

Submit original with signatures + 1 copy + electronic copy to Faculty Senate (Box 7500).
 See <http://www.uaf.edu/uafgov/faculty-senate/curriculum/course-degree-procedures/> for a complete description of the rules governing curriculum & course changes.

TRIAL COURSE OR NEW COURSE PROPOSAL
 (Attach copy of syllabus)

SUBMITTED BY:

Department	Business Administration	College/School	School of Management
Prepared by	Anita Hughes	Phone	Ext. 4622
Email Contact	<u>Alhughes2@alaska.edu</u>	Faculty Contact	Kevin Berry, <u>kberry9@alaska.edu</u>

1. ACTION DESIRED (CHECK ONE):
 Trial Course New Course

2. COURSE IDENTIFICATION:

Dept	BA	Course #	F489	No. of Credits	3
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Justify upper/lower division status & number of credits:
This course is a senior/graduate level course requiring students to synthesize material from their prior business courses. General marketing (343) is a prerequisite

3. PROPOSED COURSE TITLE: **Sports Marketing**

4. To be CROSS LISTED? YES/NO: **No** If yes, Dept: Course #

NOTE: Cross-listing requires approval of both departments and deans involved. Add lines at end of form for additional required signatures.

5. To be STACKED?* YES/NO: **No** If yes, Dept. Course #

How will the two course levels differ from each other? How will each be taught at the appropriate level?:

* Use only one Format 1 form for the stacked course (not one for each level of the course!) and attach syllabi. Stacked course applications are reviewed by the (Undergraduate) Curricular Review Committee and by the Graduate Academic and Advising Committee. Creating two different syllabi (undergraduate and graduate versions) will help emphasize the different qualities of what are supposed to be two different courses. The committees will determine: 1) whether the two versions are sufficiently different (i.e. is there undergraduate and graduate level content being offered); 2) are undergraduates being overtaxed?; 3) are graduate students being undertaxed? In this context, the committees are looking out for the interests of the students taking the course. Typically, if either committee has qualms, they both do. More info online - see URL at top of this page.

6. FREQUENCY OF OFFERING: **As Demand Warrants**
 Fall, Spring, Summer (Every, or Even-numbered Years, or Odd-numbered Years) - or As Demand Warrants

7. SEMESTER & YEAR OF FIRST OFFERING
 (Effective AY2015-16 if approved by 3/31/2015; otherwise AY2016-17)

8. COURSE FORMAT:

NOTE: Course hours may not be compressed into fewer than three days per credit. Any course compressed into fewer than six weeks must be approved by the college or school's curriculum council. Furthermore, any core course compressed to less than six weeks must be approved by the Core Review Committee.

COURSE FORMAT: (check all that apply)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input checked="" type="checkbox"/> 6 weeks to full semester
OTHER FORMAT (specify)						
Mode of delivery (specify lecture, field trips, labs,	Lecture					

etc)

9. CONTACT HOURS PER WEEK:	3/15	LECTURE hours/weeks	<input type="checkbox"/>	LAB hours /week	<input type="checkbox"/>	PRACTICUM hours /week	<input type="checkbox"/>
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Note: # of credits are based on contact hours. 800 minutes of lecture=1 credit. 2400 minutes of lab in a science course=1 credit. 1600 minutes in non-science lab=1 credit. 2400-4800 minutes of practicum=1 credit. 2400-8000 minutes of internship=1 credit. This must match with the syllabus. See <http://www.uaf.edu/uafgov/faculty-senate/curriculum/course-degree-procedures-/guidelines-for-computing-/> for more information on number of credits.

OTHER HOURS (specify type)	<input type="text"/>
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10. COMPLETE CATALOG DESCRIPTION including dept., number, title, credits, credit distribution, cross-listings and/or stacking (50 words or less if possible):

Example of a complete description:

FISH F487 W, O Fisheries Management
3 Credits Offered Spring
Theory and practice of fisheries management, with an emphasis on strategies utilized for the management of freshwater and marine fisheries. Prerequisites: COMM F131X or COMM F141X; ENGL F111X; ENGL F211X or ENGL F213X; ENGL F414; FISH F425; or permission of instructor. Cross-listed with NRM F487. (3+0)

BA F489 Sports Marketing
3 credits Offered as Demand Warrants

This Sports Marketing course will build upon marketing knowledge and provide an overview of the various issues faced by sports marketing managers and other sports leaders within the sports industry and outside the industry who market their products and services through sports. Students will be introduced to the unique qualities of the sports product and also examine the promotion mix, pricing and distribution issues as they relate to the sports industry. Prerequisites: ENGL F111X; ENGL F211X or ENGL F213X; BA F343; upper division B.B.A. standing; or permission of the SOM advisor.

