

SPM 3600 ONLH– Sport Marketing

Shorter University – Department of Sport Management

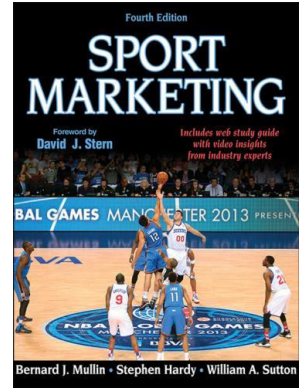


Course Description:

This course will examine the diverse and complex nature of sports marketing. We will introduce basic marketing concepts and techniques, and then see how they are applied in sport organizations. Students will be exposed to the marketing process through lectures, readings and assignments. Students will learn to create a marketing plan and the different components associated within a successful plan. Students will also have the opportunity to learn how to market themselves to desired employers.

Required Textbook:

Mullin, B., Hardy, S., and Sutton, W. (2014). *Sport Marketing*. Human Kinetics. 4th Edition. ISBN: 9781450424981



Student Learning Outcomes

Upon satisfactory completion of the course, you will be able to demonstrate the following learning outcomes:

1. Demonstrate an understanding of marketing terminology.
2. Demonstrate an understanding of basic marketing theory and principles.
3. Explain and give examples of the sport product and sport industry.
4. Recognize the factors that make sport marketing a unique enterprise.
5. Explain and give examples of the five P's of sport marketing: product, price, place, promotion and public relations.
6. Compare and contrast the interaction and the impact of the five P's.
7. Understand the decision process for sport consumers.
8. Identify information sources and demonstrate research methods for gathering external information.
9. Identify the steps in product development and the product life cycle.
10. Understand the role and function of public relations.
11. Understand the role and scope of the media.
12. Demonstrate an understanding of a professional business marketing plan.

Evaluation of Students

Grading:

Forum Discussion (8 @ 30pts)	240
Assignment #1: Identification of Sport Company	40
Assignment #2: World Cup Assignment	50
Assignment #3: Social Media Assignment	50
Assignment #4: .30 Second Sales Pitch	50
Assignment #5: Promotional Opportunity for Professional Team	50
Assignment #6: Identification of Sport Products	50
Assignment #7: Detailed outline of Sport Marketing Plan	50
Assignment #8: Sport Marketing Plan on Company & Products	100
Quizzes (8 @ 40pts Each)	320
Total	1000

Grading Scale: A: 900-1000; B: 800-899; C: 700-799; D: 600-699; F: below 600

Class Policy and Procedures

Assignments can be turned in any time during or before the due date (by Moodle until the beginning of class on the due date). **Late work will not be accepted!** There will be no exceptions, so do not ask!!!

E-mail: Students are strongly recommended utilize their Shorter web mail account. The instructor WILL ALWAYS be available to respond VIA EMAIL. Students are responsible for all information communicated using this method.

When emailing the instructor remember to indicate your NAME, CLASS, and SUBJECT.

Example: John Brown – Sport Ethics – Assignment #2

Discussion Forums: Discussion Instructions: Each week there will be a discussion question for the interaction between students and the instructor. Be sure to: 1) Identify any sources you use in your post, 2) properly cite any sources, and 3) use APA format, & 4) Your first post must be a minimum of 300 words. Your first post is due by Thursday at 11:55 pm EST (20 pts). You will then comment on two of your peers by Sunday night at 11:55 pm EST (10 pts). Total of 30 points. A one point deduction will be made for each day late. No posts will be accepted after Sunday at 11:55 pm EST. **A total of 30pts is available for each lesson – Student Initial post (10pts) – Response to one student (10pts) – Response to second student (10pts)**

Quizzes: Quizzes will come directly from the PowerPoint for each lesson. The quizzes will be in a multiple choice format. Students are expected to pay attention to PowerPoint, read appropriate assignments and excel on the quizzes.

It is your RESPONSIBILITY to locate and complete reading and writing assignments prior to quiz or the assignment. Everything is in this syllabus, so I will accept no excuses of ignorance.

Assignment #1: Identification of Sport Company: Throughout SPM 3600ONLH, assignments will build upon one another in preparation for the culmination assignment of the Sport Marketing Plan. In assignment #1, it is your opportunity to brainstorm and think about what you would like your company to be for the course. Your company can be anything from: Non-Profit Organization for children and youth sports, Shoe Company, sports drinks company, workout facility, personal trainer, company such as Nike, Socks, Workout gear, Sports Agency, Hunting, Fishing, Outdoors, etc. The sky is the limit for this assignment. I want each student to be creative and cognitive in choosing a company that they could see their selves creating in the future and for students to be enthusiastic about their company.

