



## INSTRUCTIONAL PACKAGE

SPT 103

Sports Event Planning & Marketing

201820

Spring 2019

# INSTRUCTIONAL PACKAGE

## PART I: COURSE INFORMATION

Effective Term: Spring 2019

COURSE PREFIX: SPT 103

COURSE TITLE: Sports Event Planning & Marketing

CONTACT HOURS: 3.0

CREDIT HOURS: 3.0

### **RATIONALE FOR THE COURSE:**

SPT 103 is required course in the Sports Tourism Associate Degree Program. SPT 103 will help students understand event planning and marketing for sports tourism industry. They will learn media partnerships, event budgeting and how to maximize promotions to drive revenue in the industry.

### **COURSE DESCRIPTION:**

The course emphasizes strategic planning and marketing of sports tourism destinations, with emphases on development and positioning. Topics include community relations, environmental considerations, resource requirements, plus social and cultural considerations.

### **PREREQUISITES/CO-REQUISITES:**

(Credit level SPT 101 Minimum Grade C or Credit Level Minimum Grade of TC) and (Credit Level SPT 102 Minimum Grade of C or Credit Level SPT 102 Minimum Grade of TC )

### **REQUIRED MATERIALS:**

Please visit the Bookstore online site for most current textbook information. Use the direct link below to find textbooks.

### [BOOKSTORE.](#)

Enter the semester, course prefix, number and section when prompted and you will be linked to the correct textbook.

### **ADDITIONAL REQUIREMENTS:**

Basic writing supplies, computer access on and off campus. You must be able to have access to D2L and check it regularly. I will use this platform to communicate with you regarding classroom conversations, schedule and more. Class cancellation, assignment due dates and class updates will always be posted on D2L.

### **TECHNICAL REQUIREMENTS:**

Access to Desire2Learn (D2L), HGTC's student portal for course materials.  
WaveNet and D2L email access.

### **STUDENT IDENTIFICATION VERIFICATION**

Students enrolled in online courses will be required to participate in a minimum of one (1) proctored assignment and/or one (1) virtual event to support student identification verification. Please refer to your Instructor Information Sheet for information regarding this requirement.

## **CLASSROOM ETIQUETTE:**

As a matter of courtesy to other students and your professor, please turn off cell phones and other communication/entertainment devices before class begins. If you are monitoring for an emergency, please notify your professor prior to class and switch cell phone ringers to vibrate.

**NETIQUETTE:** is the term commonly used to refer to conventions adopted by Internet users on the web, mailing lists, public forums, and in live chat focused on online communications etiquette. For more information regarding Netiquette expectations for distance learning courses, please visit: [Online Netiquette](#).

## **Part II: Student Learning Outcomes**

### **COURSE LEARNING OUTCOMES and ASSESSMENTS\*:**

#### ***Module # 1***

***Materials Covered :*** Chapters 1, 2 and 3  
***\*Assessments:*** Complete class review activity  
Unit Test

#### ***Learning Outcomes:***

1. Define Sports Marketing
2. Describe the competitive market place
3. Explain 4 strategic steps
4. Explain marketing planning process
5. Describe socialization, involvement and commitment
6. Describe the sport consumer and environmental factors

#### ***Module # 2***

***Materials Covered :*** Chapters 4, 5 and 6  
***\*Assessments:*** Complete class review activity  
Unit Test

#### ***Learning Outcomes:***

1. Define market research in sports
2. Describe how applications of marketing research are used
3. Explain 4 Bases of Segmentation
4. Define Market Segmentation
5. Define Sport Product
6. Describe the key issues in a sport product strategy

#### ***Module # 3***

***Materials Covered :*** Chapters 7, 8 and 9  
***\*Assessments:*** Complete class review activity  
Unit Test

#### ***Learning Outcomes:***

1. Define branding
2. Describe benefits of brand equity

3. Describe direct data-based sports marketing and sales
4. Explain importance of retaining customers
5. Explain a strategy to sell sponsorships
6. Describe and define various sponsorships

**Module # 4**

**Materials Covered :** Chapters 10, 11 and 12

**\*Assessments:** Complete class review activity  
Unit Test

**Learning Outcomes:**

1. Define promotional concepts and practices
2. Describe an integrated promotional model
3. Describe public relations
4. Explain how to use digital tools for public relations
5. Describe the advantages and disadvantages of social media
6. Describe how to build an audience

**Module # 5**

**Materials Covered :** Chapters 13, 14, 15, and 16

**\*Assessments:** Complete class review activity  
Unit Test

**Learning Outcomes:**

1. Define intellectual property
2. Describe Theory of Sport and Place
3. Explain copyright law
4. Explain ambush marketing
5. Describe Cross-Effects among the 5 P's
6. Describe contractual obligations

***\*Students – please refer to the Instructor’s Course Information sheet for specific information on assessments and due dates.***

**Part III: Grading and Assessment**

REQUIRED COURSE MEASURES/ARTIFACTS

Unit Quizzes

Classroom Engagement/Participation

Oral Presentation

Final Examination

**EVALUATION OF REQUIRED COURSE MEASURES/ARTIFACTS\***

Students’ performance will be assessed and the weight associated with the various measures/artifacts are

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listed below.

### EVALUATION\*

Unit Quizzes	100 points
Classroom Participation	50 points
Oral Presentation	50 points
<u>Final Exam</u>	<u>100 points</u>
	300 points

### GRADING SYSTEM:

Basis of final grade:

300-270= A  
269-240= B  
239-210= C  
209-180= D  
179-000= F

Grades earned in courses impact academic progression and financial aid status. Before withdrawing from a course, be sure to talk with your instructor and financial aid counselor about the implications of that course of action. Ds, Fs, Ws, WFs and Is also negatively impact academic progression and financial aid status.