11. COURSE CLASSIFICATIONS: Undergraduate courses only. Consult with CLA Curriculum Council to apply S or H classification appropriately; otherwise leave fields blank.
H = Humanities S = Social Sciences

Will this course be used to fulfill a requirement for the baccalaureate core? If YES, attach form.	YES: <input type="checkbox"/>	NO: <input type="checkbox"/>
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IF YES, check which core requirements it could be used to fulfill:

O = Oral Intensive, Format 6 <input type="checkbox"/>	W = Writing Intensive, Format 7 <input type="checkbox"/>	X = Baccalaureate Core <input type="checkbox"/>
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11.A Is course content related to northern, arctic or circumpolar studies? If yes, a "snowflake" symbol will be added in the printed Catalog, and flagged in Banner.

YES <input type="checkbox"/>	NO <input type="checkbox"/>
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12. COURSE REPEATABILITY:

Is this course repeatable for credit?	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>
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Justification: Indicate why the course can be repeated (for example, the course follows a different theme each time).

How many times may the course be repeated for credit?	<input type="text"/>	TIMES
If the course can be repeated for credit, what is the maximum number of credit hours that may be earned for this course?	<input type="text"/>	CREDITS

If the course can be repeated with variable credit, what is the maximum number of credit hours that may be earned for this course?

CREDITS

13. **GRADING SYSTEM:** Specify only one. Note: Changing the grading system for a course later on constitutes a Major Course Change - Format 2 form.

LETTER:

PASS/FAIL:

RESTRICTIONS ON ENROLLMENT (if any)

14. **PREREQUISITES**

ENGL F111X; ENGL F211X or ENGL F213X; BA F343; upper division B.B.A. standing; or permission of the SOM advisor.

These will be required before the student is allowed to enroll in the course.

15. **SPECIAL RESTRICTIONS, CONDITIONS**

16. **PROPOSED COURSE FEES**

\$

Has a memo been submitted through your dean to the Provost for fee approval?

Yes/No

17. **PREVIOUS HISTORY**

Has the course been offered as special topics or trial course previously?

Yes/No

Yes

If yes, give semester, year, course #, etc.:

Spring 2014, BA F491

18. **ESTIMATED IMPACT**

WHAT IMPACT, IF ANY, WILL THIS HAVE ON BUDGET, FACILITIES/SPACE, FACULTY, ETC.

This course is already being taught, adjunct faculty are lined up to teach it again. It will not compete for classroom space with other courses as it is an online course.

19. **LIBRARY COLLECTIONS**

Have you contacted the library collection development officer (kljensen@alaska.edu, 474-6695) with regard to the adequacy of library/media collections, equipment, and services available for the proposed course? If so, give date of contact and resolution. If not, explain why not.

No

XX

Yes

This course relies on a text; if that changes the library will be consulted

20. **IMPACTS ON PROGRAMS/DEPTS**

What programs/departments will be affected by this proposed action? Include information on the Programs/Departments contacted (e.g., email, memo)

This course adds to the options for the minor in Sports Management. There is demand for this minor and students are always interested in the existing courses. This course may compete with other minors and courses.

21. **POSITIVE AND NEGATIVE IMPACTS**

Please specify **positive** and **negative** impacts on other courses, programs and departments resulting from the proposed action.

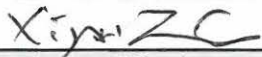
This course completes the current minor in Sports Management. On the negative side, having this minor available with the new course may dilute attendance in other minors.


JUSTIFICATION FOR ACTION REQUESTED

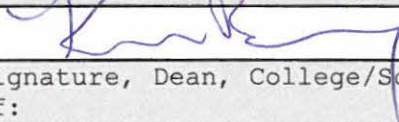
The purpose of the department and campus-wide curriculum committees is to scrutinize course change and new course applications to make sure that the quality of UAF education is not lowered as a result of the proposed change. Please address this in your response. This section needs to be self-explanatory. Use as much space as needed to fully justify the proposed course.

This course completes the current minor in Sports Management. Sports is a huge industry and many students who are not athletes are interested in specific management knowledge in this field. Marketing completes that knowledge.

APPROVALS: Add additional signature lines as needed.