Assignment #2: World Cup Assignment: It is that time of the year that only comes around once every four years and this year it is in Brazil, one of the busiest most attractive venues in the world. The World Cup brings many new attractions and audiences to the sport world as Soccer serves as the most popular sport in the world with the FIFA World Cup being the most watched sport worldwide. Sport Companies have a field day marketing with the World Cup and coming up with new ideas and innovations. Your assignment will have three parts:

- 1) Discuss the World impact the World Cup has on sports in general. How much does it increase in viewers, sports marketing, participation, etc. in the world? Is it just as big as the Olympics or bigger? General overview of the World Cup and its impact.
- 2) What is the global sport marketing impact? How many marketing sponsors sponsor the World Cup and how many commercials are made specific to the World Cup? This will take a lot of research.
- 3) Which company has the best sport marketing campaign for the 2014 FIFA World Cup? Why is that company the best, what avenue and aspects has this company taken in being successful with marketing World Cup and their company?

This is an assignment that I hope students will find to be informational and fun researching the FIFA World Cup and the Sport Marketing opportunities that come along with it.

Assignment #3: Social Media Assignment: This assignment will consist of you choosing a sport either professional or college level – Football, Basketball, Baseball, Soccer, Hockey, Softball, Tennis, Golf, etc. You will discuss the effects of social media on the sport as a whole.

- 1) When discussing the effect social media has on the sport; please be specific to the following aspects: (Professional) – What are the league policies on social media? Does the professional organization market through the use of social media? Should professional athletes use social media more to interact with their fans? (College) – What is the NCAA policy on social media? Should the NCAA have rules on the usage of social media and should colleges (coaches) monitor their student-athletes social media usage? If you were a college head coach, what would be your policy on social media usage?
- 2) Then pick two specific teams/persons within that sport to compare and contrast. It is important to compare and contrast the negative and positives each has had associated with social media. Be specific. Give your own opinion on these teams/players and ways to improve.

This assignment will allow students to understand and evaluate the effect Social Media has on athletes and sports as a whole.

Assignment #4: .30 Seconds Sales Pitch: Your assignment for the .30 Second Sales Pitch will be your opportunity to attain an internship, interview or a job. It will require creativity, personality, motivation

and quickness. In today's business/sport world, companies and businesses are looking for the X-Factor (not the show) but the one trait that makes you stick out more than any other person applying for a position. How can you make yourself different than the other applicants? The assignment will be for you to create a .30 second video in which you will sell yourself to me (the CEO of a Company). You will create this video using YouTube, iMovie, Windows Movie Maker or another tool you would like to use.

Assignment #5: Promotional Opportunity for Professional Team: This is an assignment that associated directly with promotions, opportunities and marketing of a professional organization. Creating promotional opportunities for a professional team will help students utilize their knowledge learned in the lessons and help them create an opportunity for a sport team to improve on its advertising and promotions. Your assignment will be to create a new promotional campaign for a professional organization such as: Atlanta Hawks, Atlanta Braves, Atlanta Falcons, Atlanta Dream, or another Professional Organization of your choice in the Southeast, The campaign can be an overall campaign for the organization or directed specifically to season ticket sales, merchandise, ticket deals, family nights, etc. Anything you would like to create; however it **MUST** be a promotional campaign (meaning objective for the entire year) not just a 2 for 1 night or drink special night. You are the Marketing CEO and it is your job to make our organization more popular and the best.

Assignment #6: Identification of Sport Products: Assignment #6 is the second assignment in preparation for the culmination assignment. Now that you have identified your sport company and brainstormed on what direction you would like to take – it is time to identify your products you will be selling. I do not want you to tell me you are selling hats, or I am selling shoes. I want this to be specific state-of-the-art new products and how innovative and successful these products are going to be. Pretend you are trying to sell your products directly to me and you want my money to invest into your company. You have to **SELL** me on your products!

Assignment #7: Detailed Outline of Sport Marketing Plan: Now that you have identified your company and products, it is almost time to create the Sport Marketing Plan. In assignment #7 it is time to create a detailed outline of your sport marketing plan. This is the time to specifically list what you will include in your culmination project. For example:

- I. Introduction
 - a. Please give me a summary of your company, the products you will be selling and why you chose this company and products. Brief 4-5 sentences.
- II. Situation Analysis (Detail each)
 - a. Environment
 - b. Market
 - c. Competition
 - d. Consumer or Customer
- III. Marketing plan
 - a. Strategies (Long-Term)
 - b. Tactics (Short-Term) – List 3-4 per category below
- IV. SWOT Analysis
 - a. Strengths
 - b. Weaknesses
 - c. Opportunities
 - d. Threats
- V. Future of Company and Products
 - a. Goals for Company
 - i. One year
 - ii. Two year
 - iii. Five year
 - iv. Ten year

