Course Information

Instructor Information

Instructor: Mary Lee Gilliland
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mlgilliland@icloud.com
Phone: 310.351.2340
Office Hours: By appointment

Class Time: M & W 6:00 – 8:05 pm
Location: Pigott 202
First Class: April 1, 2019
Last Class: June 10, 2019

Course Overview

This course will focus on the current business of Sports and Entertainment Marketing. You will have the opportunity to gain knowledge and develop skills by studying this multibillion-dollar industry through the strategic lens of marketing. Learn how sports and entertainment platforms are utilized to promote, advertise and sell products, services and celebrity. Explore the world of sponsorship, event activation, licensing, branding, multimedia channels, merchandising, publicity, fan engagement, and career opportunities in the world of sports and entertainment.

In addition to your weekly readings in the text book, Sports Marketing, Third Edition by Fullerton, you will have readings and other forms of media from current publications and resources I post in your weekly modules on Canvas with the objective to discuss them in class together. The majority of critical information will be shared through lecture and discussion. Therefore, it is extremely important for you to be in class.

The readings and other forms of media are meant to be starting points for knowledge building, and you are expected to research other resources to develop your knowledge, as you move through the course to accomplish the assignments. My role, as instructor, is to facilitate, support, and direct your learning, but it is essential that you take an active role in this endeavor. The more active and involved you become, the more there is for you to learn and use from this course.

In class, please feel free to raise your hand and interact in the discussions. I enjoy an engaged classroom and believe learning takes place, when questions are asked, thoughts are shared and discussions are filled with differences of opinions and perspectives.
Academic Resources

Library & Learning Commons

Writing Center
The Writing Center employs undergraduate writing consultants who assist students at all stages of the writing process. Consultants will help students begin writing tasks, organize and develop first drafts, and revise and edit later drafts.

Learning Assistance Programs
Learning Assistance Programs provide peer tutoring, facilitated study groups, and learning strategy development through scheduled workshops and individual meetings with a learning specialist. To schedule an appointment, call 206-398-4450.

Research Services
Need help finding research? Save time by starting with your Research Services Librarians. We are eager to help you at any stage of the research process. Contact us if you need help brainstorming keywords, using our databases, finding articles and books or sorting through the information you find on the internet. Students can receive help in person, by chat, phone, or email, or by scheduling a research consultation.

General Course and University Policies

Support for Students with Disabilities (ADA Statement)
If you have, or think you may have, a disability (including an “invisible disability” such as a learning disability, a chronic health problem, or a mental health condition) that interferes with your performance as a student in this class, you are encouraged to arrange support services and/or accommodations through Disabilities Services staff located in Loyola 100, (206) 296-5740. Disability-based adjustments to course expectations can be arranged only through this process.
Students with documented disabilities that affect their ability to participate fully in the course or who require special accommodations are encouraged to speak with the instructor so that appropriate accommodations can be arranged.  
https://www.seattleu.edu/disabilities-services/for-students/requesting-services/

Academic Policies

Be sure that you understand the full text of the following university academic policies, posted on the Registrar's website found here: https://www.seattleu.edu/redhawk-axis/academic-policies/

Academic Integrity Policy

You are expected, at all times, to act with academic integrity. Seattle University asserts that academic honesty and integrity are important values in the educational process. Academic dishonesty in any form is a serious offense against the academic community. Acts of academic dishonesty or fraud will be addressed according to the Academic Integrity Policy.

Academic Integrity Tutorial

https://www.seattleu.edu/academicintegrity/

Academic Grading Grievance Policy

The ultimate responsibility for the integrity of the academic grading process belongs to the university as an institution. Individual faculty members routinely act as agents for the institution in evaluating the student’s academic performance and in assigning final course grades. In the event of a student’s challenge to a final course grade, the burden of proof lies with a student who claims a grievance. The faculty member has an obligation to award course grades on the basis of standards set at the beginning of the course. The following process will guide the university’s response to allegations that a faculty member acted arbitrarily and capriciously in assigning course grades. The procedure does not apply to mathematical errors in calculating the grade, academic dismissals from the university, or questions of professional judgment concerning course content, instructional methods and appropriateness of performance standards.

