



Department of Health and Human Performance
HESS-558: Advertising in Sport
Fall Semester of 2019
3 - Credit Hours

Instructor Dr. T (Stavros Triantafyllidis, Ph.D.), **email** striantaf@citadel.edu

Class Time Monday (M) from 6:00 pm - 9:00 pm, **location** Deas Hall 222

Office Deas Hall 211, **office phone** (843) 953 – 4852, **office hours** by appointment and Monday 5:00 pm – 6:00 pm

Pre-requisites/Co-requisites Graduate Status

About This Course

Description

This course examines the quality and status of contemporary advertising in sport, the knowledge, skills, concepts, and practical implications required for successful advertising in the sport industry. Strategies and techniques for successful advertising will be studied. Also, this course introduces students to research in sport marketing communications and advertising, in academic writing and the publication process.

Objectives

Upon completion of this course, students are expected to successfully:

- Understand the integrated marketing communication (IMC)
- Increase understanding in sport marketing and promotional mix
- Recognize the distinct value of advertising in the sport industry
- Review literature in sport marketing research
- Analyze appropriate techniques and tools in developing marketing communications
- Apply theories to practice regarding sport communications
- Synthesize current literature of advertising and IMC into sport marketing context
- Evaluate critically and create judgments on current knowledge of advertising in sport
- Produce and communicate a set of strategical plans in sport advertising

Reading Materials

Textbook (Required)

- Arens, W. F., Weigold, M. F. & Arens, C. (2017). **Contemporary Advertising & Integrated Marketing Communications (15th ed.)**. McGraw-Hill, Inc.: New York, NY.

Articles

- The instructor on CitLearn will provide weekly readings to supplement the class lecture.

Course Evaluation

Participation and discussions (in-class and on CiLearn): **250 points** (25%)

Assignments: **250 points** (25%)

Collaborative project in sport marketing communications and advertising research: **250 points** (25%)

Individual advertising campaign in sport: **250 points** (25%)

Grading Scale	Percentages	Points
A	90-100%	900-1000.00
B+	87-89.9%	870-899.99
B	80-86.9%	800-869.99
C+	77-79.9%	770-799.99
C	70-76.9%	700-769.99
F	69% and below	699 and below

Note: Final Grade = Calculated Total x PDM (professional demeanor)

Participation and Discussions (in class and on CitLearn) (250 Points)

Objectives:

- Ensure that you gain a thorough understanding of key concepts, frameworks, issues, and processes of advertising in sport
- Ensure that you can apply the higher cognitive skills associated with critical thinking to your academic and professional work in advertising in sport
- Extend your knowledge beyond the core required materials for this class
- Engage in collaborative learning with other students to improve the quality of the learning experience for all students

In most weeks, I ask you to complete specific preparations for class. I usually ask that you post these preparatory materials on *CitLearn* so that we can all share our contributions more quickly and fluidly in class. In these cases, I will review what you post. I also assess preparation based on your demonstration in the classroom of how well you have prepared. I provide the specific kinds of evidence that I look for in the table below. I use these criteria to assess the degree to which your preparation has gone beyond simple "reading for general content" to include higher-level cognitive preparation. The latter provides evidence that you have read the material in detail (reading for comprehension, analytic reading, and critical reading) and that you have analyzed and synthesized the material.

Assignments (250 Points)

Objectives:

- Develop your ideas about the role of advertising and IMC in sport.

Assignments will be provided in order for students to understand, analyze, apply, synthesize, and evaluate the role of advertising and IMC in sport.

Collaborative Project in Sport Marketing Communications and Advertising Research (250 Points)

Objectives:

- Learn by example, how a scientific article is constructed. This includes the entire process: identify the problem, develop the purpose, research questions, and hypotheses, data collection, analysis, results, discussion, and submission to a scientific journal.
- The instructor will lead to a scientific project where students will act as the co-authors. The experience will provide them with an understanding of the crucial role of research and learn how and why research is conducted.

Individual Advertising Campaign in Sport (Final Paper) (250 Points)

Objectives:

- Students will create an advertising campaign. Specific instructions will be provided in-class and on CitLearn
- Instructions and guidance will be provided only by the instructor and the supportive reading.

