University of Wisconsin-Whitewater

Curriculum Proposal Form #3

## New Course

**Effective Term:**

**Subject Area - Course Number:** **HELEAD 732 Cross-listing:**

(See Note #1 below)

**Course Title:** (Limited to 65 characters) Event Management, Marketing and Sponsorship in Athletics

**25-Character Abbreviation:** Event Mgmt, Mktg, Spnsor

**Sponsor(s):** Dr. Kristina Navarro

**Department(s):** HPERC /C&I

**College(s):**

# **Consultation took place**: NA Yes (list departments and attach consultation sheet)

Departments: HPERC

**Programs Affected:** **MSE-PD (Higher Education Leadership and Higher Education Athletics Administraton emphases)**

**Is paperwork complete for those programs?** (Use "Form 2" for Catalog & Academic Report updates)

NA  Yes  will be at future meeting

**Prerequisites:** None

**Grade Basis:**  Conventional Letter  S/NC or Pass/Fail

**Course will be offered:**  Part of Load  Above Load

On Campus  Off Campus - Location

**College:**  **Dept/Area(s):** C&I

**Instructor:** Dr. Kristina Navarro

*Note: If the course is dual-listed, instructor must be a member of Grad Faculty.*

**Check if the Course is to Meet Any of the Following:**

Technological Literacy Requirement  Writing Requirement

Diversity  General Education Option:

Note: For the Gen Ed option, the proposal should address how this course relates to specific core courses, meets the goals of General Education in providing breadth, and incorporates scholarship in the appropriate field relating to women and gender.

**Credit/Contact Hours:** (per semester)

Total lab hours: 0 Total lecture hours: 48

Number of credits: 3 Total contact hours: 48

**Can course be taken more than once for credit? (Repeatability)**

No  Yes If "Yes", answer the following questions:

No of times in major:       No of credits in major:

No of times in degree:       No of credits in degree:

Proposal Information: ([***Procedures for form #3***](http://acadaff.uww.edu/UCC/Curriculum_Handbook_09/Procedures_form3.docx))

**Course justification:**

The Higher Education Leadership program continues to experience increases in the number of students desiring graduate courses in athletics administration. This is a new course that will be used to develop the Higher Education Athletics Administration MSE-PD emphasis. Graduate students in the MSE-PD forthcoming emphasis in Higher Education Athletics Administration emphasis are able to take this 700 level course to fulfill elective credit requirements.

**Relationship to program assessment objectives:**

This serves as a new MSE-PD graduate 700 level class. This graduate course will assist in efforts to meet student need.

The table below shows relevant student learning outcomes from the MSE-PD assessment matrix and identifies each student learning outcome that is Introduced, Developed, and/or Applied in this course.

|  |  |
| --- | --- |
| **VOICE** | **I-Introduced**  **D-Developed**  **A-Applied** |
| Present evidence that student can communicate effectively to achieve desired outcomes in the professional setting | **D, A** |
| **RESEARCH** |  |
| Locate and critically read relevant professional research | **D, A** |
| Analyze research in the appropriate professional fields and apply it to practice | **D, A** |
| **PRACTICE** |  |
| Evaluate own assumptions, perspectives and values related to professional practice | **D,A** |
| Create a plan for ongoing professional development | **D, A** |

**Budgetary impact:**

The new course would be accomplished as part of load for a current member of the graduate faculty and graduate coordinator (Dr. Kristina Navarro), or on a case by case basis with an adjunct faculty member possessing a terminal degree who has been approved by the C&I Department as a member of the graduate faculty.

**Course description:** (50 word limit)

This course introduces students to event management, marketing and sponsorship in athletics and higher education. Students will understand how to foster and maintain strategic relationships to support programmatic growth and event implementation across Divisions. Students will develop a comprehensive marketing and sponsorship plan that can be applied to future practice.

**If dual listed, list graduate level requirements for the following: Not Applicable**

1. **Content** (e.g., What are Additional presentation/project requirements?) Not Applicable

2. **Intensity** (e.g., How are the processes and standards of evaluation different for graduates and undergraduates? ) Not Applicable

3. **Self-Directed** (e.g., How are research expectations differ for graduates and undergraduates?)