Classroom Norms & Ground Rules

Students’ personal and professional beliefs and ethics may be challenged throughout this course. Classroom norms include the following:

- Start and end on time
- Come to class prepared
- Participate actively in discussion and respect each other’s opinions and perspectives
- Show one another courtesy and respect, including when you disagree

Tape Recording Policy

Students are not authorized to make recordings during class without permission from the instructor.
Cell Phones & Laptops

Please keep electronic distractions to a minimum, though I do understand the importance of being available for emergencies. Use of laptops in class for coursework is permitted, however, instant messaging, texting, phone calls, web surfing, or email is not permitted. I reserve the right to restrict laptop and phone use for individuals or the class, if they become a distraction or take away from active discussions or lectures.

Attendance & Participation Expectations

Attendance

Please notify me via email before the class, if you will not be in attendance due to unforeseen circumstances. Any absences will be handled on a case-by-case basis. Should you have extenuating circumstances, please speak with me to discuss options. Pro-activity and a high degree of personal responsibility are expected. Late assignments will not be accepted. If you are going to be out, please contact me in advance, so we can make other arrangements, as needed. If you are out more than two classes, you will need to provide a written excuse.

Grading Policies

Grading Scale

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<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>100-94</td>
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<tr>
<td>A-</td>
<td>93-90</td>
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<td>B+</td>
<td>89-87</td>
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<tr>
<td>B</td>
<td>86-83</td>
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<tr>
<td>B-</td>
<td>82-80</td>
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<tr>
<td>C+</td>
<td>79-77</td>
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<tr>
<td>C</td>
<td>76-73</td>
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<tr>
<td>C-</td>
<td>72-70</td>
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<tr>
<td>D+</td>
<td>69-67</td>
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<tr>
<td>D</td>
<td>66-63</td>
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Points

<table>
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<tr>
<td>Quiz 2</td>
<td>100</td>
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<td>Assignment #1</td>
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<td>Assignment #2 - Final</td>
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Assignment Guidelines

Submitting Your Assignments

All other written assignments must be submitted through Canvas by 11:59 PM PST on the due date outlined in this syllabus. No assignments will be accepted via email or hard copy, to keep assignments organized and in one place.
Formatting your Assignments
Written work should be clear, logical, grammatically correct, and spell-checked. It should also adhere to APA formatting for citations and references, when assigned. It should represent the student’s best effort. Specific instructions for the formatting required will be provided when each assignment is given.

Bibliography and Citation Requirements
All citations must follow the APA Publication Manual (6th edition), as it is the standard referencing system for this discipline. Specific instructions for the citations required will be provided when each assignment is given.

Assignment Deadlines and Extensions
If you are unable to complete course requirements because of extenuating circumstances, please notify the instructor before the date the assignment is due and provide relevant supporting documentation (e.g. doctor’s note, note from counselor). Advanced notice is preferred. Without a valid excuse, no late assignments will be accepted.

An agreement to receive an "Incomplete" (I) grade may be negotiated if your circumstances do not allow you to finish the course on time. The Incomplete Removal Policy of the university is available on the Office of the Registrar web site: https://www.seattleu.edu/registrar/Policies.aspx

Schedule (subject to revisions)
I will go over each assignment in class and will post any specific instructions, as needed, on Canvas.