	Date	1/23/2015
Signature, Chair, Program/Department of:	BA	

	Date	1/23/2015
Signature, Chair, College/School Curriculum Council for:	BA	

	Date	1/23/2015
Signature, Dean, College/School of:	SOM	

Offerings above the level of approved programs must be approved in advance by the Provost.

	Date	
Signature of Provost (if above level of approved programs)		

ALL SIGNATURES MUST BE OBTAINED PRIOR TO SUBMISSION TO THE GOVERNANCE OFFICE

	Date	
Signature, Chair Faculty Senate Review Committee: <input type="checkbox"/> Curriculum Review <input type="checkbox"/> GAAC <input type="checkbox"/> Core Review <input type="checkbox"/> SADAC		

ADDITIONAL SIGNATURES: (As needed for cross-listing and/or stacking)

	Date	
Signature, Chair, Program/Department of:		

	Date	
Signature, Chair, College/School Curriculum Council for:		

	Date	
Signature, Dean, College/School of:		

ATTACH COMPLETE SYLLABUS (as part of this application). This list is online at:

<http://www.uaf.edu/uafgov/faculty-senate/curriculum/course-degree-procedures-uaf-syllabus-requirements/>

The Faculty Senate curriculum committees will review the syllabus to ensure that each of the items listed below are included. If items are missing or unclear, the proposed course (or changes to it) may be denied.

SYLLABUS CHECKLIST FOR ALL UAF COURSES

During the first week of class, instructors will distribute a course syllabus. Although modifications may be made throughout the semester, this document will contain the following information (as applicable to the discipline):

1. Course information:

Title, number, credits, prerequisites, location, meeting time (make sure that contact hours are in line with credits).

2. Instructor (and if applicable, Teaching Assistant) information:

Name, office location, office hours, telephone, email address.

3. Course readings/materials:

Course textbook title, author, edition/publisher.
 Supplementary readings (indicate whether required or recommended) and
 any supplies required.

4. Course description:

Content of the course and how it fits into the broader curriculum;
 Expected proficiencies required to undertake the course, if applicable.
 Inclusion of catalog description is *strongly* recommended, and
 Description in syllabus must be consistent with catalog course description.

5. Course Goals (general), and (see #6)

6. Student Learning Outcomes (more specific)

7. Instructional methods:

Describe the teaching techniques (eg: lecture, case study, small group discussion, private instruction, studio instruction, values clarification, games, journal writing, use of Blackboard, audio/video conferencing, etc.).

8. Course calendar:

A schedule of class topics and assignments must be included. Be specific so that it is clear that the instructor has thought this through and will not be making it up on the fly (e.g. it is not adequate to say "lab". Instead, give each lab a title that describes its content). You may call the outline Tentative or Work in Progress to allow for modifications during the semester.

9. Course policies:

Specify course rules, including your policies on attendance, tardiness, class participation, make-up exams, and plagiarism/academic integrity.

10. Evaluation:

Specify how students will be evaluated, what factors will be included, their relative value, and how they will be tabulated into grades (on a curve, absolute scores, etc.) Publicize UAF regulations with regard to the grades of "C" and below as applicable to this course. (Not required in the syllabus, but is a convenient way to publicize this.) Link to PDF summary of grading policy for "C":

http://www.uaf.edu/files/uafgov/Info-to-Publicize-C_Grading-Policy-UPDATED-May-2013.pdf

11. Support Services:

Describe the student support services such as tutoring (local and/or regional) appropriate for the course.

12. Disabilities Services: Note that the phone# and location have been **updated**.

<http://www.uaf.edu/disability/> The Office of Disability Services implements the Americans with Disabilities Act (ADA), and ensures that UAF students have equal access to the campus and course materials.

State that you will work with the Office of Disabilities Services (208 WHITAKER BLDG, 474-5655) to provide reasonable accommodation to students with disabilities.

Title: Sports Marketing

Number: BA F489

Credits: 3

Location: Online course

Meeting Time: No class meetings; all assignments are completed online.

Instructor: Dr. Gary R. Gray

Office: 209A Patty Building

Office Hours: By appointment

Phone: 907-474-6812

E-mail: grgray@alaska.edu

Prerequisites: ENGL F111X; ENGL F211X or ENGL F213X; BA F343; upper division B.B.A. standing; or permission of the SOM advisor

Course Description: This Sports Marketing course will build upon the marketing knowledge and provide an overview of the various issues faced by sports marketing managers and other sports leaders within the sports industry and outside the industry who market their products and services through sports. Students will be introduced to the unique qualities of the sports product and also examine the promotion mix, pricing, and distribution issues as they relate to the sports industry.