Not Applicable

**Course objectives and tentative course syllabus:**

Students should gain an in-depth understanding of:

1. How to approach and foster sponsor relationships with campus and outside agencies
2. How to collaboratively work with higher education communication and event management offices
3. The importance of public relations, social media, and promotional efforts in athletics administration.
4. How to apply basic marketing principles to develop a marketing plan.
5. How to apply sponsorship development principles to develop a sponsorship and funding proposal.
6. How to plan, develop and implement a comprehensive athletics event in collaboration with external sponsors and agencies.

**University of Wisconsin-Whitewater**

**College of Education and Professional Studies**

**HELEAD 732**

**Event Management, Marketing and Sponsorship in Athletics**

**Instructor:** Dr. Kristina M. Navarro

HPERC, C&I-HELEAD

**Contact Info:** [navarrok@uww.edu](mailto:navarrok@uww.edu)

**Office Hours:** Monday 2-4pm, Wednesday 12-1pm, 2-4pm

**Course Description:**

This course introduces students to event management, marketing and sponsorship in athletics and higher education. Students will understand how to foster and maintain strategic relationships to support programmatic growth and event implementation across Divisions. Students will develop a comprehensive marketing and sponsorship plan that can be applied to future practice.

**Prerequisite:** Graduate status

**Learning Outcomes and Course Objectives:**

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**Required Readings:**

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1. Shilbury, D., Quick, S., & Westerbeek, H. (2003). *Strategic sport marketing*. Allen & Unwin.
2. Stotlar, D. K. (2005). *Developing successful sport sponsorship plans*. Fitness Information Technology.
3. D2L readings and class handouts

**Recommended Textbooks**

1. American Psychological Association. (2009). *Publication manual of the American* *Psychological association* (6thed.). Washington, DC: Author.

**Dynamics of Class:**

The pace of the course will be rapid, but students are expected to read and study all assigned readings before the specified class period, noting questions, and issues to discuss in class. Course content will be covered with a variety of differentiated instruction methods: lecture, guest lecturers, discussion, critiques, group work, simulations, and student presentations. Students should ask the instructor immediately if they have questions at any time on assignments or expectations.

**Accommodations:**

Students with disabilities will be fully included in this course. Please inform the professor if you need any special accommodations in the curriculum, instruction, or assessments of this course to enable you to participate fully. Confidentiality of the shared information will be maintained.

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**General Course Requirements:**

Successful completion of in-class assignments is necessary to fulfill the requirements of this course. Due dates and expectations for course assignments are included in this syllabus. As a matter of fairness and courtesy to everyone in the class, there will be penalties associated with late papers and incompletes (except in reference to emergencies, professional development, or prior approved situations). Work later than one week will not be accepted.

All assignments should be double-spaced and written in paragraph format with 12 size font. When designated by instructor, formal written assignments should be prepared and submitted in accordance with format standards of the American Psychological Association (APA), 6th edition. If you are not familiar with the APA citation and referencing standards, please review the manual.

**Course Grade Policy**

**Total Points Possible: 400**

**Letter Grade Percentage**

**A 94-100**

**A- 90-93**

**B+ 87-89**

**B 83-86**

**B- 80-82**

**C+ 77-79**

**C 73-76**

**C- 70-72**

**D+ 67-69**

**D 63-66**

**D- 60-62**

**F 59 and below**

**Graded Activities and Assignments:**

**1) Class Participation (100 points)**

Class participation is essential for successful completion of the course.Students are expected to demonstrate, during both online discussion and assignments, that they have read the materials and are familiar with the course content. It is expected you stay on track with the assigned readings, modules and activities.

**Please note:**

\*\*Late work will not be accepted unless there is an emergency situation.

\*\* Professional development and emergency situations must be communicated to the instructor and supported with documentation as soon as possible in order for them to warrant additional time.

