

University of North Texas

G. Brint Ryan College of Business

SENM 4230-501: International Brand Strategies

I. General Course Information.

Credit Hours.	Three (3)
Semester.	Fall 2025 [16-week]
Instructor.	Dr. Misun Won
Contact.	Misun.Won@unt.edu
Office.	Inspire Park 277 (UNT at Frisco Campus)
Office Hours.	Wednesday 2:00-4:30PM or by appointment
Course Location.	Frisco Landing 206
Lecture Time.	Thursdays 4:30-6:20PM
Seminar Format.	Instructor will provide weekly readings in Canvas, and students are expected to read them through prior to class. In addition, students work in groups to develop international strategies for the industry partner.
Course Website.	www.canvas.unt.edu Students are encouraged to check the website daily for communications, postings, deadlines, and updates.

II. Course Overview.

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 undergraduate introductory course to brands that allow students to become acquainted with brand strategies within the (national and international) sport entertainment industry. 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. 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 brand their organization to a global audience.

III. Course Learning Objectives.

Upon successful completion of this course, the student will be able to:

1. Understand the unique dynamics of international branding in the sport entertainment industry.
2. Compare international brand strategies around the world.
3. Identify developments in branding in the sport entertainment industry.
4. Evaluate international brand strategies of US based (and non-US based) professional sport entertainment organizations.
5. Developing international brand strategies for professional sport entertainment organizations.

IV. Required Readings.

- A collection of book chapters and articles on branding and globalization efforts of sport franchises provided by the instructor

V. Course Format | Expectations.

- **Academic Integrity.** 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. These include, but not limited to, (a) unauthorized assistance on examinations, homework, research papers or case analyses, (b) large scale “cutting and pasting” from other sources regardless of citing the source, (c) no citation of all outside sources in the manner requested by your instructor, and (d) use of an AI generated content when not permitted by an instructor. A finding of academic dishonesty may result in a range of academic penalties or sanctions from admonition (a warning) to expulsion from the University.
- **Format.** The composition of this course is a hybrid one and follows the philosophy of an inverted classroom. Through Canvas, students will review the reading materials assigned for each week and complete assignments. 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 Texas Rangers.
- **Attendance.** Attendance is a part of the academic requirement of a course and reflects your commitment to students’ academic careers. Students are expected to attend each lecture and come to class prepared as demonstrated by class discussion of the assigned readings, assignments, and/or additional materials. Attendance is required in order to participate in discussions and activities. The collaborative discussion and peer interactions during class meetings help students develop the critical thinking skills that are necessary in managerial positions within the sport industry. All students are expected to participate in class discussions. Arriving a class on time is very important as punctuality becomes an essential asset to any professionals in the real world. Students are allowed to miss four classes during the semester. Students are allowed to have up to 4 absences (25% of the total number of class meetings) without any penalty. Though, late arrivals will not be penalized, students are expected to arrive on time. If a student misses a class, he or she is highly recommended to ask other students for class notes or materials covered in class. More than 4 absences will result in a failure of this course. Absences due to documented illness or quarantine will be excused.

Excused absences:

- Traveling for an interview (a proof required)
- Serious illness (a doctor's note required)
- Death in the immediate family (a copy of obituary required)
- Religious observance (an email should be sent to instructor in advance)
- Jury duty (documentation required)
- Involvement in University-sponsored activity (documentation from the sponsoring office required)
- **Assignments.** All assignments are due on time and submitted in Canvas. No late assignments accepted, unless you have prior arrangements with the instructor.
 - All written assignments are to be error-free (i.e., grammar, punctuation, spelling, flow, and general composition) and are expected to follow APA (7th) format. Follow the assignments guidelines for assignment formatting and submissions instructions.
 - If students use any previously published journals or work in their papers, those work should be cited in-text and in a reference page.
 - When saving and uploading each assignment, they should be titled as course title, assignment title, and student's last name (e.g. **SENM 4230 – Market Analysis Deck – Won**).
 - PDF submissions are not allowed (unless instructed). 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 upload assignments in Pages®, Word Perfect®, or linked to Google Docs®.
- **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.