Week 1  April 1 & 3
- Course overview and introductions
- Read Article in Week 1 Module – See Announcement – Will discuss Wed, April 3
- Read Chapter 1 in Text Book – Due by April 8
- Be prepared for in-class discussion of Review Questions on Page 29 (Questions #1-5, 7 and 10)

Week 2  April 8 & 10
- Discuss Review Questions and Chapter 1 in class (Questions #1-5, 7 and 10 on Page 29)
- Article posted in Week 2 Module on Canvas - (We will discuss it in class April 10)
- Read Chapter 2 in Text Book – Due by April 15 (Questions #1 can be sports or entertainment magazine or online publication, #2-6). We will go over Questions 8 & 9 for Chp. 2 in class
- Will go over Quiz for April 17 (Need to read Week 1 & 2 Articles in Modules and Prep Chapter 1 Questions we went over in class)

Week 3  April 15 & 17
- Discuss Review Questions and Chapter 2 in class (Ques. #1 sports or ent., #2-6)
- Discuss Assignment #1, which will be given in class and due April 29
- Quiz from Chapters 1 & Article Readings on April 17 (We reviewed what will be on the Quiz)
- Article in Week 3 Module on Canvas
- Read Chapter 3 Questions in Text Book – Due by April 24, (Questions 1-3, 5, 9-10 for discussion)
Week 4  
April 22 (No Class for Easter)  
April 24 (We will have class)  
Go over Asst 1 Questions  
Discuss Chapter 3 and Questions 1-3, 5, 9-10 in class  
Prep for upcoming guests - Rick May and Chris Campbell  
Read Chapter 4, Questions 1, 2, 4-14  
Quiz on Chapters 3 & 4 next week – May 1  
Focus on your Assignment #1 to finish your briefs – due April 29 (this Monday)

Week 5  
April 29 & May 1  
Quiz 1 – Grades are now on Canvas  
Assignment #1 Due April 29  
Rick May Guest Speaker on April 29  
Quiz #2 from Chapters 3 & 4 on May 1 (no articles – just Chapters 3-4) – Due on Canvas no later than by Sunday, May 5th at 11:59pm  
Guest Speaker on May 1 – Mr. Chris Campbell, CMO and CEO, eFinancial  
Prepare for upcoming Guest Speaker, Nate Silverman, Guest Speaker on Monday

Week 6  
May 6 & 8  
Bring 3 questions you prepared for Mike Flood - to turn in at the start of class on Wed., May 8  
Read Chapter 5 and Chapter 6 – Questions will be given in class  
Guest Speaker May 6 – Nate Silverman, SVP, Seattle Storm  
Guest Speaker May 8 – Mike Flood, VP Community Outreach, Seattle Seahawks  
Prepare for upcoming Guest Speaker, Phil Parrish (next Monday)

Week 7  
May 13 & 15  
Read Chapter 5 and 6, if you have not already. Questions: Chapter 5: 1-4, 6-8, 11, 12, 14; Chapter 6: 1-2, 4 or 5, 6-7, 11-12  
Phil Parrish, Guest Speaker on May 13

Week 8  
May 20 & 22  
Read Chapter 10  
Discuss Chapter 5, 6 and 10  
All Grades on Asst 1 and Quiz 2 have been posted  
Discuss what students want to focus on rest of quarter for final assignment

Week 9  
May 27 No Class – Memorial Day  
May 29 Class in Session  
Feedback on Assignment 1 since all have been graded and posted  
Go over Final Assignment and any Questions  
Discussion on topics covered in unassigned chapters  
Read Chapter 12
Week 10  June 3 & 5
Lecture on topics covered in Chapters 10, 12 and anything important from unassigned chapters
Working time in class together to discuss final and address questions
Topics due for final, if different than your Asst 1 brand/property/product

Week 11  June 10 (Final Class)
Final wrap up in class together
Mary Lee’s In-Class Tradition
Future Internships and Career Opportunities in Sports & Entertainment – Next Steps

*Assignment #2 due no later than June 13 on Canvas

Guest Speakers:

Rick May and Mara Mote – April 29
Chris Campbell – May 1
Nate Silverman – May 6
Mike Flood – May 8
Phil Parrish – May 13