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| **CRITERIA** | **Exemplary** | **Proficient** | **Unsatisfactory** |
| **Class Preparation** | Displays an understanding of the specific topic or under discussion in a group and/or small group setting. Has clearly prepared by completing assigned reading. | Displays some understanding of the specific topic or under discussion. Responses are vague and show little preparation for class. | Displays little understanding of the specific topic under discussion. Does not participate in the class small group discussions. Clearly has not engaged in course activities and assigned readings. |
| **In-Class Participation** | Proactively participates in class environment. Discussions are respectful of others' ideas, opinions and feelings and assist in clarification of other participants' perspectives. | Participates in the class environment. Dialogue with class colleagues is respectful of others' ideas, opinions and feelings. | Does not comply with established group best practices for learning. Does not adhere to the ground rules of respect, confidentiality, and professionalism. |
| **Attendance** | Has attended all class sessions with 0 unexcused/ excused absences.  Has made up any work for pre-arranged, excused absences | Has attended the majority of classes, but has one unexcused absence or excused absence which has not been made up. | Has missed more than two class sessions.  Has more than two absences without supporting documentation  Has not completed any makeup or extra credit work. |
| **TOTAL POINTS \_\_\_\_\_\_\_\_\_\_** | | | |

**2) Comprehensive Event Proposal (200 pts.)**

Students will choose a practitioner based athletics setting to collaborate with on this proposal to plan and implement an athletics event. Students will work with Dr. Navarro to select and choose an appropriate site.

(50 points) Part I-Event Timeline and Budget: *Students will be expected to develop an event timeline and budget for an event of choice. Details and expectations will be outlined in class.*

(75 points) Part 2-Marketing Proposal: *Students will be expected to develop a marketing proposal for an event of choice. This proposal will be based on the marketing matrix principles discussed in class. Details and expectations will be outlined in class.*

(75 points) Part 3-Sponsorship Proposal: *Students will be expected to develop a sponsorship proposal for an event of choice. This proposal will be based on the sponsorship principles discussed in class. Details and expectations will be outlined in class*.

**3) Final Presentation of Sponsorship and Marketing Proposals (100 pts.)**

Students will present their final event management proposals (including all 3 subsections) to the class as a final exam activity. This will be delivered in a Powerpoint or Prezi presentation to class. All group members should have a role in the presentations. Details and expectations will be outlined in class.

**Weekly Course Content:**

**\*\*Note: The instructor reserves the right to modify class activities. The dates of assigned course readings will remain constant.**

|  |  |
| --- | --- |
|  | |
| **Week #** | **Topic/Assignments** | | **Readings** |
| 1 | **Welcome & Course Overview** | | **Required Readings**:  D2L Articles |
| 2 | **Introduction to Event Management in Athletics and Higher Education** | | **Required Readings:**  Graham, & Goldblatt Chpt. 1-4 |
| 3 | **Developing Partnerships: Across Campus** | | **Required Readings:**  Shilbury, Quick, & Westerbeek, Chpt. 1-3 |
| 4 | **Developing Partnerships: Outside Agencies** | | **Required Readings:**  Shilbury, Quick, & Westerbeek, Chpt. 5-7 |
| 5 | **NCAA Division I, II and III Policies: Hosting Championship Events** | | **Required Readings:**  **D2L Readings** |
| 6 | **Marketing Principles Applied to Athletics** | | **Required Readings:**  Shilbury, Quick, & Westerbeek, Chpt. 8-10 |
| 7 | **Reviewing and Evaluating Marketing Plans** | | **Required Readings:**  D2L Handouts |
| 8 | **NCAA Division I, II, and III Policies: Marketing Athletics Events** | | **Required Readings:**  Graham, & Goldblatt Chpt. 5-7 |
| 9 | **Sports Information and Media Relationships** | | **Required Readings:**  Graham & Goldblatt Chpt. 8-10 |
| 10 | **The Changing Landscape of Athletics Marketing and Sponsorship** | | **Required Readings:**  Stotlar Chpt. 1-4 |
| 11 | **Sponsorship Principals Applied to Athletics** | | **Required Readings:**  Stotlar Chpt. 5-7 |
| 12 | **Reviewing and Evaluating Sponsorship Plans** | | **Required Reading:**  Stotlar Chpt. 8-10 |
| 13 | **NCAA Division I, II, and III Policies: Sponsorship** | | **Required Readings:**  D2L Readings |
| 14 | **Risk Management** | | **Required Readings:**  Graham & Goldblatt Chpt. 11-12 |
| 15 | **Presentations** | | **Due: Final Paper and Presentation** |
| 16 | **Presentations** | | **Due: Final Paper and Presentation** |

