

MKTG 4980 - Ticket Operations in the Sport Entertainment Industry Syllabus

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Time: M 03:30pm - 04:50pm CST
Classroom: Frisco Campus, Room 121/Virtual

Canvas:
unt.instructure.com

Zoom:
TBD

OVERVIEW

Course Format

The composition of this course is a hybrid one, **but will start remotely due to COVID-19.** 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. This class is taught in collaboration with a DFW-based sports organization, and classes might occur on-site of the organization. If this occurs, students will be informed of such occasions at the beginning of the semester. As part of the class, students will attempt to sell tickets for the sport organizations, for which they will not receive any remuneration. Aside from theoretical quizzes online and a final exam, students will complete online activities and sales competition at the end of the semester.

Course Description

Ticket sales are one of the most valuable revenue sources for professional sport entertainment organizations, ranging from 22% (NFL) to 42% (NHL) of all revenue for professional sport teams. Tickets are not only sold to the large tribes of deeply attached fans, but also to their networks, detached people that enjoy the entertainment and atmosphere of the event, and individuals that have a corporate interest in attending the event, among others. In this course, students will learn the process of selling tickets, be introduced to the software programs used for sales processes, and will be exposed to best practices in selling. As part of the class, students will be engaged in numerous sales exercises and activities that will require them to sell tickets to hypothetical or real consumers. By the end of the course, students will be able to conduct sales calls, develop sales strategies, and understand the process of selling tickets in a fast-changing industry.

The course explores how organizations in the professional sport entertainment industry can develop ticket sales strategies. Emphasis is on understanding principles and trends in ticket sales and teaching students the practice of selling. Subjects discussed in the course are pricing strategies, sales techniques, CRM software programs in ticket sales, technological advances in the sales industry (e.g. mobile phone apps, etc.), and ticket prices strategies.

Course Objectives

- Understand the different market segments for ticket sales in the professional sport entertainment industry.
- Understand the sales process.
- Be able to operate a sales specific software program.
- Be able to work off scripted sales calls.

- Be able to develop a ticket price strategy.
- Understand technological changes in the ticket sales industry.

Required Readings

- Reese, J.T., (2013). *Ticket Operations and Sales Management In Sport*. FIT Publishing. ISBN: 9781935412519. <http://fitpublishing.com/content/ticket-operations-and-sales-management-sport-0>
- Additional articles and/or materials will be added to the course schedule.

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. If class is conducted through a Zoom meeting, students are expected 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 (<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.

Class Materials for Remote Instruction

Additional remote instruction may be necessary if community health conditions change or you need to self-isolate or quarantine due to COVID-19. Students will need access to a webcam and microphone to participate in fully remote portions of the class. Information on how to be successful in a remote learning environment can be found at <https://online.unt.edu/learn>.

Statement on Face Covering

Face coverings are required in all UNT facilities. Students are expected to wear face coverings during this class and at any external facilities. 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.

Attire

Students will be dressed in a manner reflective of a class meeting's planned activities. When working in collaboration with any sports organization, students are required to dress business professional. 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 times throughout the course (lecture, group activity time, etc.), students can dress casual for acceptable public appearance. Brief definitions for the business professional and business casual dress categories are provided below:

- ***Business Professional***
 - Women: Work suit/dress (not cocktail); work appropriate shoes
 - Men: Suit jacket; slacks; belt; long-sleeve, button-down, collared shirt; tie, formal shoes (not sneakers or gym shoes)
- ***Business Casual***
 - Women: Khakis (or black pants) and polo/ dress shirt; professional dress; work shoes (not sneakers or gym shoes)
 - Men: Khakis (or black slacks) and polo/dress shirt; work shoes (not sneakers or gym shoes)

**Not adhering to appropriate class attire as stated above will have a negative effect on students' grades.*

COURSE EVALUATION & ASSIGNMENTS

Evaluation (Point Breakdown)

- | | |
|------------------------------------|--|
| 1. Attendance/Participation: | 50 points (5-point deduction for each unexcused absence) |
| 2. Collaboration with RoughRiders: | 150 points |
| 3. Quizzes: | 100 points (Five quizzes, 20 points each) |
| 4. Sales Competition: | 100 points |
| 5. Final Exam: | 100 points |

Total = 500 points

<u>Grading Scale (%)</u>	<u>Points</u>	<u>Point System</u>	
90-100 = A	450~500	<i>Points Available</i>	<i>From Total Grade</i>
80-89.9 = B	400~449	Attendance/Participation	50
70-79.9 = C	350~399	Collaboration with RoughRiders	150
		Quizzes	100 (5 * 20)
		Sales Competition	100
60-69.9 = D	300~349	Final Exam	100
≤ 59.9 = F	Below 300	<i>Points Total</i>	<i>500</i>

**Final letter grade cut-offs may vary, depending on how the entire class performs.*

ASSIGNMENTS

Collaboration with RoughRiders

Throughout the semester, students work with the Frisco RoughRiders to gain practical ticket sales experience. More details on this assignment, and how it will be graded, will be provided during the first few weeks of the semester.