The Add/Drop Period is the first 5 days of the semester for **full term** classes. Add/Drop periods are shorter for accelerated format courses. Please refer to the academic calendar for deadlines for add/drop ([ACADEMIC CALENDAR](#)). You must attend at least one meeting of all of your classes during that period. If you do not, you will be dropped from the course(s) and your Financial Aid will be reduced accordingly.

## Part IV: Attendance

Horry-Georgetown Technical College maintains a general attendance policy requiring students to be present for a minimum of eighty percent (80%) of his or her classes in order to be eligible to receive credit for any course. However, due to the varied nature of courses taught at the College, a more rigid attendance policy may be required by individual instructors. At a minimum, a student may be withdrawn from a course(s) after he or she has been absent in excess of ten percent (10%) of the total contact hours for a course. **Instructors define absentee limits for their class at the beginning of each term; please refer to the Instructor Course Information Sheet.**

**For online and hybrid courses**, check your Instructor's Course Information Sheet for any required on-site meeting times. Please note, instructors may require tests to be taken at approved testing sites, if you use a testing center other than those provided by HGTC, the center may charge a fee for its services.

## Part V: Student Resources



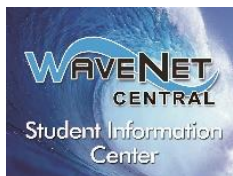
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## The Student Success and Tutoring Center (SSTC)

The SSTC offers to all students the following **free** resources:

1. **Academic coaches** for most subject areas, **Writing Center Support**, and **college success skills**.
2. **On-line student success and academic support resources**.

Visit the SSTC website: [Student Success & Tutoring Center](#) and visit the student services tab in your WaveNet account to schedule appointments using TutorTrac. For more information, call: SSTC Conway, 349-7872; SSTC Grand Strand, 477-2113; and SSTC Georgetown, 520-1455. Room locations and Live Chat is available on the SSTC website.



## Student Information Center: WaveNet Central (WNC)

WNC offers to all students the following **free** resources:

1. **Getting around HGTC:** General information and guidance for enrollment!
2. Use the [Online Resource Center \(ORC\)](#) for COMPASS support, technology education, and online tools.
3. **Drop-in technology support or scheduled training** in the Center or in class.
4. **In-person workshops, online tutorials and more services** are available.

Visit the WNC website: [Wavenet Central](#). Live Chat and Center locations are posted on the website. Or please call one of the following locations: WNC Conway, 349-5182; WNC Grand Strand, 477-2076; and WNC Georgetown, 520-1473.

**Student Testing:** (If course is offered in multiple format include this section, delete if only F2F sections are offered.)

Testing in an **online/hybrid** course may be accomplished in a variety of ways:

- Test administered within D2L
- Test administered in writing on paper
- Test administered through Publisher Platforms

Further more tests may have time limits and/or require a proctor.

Proctoring can be accomplished either face-to-face at an approved site or online through RPNOW, our online proctoring service. To find out more about proctoring services, please visit the [Online Testing](#) section of the HGTC's Testing Center webpage.

The **Instructor Information Sheet** will have more details on test requirements for your course.

## Disability Services

HGTC is committed to providing an accessible environment for students with disabilities. Inquiries may be directed to Beth Havens, Director of Student Development on the Conway Campus Jaime Davis, Counselor/Advisor on the Georgetown Campus or Kristin Griffin, Counselor on the Grand Strand Campus. These individuals will review

documentation of the student’s disability and, in a confidential setting with the student, develop an educational accommodation plan.

Note: It is the student’s responsibility to self-identify as needing accommodations and to provide acceptable documentation. After a student has self-identified and submitted documentation of a disability, accommodations may be determined, accepted, and provided.

### **Statement of Equal Opportunity/Non-Discrimination Statement**

Horry Georgetown Technical College prohibits discrimination and harassment, including sexual harassment and abuse, on the basis of race, color, gender, national or ethnic origin, age, religion, disability, marital status, veteran status, sexual orientation, gender identity, or pregnancy in educational programs and/or activities.

### ***Title IX Requirements***

Horry Georgetown Technical College prohibits the offenses of domestic violence, dating violence, sexual assault, and stalking. Any student who believe he or she has experienced or witnessed discrimination including sexual harassment, domestic violence, dating violence, sexual assault or stalking is encouraged to report such incidents to one of the College’s Title IX Coordinators.

\*Faculty and Staff are required to report incidents to the Title IX Coordinators when involving students. The only HGTC employees exempt from mandatory reporting are licensed mental health professionals (only as part of their job description such as counseling services).

<b>Inquiries regarding the non-discrimination policies:</b>	
Student and prospective student inquiries concerning Section 504, Title II, and Title IX and their application to the College or any student decision may be directed to the Associate Vice President for Student Affairs.	Employee and applicant inquiries concerning Section 504, Title II, and Title IX and their application to the College may be directed to the Associate Vice President for Human Resources.
<b>Dr. Melissa Batten, AVP Student Affairs</b> <i>Title IX Coordinator</i>  Building 1100, Room 107A, Conway Campus PO Box 261966, Conway, SC 29528-6066 843-349-5228 <a href="mailto:Melissa.Batten@hgtc.edu">Melissa.Batten@hgtc.edu</a>	<b>Jacquelyne Snyder, AVP Human Resources</b> <i>Section 504, Title II, and Title IX Coordinator</i>  Building 200, Room 212A, Conway Campus PO Box 261966, Conway, SC 29528-6066 843-349-5212 <a href="mailto:Jacquelyne.Snyder@hgtc.edu">Jacquelyne.Snyder@hgtc.edu</a>