**Bibliography:** (Key or essential references only. Normally the bibliography should be no more than one or two pages in length.)

Carrabis, A. B. (2010). Strange Bedfellows: How the NCAA and EA Sports May Have Violated Antitrust and Right of Publicity Laws to Make a Profit at the Exploitation of Intercollegiate Amateurism. *Barry L. Rev.*, *15*, 17.

Chidester, D. (2010). NCAA and Antitrust: Who Do You Trust, The. *Fed. Cts. L. Rev.*, *4*, 381.

Funk, D. C., Mahony, D. F., & Ridinger, L. L. (2002). Characterizing consumer motivation as individual difference factors: augmenting the Sport Interest Inventory (SII) to explain level of spectator support. *Sport Marketing Quarterly*, *11*(1), 33-43.

Holthaus Jr, W. D. (2010). Ed O'Bannon v. NCAA: Do Former NCAA Athletes Have a Case against the NCAA for Its Use of Their Likenesses. *. Louis ULJ*, *55*, 369.

Irwin, R. L., & Sutton, W. A. (1994). Sport sponsorship objectives: An analysis of their relative importance. *European Journal for Sport Management (EJSM), 1 (2), 93-101.*

Kaburakis, A., Pierce, D., Cianfrone, B., & Paule, A. (2012). Is it Still'In the Game,'or Has Amateurism Left the Building? NCAA Student-Athletes’ Perceptions of Commercial Activity and Sports Video Games. *Journal of Sport Management*, *26*(4), 295-308.

Milne, G. R., & McDonald, M. A. (1999). *Sport marketing: Managing the exchange process*. Jones & Bartlett Learning.

Moore, M. C. (2010). There is No I in NCAA: Why College Sports Video Games Do Not Violate College Athletes' Rights of Publicity Such to Entitle Them to Compensation for Use of Their Likenesses. *J. Intell. Prop. L.*, *18*, 269.

Mullin, B. J., Hardy, S., & Sutton, W. A. (2007). *Sport marketing* (Vol. 13). Human Kinetics.

Schneider, R. C. (2014). Commercialism and the Moral Standing of the National Collegiate Athletic Association.

Shank, M. D. (2005). *Sports marketing: A strategic perspective*. Pearson/Prentice Hall.

Smith, A. (2006). *Managing sport facilities and major events* (p. 23). Abingdon: Routledge.

Stippich, K. S., & Otto, K. A. (2010). Carrying a Good Joke Too Far-An Analysis of the Enforceability of Student-Athlete Consent to Use of Name & Likeness. *J. Legal Aspects Sport*, *20*, 151.

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**Course Objectives and tentative course syllabus** with [mandatory information](http://www.uww.edu/acadaff/UCC/Mandatory_Info_Course_Syllabi.docx)(paste syllabus below):

**University of Wisconsin-Whitewater**

**College of Education and Professional Studies**

**HELEAD 732**

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**Instructor:** Dr. Kristina M. Navarro

HPERC, C&I-HELEAD

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| **TOTAL POINTS \_\_\_\_\_\_\_\_\_\_** | | | |

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**\*\*Note: The instructor reserves the right to modify class activities. The dates of assigned course readings will remain constant.**

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| 5 | **NCAA Division I, II and III Policies: Hosting Championship Events** | | **Required Readings:**  **D2L Readings** |
| 6 | **Marketing Principles Applied to Athletics** | | **Required Readings:**  Shilbury, Quick, & Westerbeek, Chpt. 8-10 |
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