VI. Course Evaluation.

Assignments.	Learning Outcome.	Points.	Due.
Syllabus Quiz		4	8/21/25
Reading Discussion (on lecture weeks @ 8 points)	1-4	56	On-going
Guest Speaker Engagement (3 guests @ 4 points)		12	See schedule
Texas Rangers Analysis Project ▪ Presentation and PowerPoint	1-5	14	Tentative
Texas Rangers Branding Plan Project ▪ Presentation and PowerPoint	1-5	14	Tentative
Total Points Possible		100	

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

VII. Grading:

- A 90–100
- B 80–89.9

- C 70–79.9
- D 60–69.9
- F ≤59
- Note: Grades are not rounded to the closest digit.

VIII. Assignments.

1. Syllabus Quiz (4 points total)

On the first day of class, students will take a syllabus quiz to make sure everyone understands course expectations, assignment rules, and specifics to some assignments. This quiz can only be taken in class. However, if a student misses the first class with reasonable excuses, they may get a permission to take the quiz after class.

The quiz consists of 10 (or more) questions which are T/F or multiple choice based.

2. Reading Discussion (lecture weeks (7 weeks) @ 8 points each | 56 points total | Learning Outcome 1-4)

Students are expected to read all required readings prior to class and actively engage in class discussions or activities. Dr. Won will provide specific instructions on each discussion or activity in class. There may be some submissions required in class or post class (see the due in the course schedule). Students should demonstrate their understanding and knowledge from the required readings in discussions and activities.

Each participation is worth 8 points. This participation requires critical thinking (3.5 points), knowledge (3 points), and proofread (1.5 point). Students are highly encouraged to share their opinions on the discussions (or what they wrote as their responses). Active participation among all students extensively helps each other broaden their knowledge. Late submission will result in a 15 % deduction (a 1.2-point deduction).

3. Guest Speaker Engagement (3 sessions @ 4 points each | 12 points total | Learning Outcome 1 - 5).

Students are encouraged to interact with guest speakers. In order to properly engage with them, students will be required to prepare two questions that they want to ask guest speakers prior to the guest speaking session in Canvas. The two questions should be highly related to branding, marketing, or any other topics related to the course (not career paths or career tips). Students will get the full credit only if their submitted questions are relevant to the course. Students may ask career tips or advice in person in class, however, submitted questions should only be related to the course. Failure to follow this rule will result in a 0.75 points-deduction per question. When this session is done through Zoom, students are required to activate their cameras to properly interact with and respect our guests. Additionally, students should not lie in bed while in guest speaker sessions (this is very respectful). Connecting guest speakers on LinkedIn is highly recommended. Each guest speaking session will worth 4 points. The 4 points are allocated as follows:

- Each question to post in canvas by deadline is worth 1.5 points (3 points in total).
 - Late submission of question upload will not be accepted.
 - To receive full credit, submit course related questions only.
- Actual engagement with guest speakers in session is worth 1 point.
- If a student is present on Zoom and lies in bed, I will deduct 1-point for not respecting our guests.

4. TX Rangers Projects (36 points total | Learning Outcome 1-5).

Throughout the semester, students will work on the branding projects for the Texas Rangers on international market analysis and development of branding strategies. These projects are semester-long, and students are encouraged to start working on them as soon as the projects are introduced in class.

Each project comes with a presentation and PowerPoint. PowerPoint should include written scripts on each slide, substituting a formal written report. Industry partners will attend the class in October and December to listen the presentations and provide feedback.

****Details on required elements and/or sections will be posted in Canvas.***

****If any group experiences a member issue (e.g., no communication, not meeting the group's deadline, unequal amount of work, disrespect), they should immediately notify Dr. Won. Dr. Won will discuss that issue with the student. If the student does not seem to try resolving the issue, the instructor has a right to remove that student from the group and assign to a new group.***

IX. Disabilities | Emergency Notifications.

- 1. 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.
- 2. 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.
- 3. 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.