IMPORTANT: All discussions, assignments, projects, and a final paper(s) are **due** the **deadlines** are assigned by the instructor.

Course Resources

Academic support: The Citadel's Academic Support Center assists students in making their experience successful. The ASC coordinates a number of services. Please do not hesitate to reach and contact ascenter@citadel.edu or (843) 953-5350 or stop by 117 Thomson Hall. Information can be found on the following link: <http://www.citadel.edu/root/asc>

- The ASC provides **writing** and **tutoring** assistance to all undergraduate and graduate students.
Note: *I strongly encourage you to visit the Writing Lab and Tutoring Center (in the Academic Support Center in Thompson Hall), which offers one-on-one and group tutoring and consultations for students working on writing assignments.*

CitLearn /Citadel's Approved Learning Management System: Over the course of the semester, I will post reading notes, lesson plans, discussion prompts, self-guided lectures, grades, and other administrative information on the course CitLearn site. Students must check CitLearn each lesson for pertinent updates and other critical information.

Turnitin.com: Turnitin.com is a tool to improve student research skills that also detect plagiarism. Turnitin.com provides resources on developing topics and assignments that encourage and guide students in producing papers that are intellectually honest, original in thought, and clear in expression. This tool helps ensure a culture of adherence to the University's standards for intellectual honesty. Turnitin.com also reviews students' papers for matches with Internet material.

Daniel Library: The Citadel's library provides all the necessary resources to all students. You can find all the information on the following link: <https://library.citadel.edu/home>

APA (American Psychological Association) Style: All written submissions should be submitted in a font and page set-up that is readable and neat. It is recommended that students try to adhere to a consistent format, which is described below. Typewritten in double-spaced format with a readable style and font and submitted inside the electronic classroom (unless classroom access is not possible and other arrangements have been approved by the professor). Arial 11 or 12-point font or Times New Roman styles. Page margins Top, Bottom, Left Side, and Right Side = 1 inch, with reasonable accommodation made for special situations and online submission variances.

- **Citations and References Style (IMPORTANT):** Students will follow the APA Style Manual, 6th Edition as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation used in the APA Style Manual, 6th Edition.
- **Useful Link:** The following links provide all the necessary information that the APA style requires:
https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html
http://www.muhsenberg.edu/library/reshelp/apa_example.pdf

- **APA Style Textbook:** The 6th Edition of the Publication Manual of the American Psychological Association (APA).
- **Note:** It is not required to purchase it, but I strongly recommend it for the successful completion of your academic journey.
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Course Policies and Expectations

Disability Policy: The Citadel complies with Section 504 of the Rehabilitation Act and the Americans with Disabilities Act. Students with disabilities who seek accommodations must make their request through Student Disability Services in the Academic Support Center (117 Thompson Hall, 843-953-1820) to verify their eligibility and to identify appropriate accommodations. Students should speak to his/her professor and also make requests for academic accommodations to Student Disability Services during the first three weeks of the semester, except for unusual circumstances, so we can ensure these accommodations and facilitate student success.

Weather & Campus Emergencies: In case of adverse weather, or another campus emergency, critical information will be posted on the Bulldog Alert homepage, as well as pushed to email addresses and phone numbers of those people who have updated their contact information within the Bulldog Alerts section of the Lesesne Gateway (or CitLearn).

If you have not yet updated your contact information, or set up course notifications within CitLearn, you should do so immediately.

Continuity of Instruction: During a pandemic or catastrophic event, and after all, face-to-face instruction has been suspended, communication for our class will continue to take place through Citadel email and CitLearn. In the event of such an emergency, check your Citadel email account and CitLearn course announcements for instructions.