Quizzes

Throughout the semester, students will complete five quizzes online via Canvas, that will coincide with the readings, guest speakers, and other activities/lessons taught up until that point in the semester. Questions may be a mix of multiple-choice and short answer.

Sales Competition

Near the end of the semester, students will compete in a ticket sales competition on campus or at the RoughRiders' sales lab location (unless otherwise changed due to COVID) that will promote the skills and techniques learned throughout the semester. Possible awards may include, but are not limited to, Most Unique Sales Pitch, Most Improved, Most Tickets Sold, Highest Overall Commission, etc. This assignment may be done in conjunction with the RoughRiders.

Final Exam

At the end of the semester, students will complete a final exam based on the readings, practical knowledge, activities, and other information learned throughout the semester. Questions may be a mix of multiple-choice, short answer, and essay.

TECHNICAL ASSISTANCE

Part of working in the online environment involves dealing with the inconveniences and frustrations 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: <https://it.unt.edu/helpdesk>

Email: helpdesk@unt.edu

Chat: <https://it.unt.edu/helpdesk/chat>

Phone: 940-565-2324

In Person: Sage Hall, Room 330

Walk-In Availability:

- Monday - Friday: 8:00am - 5:00pm CST

Telephone, Email, Ticket, or Chat Availability:

- Monday - Thursday: 8:00am - 9:00pm CST
- Friday: 8:00am - 5:00pm CST
- Saturday: 11:00am - 3:00pm CST
- Sunday: 12:00pm - 9:00pm CST

Laptop Checkout:

- Monday - Friday: 8:00am - 7:00pm CST

For additional support, visit <https://community.canvaslms.com/docs/DOC-10554-4212710328>

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 department. 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 take notes. Please be respectful of both your fellow students and me as your instructor and engage with your direct environment.
3. Please **turn off** all cell phones 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 or PDF 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, and depending on the specific circumstance, students may receive an automatic failing grade for the course. 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) the 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 Canvas 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 Canvas 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

Date	Reading(s) Completed	Class Activity	Sales Lab at RoughRiders
January 11 th	Syllabus	Introduction to Class and Syllabus	None
January 18 th - NO IN-CLASS MEETING (MLK Jr. Day)	Reese (2013) - Chapter 1	Online Discussion and Online Quiz #1	None
January 25 th	Reese (2013) - Chapter 2	Collaboration & training with RoughRiders	None
February 1 st	Reese (2013) - Chapter 3	Guest Speaker and Online Quiz #2	None
February 8 th	Reese (2013) - Chapter 4	Collaboration & training with RoughRiders	None
February 15 th	Reese (2013) - Chapter 5	Guest Speaker and Online Quiz #3	None
February 22 nd	Reese (2013) - Chapter 6	Collaboration & training with RoughRiders	None
March 1 st	Reese (2013) - Chapter 7	Collaboration & training with RoughRiders	March 2, 3, or 4 (9-12am or 1-4pm)
March 8 th	Reese (2013) - Chapter 8	Guest Speaker and Online Quiz #4	March 9, 10, or 11 (9-12am or 1-4pm)
March 15 th	Reese (2013) - Chapter 9	Guest Speaker/TBA	March 16, 17, or 18 (9-12am or 1-4pm)

March 22 nd	Reese (2013) - Chapter 10	Brief collaboration with RoughRiders/Guest Speaker/TBA	March 23, 24, or 25 (9-12am or 1-4pm)
March 29 th	Reese (2013) - Chapter 11	Guest Speaker and Online Quiz #5	March 30, 31, or April 1 (9-12am or 1-4pm)
April 5 th	Reese (2013) - Chapter 12	Brief collaboration with RoughRiders/TBA	April 6, 7, or 8 (9-12am or 1-4pm)
April 12 th	TBA	Sales competition	April 13, 14, or 15 (9-12am or 1-4pm)
April 19 th	Final Exam Review Packet	Brief collaboration with RoughRiders/Exam Review	April 20, 21, or 22 (9-12am or 1-4pm)

***FINAL EXAM: April 26th**