International Brand Strategies | Tentative Course Timeline

Date.	Topic.	Reading*	Assignment
Week 1 Aug. 21	Course Introduction & Student Self-introduction		
Week 2 Aug. 28	1 Defining Brand <ul style="list-style-type: none"> ▪ Definition of brands 	Hess (2018) with NY Times Davey (2016) with Munich BUS school	Discussion of (a) local/national brands and (b) international brands (Due: 8/28/25 4:30PM)
Week 3 Sept. 4	2 Brand Equity <ul style="list-style-type: none"> ▪ Brand awareness, brand associations, perceived quality and brand loyalty ▪ Brand associations ▪ Point of attachment 	Kerr & Gladden (2008) – Brand equity Gladden & Funk (2002) – Brand associations and loyalty Gladden (2014) – Managing Sport Brands	
Week 4 Sept. 11	2 Brand Equity (Continued)		Discussion of brand awareness, loyalty, and associations for international sport teams (Due: 9/11/25 4:30PM)
Week 5 Sept. 18	3 Brand Communities <ul style="list-style-type: none"> ▪ Customer to customer and customer to brand relationships, building your tribe, displaced or international fan bases 	Katz & Heere (2013) – Forming a brand community Naraine et al. (2021) – Online brand community	
Week 6 Sept. 25	3 Brand Communities (Continued) <i>Guest Speaker – Jose Garcia (Dallas Cowboys)</i>		Discussion of brand community development for NFL teams expanded globally (Due: 9/25/25 4:30PM) <i>Guest questions by 12PM on 9/25</i>
Week 7 Oct. 2	4 Brand Socialization <ul style="list-style-type: none"> ▪ Sport socialization, psychological continuum model, youth - sport socialization 	Funk & James (2016) – PCM James (2016) – Socialization Reifurth et al (2018) – Children’s game day experience	
Week 8 Oct. 9	4 Brand Socialization (Continued) <i>Guest Speaker – Heidi Simmons (Kitman Labs)</i>		Discussion of (a) PCM for a new brand and (b) youth focused brand strategies among sport brands (Due: 10/9/25 4:30PM) <i>Guest questions by 12PM on 10/9</i>

Week 9 Oct. 16	Market Analysis Presentations – Schedule Tentative <i>Texas Rangers in Attendance</i>		PowerPoint due 4:30PM
Week 10 Oct. 23	5 International Brand Strategies I: Brand extensions <ul style="list-style-type: none"> Target market, market segmentation, market expansion, product differentiation 	Pitts and Stolar (2012) – Ch. 5 Segmentation, target marketing, and positioning Dodger Blue (2023) – Dodgers – Global fan favorite Bacharach (2022) – MLB’s int’l strategy	Discussion of international market segmentation for MLB (in-class)
Week 11 Oct. 30	5 International Brand Strategies I: Brand extensions (Continued) <i>Guest Speaker – Dr. Bob Heere (UNT)</i>		Discussion of a volleyball league in U.S. (Due 10/30/25 4:30PM) <i>Guest questions by 12PM on 10/30</i>
Week 12 Nov. 6	6 International Brand Strategies II: Marketing <ul style="list-style-type: none"> Destination branding, sport tourism, international marketing, brand message 	Heere et al. (2019). Inducing destination images Richelieu (2008) – Int’l sport brand	
Week 13 Nov. 13	6 International Brand Strategies II: Marketing (Continued)		Discussion of (a) strategies used by non-US brands expanded to US and (b) Houston Rockets and NBA China (Due 11/13/25 4:30PM)
Week 14 Nov. 20	7 International Brand Strategies III: Partnership <ul style="list-style-type: none"> Definition and impact of partnerships, consumer perceptions 	Cornwell (2020) – (pp. 131-143 - ch. 8) impacts on audience, congruency, and authenticity	Discussion of Dallas Cowboy’s expansion to Mexico and partnerships in Mexico (Due 11/20/25 4:30PM)
Nov. 27	No Class – Thanksgiving break		
Week 15 Dec. 4	Presentation final prep in class		
Week 16 Dec. 11	Brand Development Presentations – Schedule Tentative <i>Texas Rangers in Attendance</i>		Final Deliverable (PowerPoint) Due 4:30PM

**In class, the instructor will announce which part of the articles to focus when reviewing the materials for the upcoming week.*

Note: There are handful of readings and/or videos to read for each lecture. See those required materials in Canvas.

Note: This course timeline is subject to change based on guest speaker and the project partner’s availability.