Code of Conduct: Responsibility for professional conduct rests with students as adult individuals and as members of The Citadel community. CGC students and cadets are expected to conduct themselves as responsible adults. All members of the campus community are expected to use reasonable judgment in all aspects of campus life and activity and to show due concern for the welfare and rights of others. Students are expected to adhere to all federal, state, and local laws. The Citadel protects freedom of action and speech, so long as the exercise of this freedom is not of an inflammatory or demeaning nature and does not interfere with the operation of the College. The Citadel's Conduct Policy prohibits the possession of drugs, destruction of property, making false statements of emergency situations, physical or verbal abuse, or harassment of any sort. Students who violate the rules and regulations of The Citadel are subject to expulsion or lesser sanctions. These rules and regulations are published in "Regulations for Non-Cadet Students for Fall and Spring Semester And All Students, Including Cadets, for Maymester or Summer School," which can be found online at:

<http://www.citadel.edu/root/images/BOV/Policies/03-provost/3-107-regulations-for-non-cadets.pdf>.

Academic Integrity Statement: Students will submit only their own work for evaluation in this course, except as appropriately documented. All rules and stipulations of The Citadel's Honor Manual and Honor Code apply to this course, including its definitions and policies related to cheating, lying, stealing, and non-toleration. Cheating or evidence of academic dishonesty on any work submitted for evaluation will result in an "F" for both the assignment and the course. To ensure academic integrity, you must abide by both the letter and spirit of all honor, documentation, and citation requirements. Plagiarism in any form is unacceptable, as it fails to meet any standard of academic work. It is your responsibility to read and understand what constitutes intentional and negligent plagiarism. Plagiarism, intentional or negligent, will, in almost all cases, result in a 0-point F for the assignment, and may be referred to as an honor violation. The complete Honor Manual may be found at <http://citadel.edu/r3/honor/manual.shtml>, and the Honor Code can be found in the Course Catalog: <http://www.citadel.edu/root/images/cgc/cgc-academic-catalog.pdf>

Student Use of Electronic Devices: (optional) Students may use laptop computers or tablets for taking notes so long as they do so in a manner that does not interfere with the learning of others. Students may not play games, work on other assignments, or use their electronic devices during class except for taking notes and/or completing instructor-assigned work.

Missed or Late Work Policy: *Clearly articulate the department's or instructor's policy for evaluating late submissions and penalties for and/or how to make up missed assignments.*

Attendance and Participation Requirements: *Clearly articulate the college's, department's, an instructor's attendance policy.* (i.e., I will record and report attendance for every class meeting. It is the student's responsibility to arrive to class on time and to maintain class attendance throughout the duration of the semester. With this in mind:

- Class attendance is mandatory.
- Students may miss class only for authorized reasons (athletic events, academic travel, special ceremonies, guard duties, etc.)
- Illness and personal emergencies may also cause students to be absent for legitimate reasons.
- Should a student miss class for any reason, he/she will make every reasonable effort to notify the professor in advance of the absence.
- The student will be responsible for any material covered in class.
- If a student knows he/she will be absent for an examination or on the due date of a significant graded requirement, that student will coordinate with his/her instructor for completion/submission requirements.
- Whether excused or unexcused, absences in excess of 20% of the meetings of a particular course can, at the discretion of the instructor, result in a grade of "F" in the course.)
- Active participation in class discussions and activities is an expectation of this course.

Assignments: Identify major graded activities, assignments, and/or requirements, their point/percentage distributions in relation to the overall course grade, and how they support one (or more) of the course learning outcomes. You may also want to identify the learning outcome(s) by number in parentheses beside the course requirement.

Do you want this situation happen to you?



IT'S IN THE SYLLABUS

WWW.PHDCOMICS.COM

ATTENTION: The instructor reserves the right to amend the tentative schedule as deemed necessary

Tentative Schedule for Fall 2019

***The schedule will be updated in a weekly base on CitLearn**

Week	Date	Topic	Assignments & Mandatory Readings
1	AUG 26	Syllabus Day/Introduction	Syllabus Study and Review
2	SEP 2	NO CLASS	LABOR DAY
3	SEP 9		
4	SEP 16		
5	SEP 23		
6	SEP 30		
7	OCT 7		
8	OCT 14		
9	OCT 21		
10	OCT 28		
11	NOV 4		
12	NOV 11		
13	NOV 18		
14	NOV 25	NO CLASS	THANKSGIVING
15	DEC 2		
16	DEC 9	LAST CLASS	

Note: The instructor reserves the right to amend the tentative schedule as deemed necessary