UNT’s Code of Student Conduct (https://deanofstudents.unt.edu/conduct) to learn more.

D. **Academic Integrity (Academic Integrity Standards and Consequences):** According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University. Further sanctions may apply to incidents involving major violations. You will find the policy and procedures at: http://vpaa.unt.edu/academic-integrity.htm.

E. **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 Canvas for contingency plans for covering course materials.

F. **Student Evaluation Administration Dates:** 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 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) 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/) or email spot@unt.edu.
G. **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 Canvas online system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their individual record; however, information about student’s records will not be divulged to other individuals without proper written consent. Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the University’s policy. See UNT Policy 10.10, Records Management and Retention for additional information (http://essc.unt.edu/registrar/ferpa.html).

H. **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 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 or at (940) 565 2759.

I. **Student Verification:** UNT takes measures to protect the integrity of educational credentials awarded to students enrolled in distance education courses by verifying student identity, protecting student privacy, and notifying students of any special meeting times/locations or additional charges associated with student identity verification in distance education courses. See UNT Policy 07-002 Student Identity Verification, Privacy, and Notification and Distance Education Courses (https://policy.unt.edu/policy/07-002).

**SECTION VIII: GETTING HELP**

A. **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:** 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  
**TelephoneNumber 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)
B. **Student Support Services**

UNT provides mental health resources to students to help ensure there are numerous outlets to turn to that wholeheartedly care for and are there for students in need, regardless of the nature of an issue or its severity. Listed below are several resources on campus that can support your academic success and mental well-being:

- Counseling and Testing Services ([https://studentaffairs.unt.edu/counseling-and-testing-services](https://studentaffairs.unt.edu/counseling-and-testing-services))
- UNT Care Team ([https://studentaffairs.unt.edu/care](https://studentaffairs.unt.edu/care))
- Individual Counseling ([https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling](https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling))

Other student support services offered by UNT include

- Registrar ([https://registrar.unt.edu/registration](https://registrar.unt.edu/registration))
- Financial Aid ([https://financialaid.unt.edu/](https://financialaid.unt.edu/))
- Student Legal Services ([https://studentaffairs.unt.edu/student-legal-services](https://studentaffairs.unt.edu/student-legal-services))
- Career Center ([https://studentaffairs.unt.edu/career-center](https://studentaffairs.unt.edu/career-center))
- Multicultural Center ([https://edo.unt.edu/multicultural-center](https://edo.unt.edu/multicultural-center))
- Counseling and Testing Services ([https://studentaffairs.unt.edu/counseling-and-testing-services](https://studentaffairs.unt.edu/counseling-and-testing-services))
- Pride Alliance ([https://edo.unt.edu/pridealliance](https://edo.unt.edu/pridealliance))
- UNT Food Pantry ([https://deanofstudents.unt.edu/resources/food-pantry](https://deanofstudents.unt.edu/resources/food-pantry))

**Academic Support Services**

- Academic Resource Center ([https://clear.unt.edu/canvas/student-resources](https://clear.unt.edu/canvas/student-resources))
- Academic Success Center ([https://success.unt.edu/asc](https://success.unt.edu/asc))
- UNT Libraries ([https://library.unt.edu/](https://library.unt.edu/))
- Writing Lab ([http://writingcenter.unt.edu/](http://writingcenter.unt.edu/))
- MathLab ([https://math.unt.edu/mathlab](https://math.unt.edu/mathlab))

**SECTION IX: SYLLABUS CHANGES**

A. The instructor reserves the right to amend the grading scale for the benefit of the students.

B. The instructor reserves the right to change the syllabus at any time during the semester.

C. Any changes will be posted on Canvas and/or discussed in class.
<table>
<thead>
<tr>
<th>Modules &amp; Dates</th>
<th>Topics</th>
<th>Readings</th>
<th>Assignments</th>
</tr>
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<tbody>
<tr>
<td>Introduction</td>
<td>Introduction of the Class (Syllabus &amp; Course Outline)</td>
<td>Introduction Module</td>
<td>Complete Syllabus Quiz &amp; Introduction Due Aug. 30</td>
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<td>Aug. 24</td>
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<td>Module 1</td>
<td>Contingency Framework (Strategic Sport Marketing in the Sport, Recreation, and Event industries)</td>
<td>Ch. 1 &amp; 2</td>
<td>Module Quiz Module Discussion Due Sep. 6</td>
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<td>Aug. 31</td>
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<td>Module 2</td>
<td>Sport Marketing Research</td>
<td>Ch. 3</td>
<td>Module Quiz Module Discussion Due Sep. 13</td>
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<td>Sep. 8 (TUE)</td>
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<td>Understanding Consumers in the Sport, Recreation, and Event industries</td>
<td>Chs. 4 &amp; 5</td>
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<td>Module 4</td>
<td>Market Selection Decisions (Segmentation, Targeting, and Positioning)</td>
<td>Ch. 6</td>
<td>Module Quiz Module Discussion Due Sep. 27</td>
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<td>Module 5</td>
<td>Sport Product Concepts (Managing Sport Products)</td>
<td>Chs. 7 &amp; 8</td>
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<td>Sep. 28</td>
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<td>Exam #1</td>
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<td>Due Oct. 9 (Friday)</td>
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<td>Module 6</td>
<td>Basic Promotion Concepts in the Sport, Recreation, and Event industries</td>
<td>Ch. 9</td>
<td>Module Quiz Module Discussion Due Oct. 18</td>
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<td>Module 7</td>
<td>Promotional Mix Elements</td>
<td>Ch. 10</td>
<td>Module Quiz Module Discussion Case Analysis Assignment #3 Due Oct. 25</td>
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<td>Module 8</td>
<td>Sport Sponsorship</td>
<td>Ch. 11</td>
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<td>Module 9</td>
<td>Pricing Concepts in the Sport, Recreation, and Event industries</td>
<td>Ch. 12</td>
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<td>Implementation and Evaluation of Strategic Sport Marketing Plans</td>
<td>Ch. 13</td>
<td>Module Quiz Module Discussion Due Nov. 15</td>
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<td>Dec. 2</td>
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<tr>
<td>Sport Marketing</td>
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<td>Case Analysis</td>
<td>Preparation &amp; Submission</td>
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<td>Paper</td>
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