



**Course Anti-requisites:**

None

**Course Pre-requisite:**

KIN 2298 A/B

**Course Format:**

Three lecture hours per week—1:30 – 2:30 pm on Tuesdays and 12:30 – 2:30 pm on Thursdays. Case studies and guest speakers will be incorporated into the content of both Tuesday and Thursday classes.



professors and their Academic Counselling office in a timely manner. Documentation for any request for accommodation shall be submitted directly, as soon as possible, to the appropriate *Academic Counselling Office* of the student's Faculty/School of registration not to the instructor, with a request for relief specifying the nature of the accommodation being requested. This documentation should be obtained at the time of the initial consultation with the physician or walk-in clinic. These documents will be retained in the student's file, and will be held in confidence in accordance with the University's Official Student Record Information Privacy Policy.

See <https://studentservices.uwo.ca/secure/index.cfm> for specific policy and forms relating to accommodation.

3. **Grades:** Where possible assignment objectives and rubrics will be posted on OWL. Should you have a concern regarding the grade you received for an assignment or feel that it is unfair in any way, you must wait 24 hours from the receipt of the assignment to approach the instructor or TA. In doing so, please make an appointment and prepare in writing, with evidence, why you feel your grade is inappropriate. Please be aware that in requesting a grade reassessment, your grade could go up/down/or stay the same. Note that calculations errors (which do occur!) should be brought to my attention immediately.

4. **Scholastic offences:** They are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site:

[http://www.uwo.ca/univsec/handbook/appeals/scholastic\\_discipline\\_undergrad.pdf](http://www.uwo.ca/univsec/handbook/appeals/scholastic_discipline_undergrad.pdf).

A) Students must write their essays and assignments in their own words. Whenever students take an idea, or a passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence (see Scholastic Offence Policy in the Western Academic Calendar). All required papers might be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com (<http://www.turnitin.com>)

B) Computer marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.

5. **Formatting** (*as recommended by the course instructor*): example- APA style is the approved style of writing for all assignments produced for this course. Please refer to Western University Library webpage for information on citation style and format or

consult the APA publication manual: Publication manual of the American Psychological Association (6th ed.). (2009). Washington, DC: American Psychological Association.

6. According to the **Examination Conflict policy**, “A student who is scheduled to write more than two examinations in any 24-hour period may request alternative arrangements through the office of their Academic Counsellor.” *\*This policy does NOT apply to mid-term examinations.* There will be no make-up for the mid-term exam. Students who miss this exam with a valid reason will have the final re-weighted accordingly.

7. **Classroom Behaviour:** Class will begin promptly at the time specified at the top of page one of this syllabus. In the event that you must arrive late, please enter the classroom with a minimal disturbance to the class. I reserve the right to lock the classroom door and deny entrance if lateness becomes a common occurrence. Excessive talking during class time is disruptive, disrespectful, and will not be tolerated. Students engaging in such behaviour may be asked to leave the room. Cellular phones, pagers, and text-messaging devices are disruptive when they ring in class. If you must bring these with you, please place them on silent mode or turn them off during class. Failure to do so may result in your being asked to leave.

8. Laptops for the **purpose of typing lecture notes** are permitted in class, but please be respectful to your fellow students and turn the sound off. If I receive complaints from other students regarding noise or other disruptive behaviour (e.g., watching videos on YouTube.com, updating your Facebook status, playing Solitaire), your classroom laptop privileges will be revoked.

9. Audio and/or videotaping of lectures is not permitted unless approval has been sought from the instructor in advance.

### **STUDENT CODE OF CONDUCT**

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at Western University, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For more information, visit

<http://www.uwo.ca/univsec/board/code.pdf>

### **ENGLISH PROFICIENCY FOR THE ASSIGNMENT OF GRADES**

Visit the website <http://www.uwo.ca/univsec/handbook/exam/english.pdf>

### **SUPPORT SERVICES**

There are various support services around campus and these include, but are not limited to:

1. Student Development Centre -- <http://www.sdc.uwo.ca/ssd/>
2. Student Health -- <http://www.shs.uwo.ca/student/studenthealthservices.html>

3. Registrar's Office -- <http://www.registrar.uwo.ca/>
4. Ombuds Office -- <http://www.uwo.ca/ombuds/>

<b>DATE</b>	<b>TOPIC</b>	<b>READINGS (DB Weldon Library reserve list for textbooks; cases posted on OWL)</b>
January 5	Course outline discussion Intro. to sport marketing	
January 10	Strategic sport marketing planning process	Pitts & Stotlar Chapters 1-4 O'Reilly & Seguin Chapters 1, 2, & 3 Shank & Lyberger Chapters 1-2
January 12	Understanding the sport consumer & STP	Pitts & Stotlar Chapters 5-7 O'Reilly & Seguin Chapters 4 & 5 Shank & Lyberger Chapters 3-6
January 17	The sport product	Under Armour, Beckham, and Canada Goose cases
January 19	The sport product	Pitts & Stotlar Chapter 8 O'Reilly & Seguin Chapters 6 & 7 Shank & Lyberger Chapters 7 & 8
January 24	Branding & product identification & protection	Miami U. cases
January 26	Pricing	Pitts & Stotlar Chapter 9 O'Reilly & Seguin Chapter 8 Shank & Lyberger Chapter 12 Shilbury, Quick, & Westerbeek Chapter 6
January 31	Pricing	
February 2	Place & distribution	Pitts & Stotlar Chapter 10 Shank & Lyberger Chapter 13 Shilbury, Quick, & Westerbeek Chapters 7-8
February 7	Super Bowl	Super Bowl cases