Course Goals: The goals of this course are: (1) to provide students with a knowledge base for managing marketing decisions in amateur and professional sports organizations; (2) to facilitate identifying, analyzing, and understanding issues that arise in sales and promotions and to discuss the ramifications of those issues when making managerial decisions; (3) to provide students with a foundation of comprehensive information that is relevant to managers in the sports industry; and (4) to help students learn how and where to find relevant sports marketing resource information.

Student Learning Outcomes: Upon completion of this course, students should be able to:

1. understand the impact of the external environment on sports business decisions;
2. understand the basic concepts in building a strategic sports marketing plan;

3. conceptualize a complex sports business issue into a coherent, written solution;
4. define and understand the key principles and concepts of sports sponsorship;
5. apply sports marketing concepts to real-world examples and solutions, and
6. analyze sports marketing challenges and offer recommendations and solutions.

Course Readings/Materials (required): Sports Marketing by Sam Fullerton (2nd. Ed., McGraw-Hill/Irvin, 2010). ISBN: 978-0-07-338111-4. Textbooks can be purchased at the UAF Follett Bookstore online at: <http://elearning.uaf.edu/go/books>. The UAF Bookstore is located in Constitution Hall on the UAF campus.

Instructional Methods: This online course will be taught by having students read and study assigned chapters from the required textbook, answer and submit detailed responses to short answer questions for each lesson on a weekly basis, view short video clips embedded in each lesson, complete two written tests, and complete a detailed sports marketing plan for a specific sport organization selected by each respective student.

Course Schedule:

Week/Dates	Topics and Corresponding Chapters
1 (Jan. 16-19)	Introduction to BA 491
2 (Jan. 20-26)	Introduction to Sports Marketing (Ch. 1)
3 (Jan. 27-Feb. 2)	The Four Domains of Sports Marketing (Ch. 2)
4 (Feb. 3-9)	(a) Marketing Through Sports Using Mainstream Strategies (Ch. 3)
	(b) Intro. to Sponsorship: Concepts, Objectives, & Components (Ch. 4)
5 (Feb. 10-16)	Sponsorship Foundation: Developing and Selling the Proposal (Ch. 5)
6 (Feb. 17-23)	(a) Pre-Event Evaluation: The Assessment of Sponsorship Opportunities (Ch. 6)
	(b) Leveraging: Activation of the Sponsorship (Ch. 7)
7 (Feb. 24-Mar. 2)	(a) Ambush Marketing (Ch. 8)

	(b) Post-Event Evaluation: Identifying Success and Failure (Ch. 9)
8 (Mar. 3-9)	(a) Venue Naming Rights (Ch. 10) (b) Endorsements (Ch. 11)
9 (Mar. 10-16)	Mid-Term Exam (Ch. 1-11)
10 (Mar. 17-23)	SPRING BREAK; NO ASSIGNMENT DUE!! ENJOY!!
11 (Mar. 24-30)	(a) Licensing (Ch. 12) (b) Segmentation of the Sports Market (Ch. 13)
12 (Mar. 31-Apr. 6)	Product Decisions in Sports Marketing (Ch. 14)
13 (Apr. 7-13)	Distribution Decisions and Facilities Management in Sports Marketing (Ch. 15)
14 (Apr. 14-20)	(a) Developing a Promotional Strategy for the Marketing of Sports Products (Ch. 16) (b) Pricing Decisions in Sports Marketing (Ch. 17)
15 (Apr. 21-27) 18)	(a) Relationship Marketing in the Business of Sports (Ch. 18) (b) The Role of Technology in Sports Marketing (Ch. 19)
16 (Apr. 28-May 4)	(a) Controversial Issues in Sports Marketing (Ch. 20) (b) Review for Final Exam
17 (May 5-9)	Final Exam (Ch. 12-20)

Course Policies

Participation: Each student is expected to read and study each chapter assigned from the textbook and complete all written assignments in a detailed and thorough manner in accordance with each due date.

Late Work Policy: Late work will be accepted provided satisfactory arrangements are made with the instructor in advance; valid reasons for proposed late assignments must be acceptable to the instructor.

Academic Integrity Policy: As described by UAF scholastic dishonesty constitutes a violation of the university rules and regulations and is punishable according to the procedures outlined by UAF. Scholastic dishonesty includes,

but is not limited to, cheating on an exam, plagiarism, and collusion. Cheating includes providing answers to or taking answers from another student. Plagiarism includes use of another author's words or arguments without attribution. Collusion includes unauthorized collaboration with another person in preparing written work for fulfillment of any course requirement. Scholastic dishonesty is punishable by removal from the course and a grade of "F." For more information, go to Student Code of Conduct (http://www.uaf.edu/catalog/catalog_08-09/academics/regs3.html#Student_Conduct).

Each student in this class is expected to do ALL of his or her own work individually and NOT in concert with anyone else, either registered for or not registered for this class. ALL assignments, exams, projects, etc., MUST be done individually without assistance from others. Failure to comply with this important academic honesty policy is likely to result in a failing grade for this class.

How To Submit Assessments: Students may submit assignments by uploading them to Blackboard or by sending them as Word attachments to the instructor by e-mail (grgray@alaska.edu).

How To Check Your Grade: Check your grade by clicking on the "My Grades" link in the left side menu of the Blackboard course shell. A green icon indicates that the assignment has not been graded. Students may also e-mail the instructor to inquire about grades. Please read all instructor feedback provided on graded assignments.

Evaluation Policies: Each student's grade will be calculated using the following criteria:

Weekly lesson assignments (short answer): 40% of grade.

Semester project (marketing plan): 20% of grade.

Mid-term Exam: 20% of grade.

Final Exam: 20% of grade.

Explanation Of W, NB, I Grades

Withdrawals: Starting and establishing your progress through this course by submitting weekly assignments in a timely manner is important to your successful and timely completion of this course. Toward this end, this course adheres to the following UAF eLearning and Distance Education procedures:

Failure to submit the first CONTACT assignment (Lesson 1) within the first week could result in withdrawal from the course.

Failure to submit the first CONTENT (Lesson 2) assignment within the first two weeks of the course could result in withdrawal from the course.

Failure to submit the first three content assignments (Lessons 2, 3, and 4) by the deadline for faculty-initiated withdrawals (the ninth Friday after the first days of classes) could result in instructor initiated withdrawal from the course (W).

No Basis Grades: This course adheres to the UAF eLearning Procedure regarding the granting of NB grades. The NB grade is for use only in situations in which the instructor has No Basis upon which to assign a grade. In general, the NB grade will not be granted.

Incompletes: Your instructor follows the University of Alaska Fairbanks Incomplete Grade Policy. The letter "I" (Incomplete) is a temporary grade used to indicate that the student has satisfactorily completed (C or better) the majority of work in a course but for personal reasons beyond the student's control, such as sickness, he or she has not been able to complete the course during the regular semester. Negligence or indifference are not acceptable reasons for an "I" grade.

Instructor Response Time: Your instructor will make a good faith effort to return e-mail inquiries within 24 hours. Weekly assignments will typically be graded within one week of submission.

Support Services: UAF eLearning Student Services helps students with registration and course schedules, provides information about lessons and student records, assists with the examination process, and answers general questions. Our Academic Advisor can help students communicate with instructors, locate helpful resources, and maximize their distance learning experience. Contact the UAF eLearning Student Services staff at 907-479-3444 or toll free at 1-800-277-8060 or contact staff directly. For directory listing see: <http://distance.uaf.edu/staff/>.

UAF Writing Center: The Writing Center is a student-staffed, student-oriented services of the English Department. Tutors can assist you in all phases of the writing process, including the following: brainstorming and generating topics, organizing ideas, developing research strategies, use of citation styles (MLA, APA, and Chicago) and editing for clarity and correctness. Tutors collaborate with each student on a one-to-one basis in any phase of the writing process: planning, drafting, or revising. They also help writers discover ways of improving grammar, mechanics, and punctuation (<http://www.alaska.edu/english/writing-center/>). Phone: 907-474-5314.

UAF Help Desk: Click here (<http://www.alaska.edu/oit>) to see about current network outages and news. Reach the Help Desk at: helpdesk@alaska.edu (e-mail) or 907-450-8312 (fax). Phone in the Fairbanks area is 450-8300 and outside of Fairbanks is 1-800-478-8226.

Disabilities Services: The UAF Office of Disability Services operates in conjunction with UAF eLearning. Disability Services provides academic accommodations to enrolled students who are identified as being eligible for these services. If you believe you are eligible, please visit their web site (<http://www.uaf.edu/apache/disability/>) or contact a student affairs staff person at your nearest local campus. You can also contact Disability Services on the Fairbanks Campus by phone, 907-474-7043, or by e-mail (fydso@uaf.edu).