Assignment #8: Sport Marketing Plan on Company & Products: It is time now to create your Professional Sport Marketing Plan on the company and products you have chosen. This is a very extensive paper. A professional marketing plan is what company's create to reflect on the previous year, a way to study what they are currently doing in the market and a guideline for the future implications of the company. I have created an outline for you to follow by in the assignment and you have created an outline as well. All aspects need to be included in this assignment and it will be written in a paper/research study format. You will also include a PowerPoint or Prezi presentation of your company and products in the final assignment. Your job is to sell your company and its products to me! I will be a potential high dollar buyer in stock and products that you are selling. You will use the PowerPoint or Prezi representing your company and products for sell. Your Presentation must be **STRONG** since you are unable to present it to me face-to-face. This assignment will be graded using a Rubric for the plan and the presentation. Please see Assignment #8: Professional Marketing Plan for further details.

Academic Integrity Policy:

A Community of Honor

As a liberal arts university committed to the Christian faith, Shorter University seeks to develop ethical men and women of disciplined, creative minds and lives that focus on leadership, service and learning. The Honor System of Shorter University is designed to provide an academic community of trust in which students can enjoy the opportunity to grow both intellectually and personally. For these purposes, the following rules and guidelines will be applied.

Academic Dishonesty

"Academic Dishonesty" is the transfer, receipt, or use of academic information, or the attempted transfer, receipt, or use of academic information in a manner not authorized by the instructor or by university rules. It includes, but is not limited to, cheating and plagiarism as well as aiding or encouraging another to commit academic dishonesty.

"Cheating" is defined as wrongfully giving, taking, or presenting any information or material borrowed from another source - including the Internet by a student with the intent of aiding himself or another on academic work. This includes, but is not limited to a test, examination, presentation, experiment or any written assignment, which is considered in any way in the determination of the final grade.

"Plagiarism" is the taking or attempted taking of an idea, a writing, a graphic, musical composition, art or datum of another without giving proper credit and presenting or attempting to present it as one's own. It is also taking written materials of one's own that have been used for a previous course assignment and using it without reference to it in its original form.

Students are encouraged to ask their instructor(s) for clarification regarding their academic dishonesty standards.

Procedure

A. It is the responsibility of an instructor to certify that academic assignments are independently mastered sufficiently to merit course credit. The responsibility of the student is to master academic assignments independently, refrain from acts of academic dishonesty, and refuse to aid or tolerate the academic dishonesty of others.

B. If an instructor determines that the student is guilty of academic dishonesty, the instructor must discuss the matter with the student. In the event the instructor cannot reach the student in a timely manner, such as when the student has gone home at the end of a semester, the instructor may assign a grade of "I" (Incomplete) until the student can be contacted and the matter of academic dishonesty discussed. The instructor then completes the "Academic Violation Form" (*see Appendix A*) which should include evidence and other necessary documentation. The instructor will determine the appropriate remedy: either to assign a grade of zero on that assignment in question or a grade of "F" in the course. The student will designate whether he/she accepts the remedy for the violation of the dishonesty policy or wishes to appeal the instructor's decision. If a student elects to appeal, the "appeal due date" line must be completed on the Academic Violation Form. (See the Appeals section below for more information regarding the appeals process)

C. Upon completion, the instructor forwards the Academic Violation Form to the Registrar's for the placement in the student's permanent record. The Registrar will forward copies of the Academic Violation Form to the student, the faculty member, department chair, academic dean, dean of students, provost, and president. Not appealing when the form is first completed or by the appeal due date will be taken as an admission of guilt, except under compelling circumstances to be determined at the sole discretion of the provost.

D. If upon receipt of the Academic Violation Form the Registrar determines that the student is guilty of a second offense, then a grade of FD (Failure Due to Academic Dishonesty) will be assigned by the Registrar for the course regardless of the remedy specified on the Academic Violation Form. Assigning the FD is to be done by the Registrar when the second Academic Violation Form is placed in the student's record, and the Registrar will notify all parties in writing. The student is then permanently barred from membership in any honorary society and is permanently ineligible for any SU honor list. The student may petition the Academic Integrity Appeals Committee to have the dishonesty notation removed from the transcript after one year or upon graduating from the University if no additional dishonesty offenses occur and the student satisfactorily completes the Academic Integrity Program. The grade of F remains on the transcript. Upon receipt by the Registrar of a third offense, the Registrar will assign the grade of FD and then notify all parties. After all appeals are exhausted, if the third offense still stands, then the student will be permanently expelled from the University. The notice of expulsion will be forwarded to the student, department chair, appropriate academic dean, dean of students, provost, and president. A copy of the final report with the three offenses will become a part of the student's permanent record. The university reserves the right to expel the student after a first or second offense, depending on the circumstances and at the sole discretion of the provost.

Appeals

A. The student who wishes to appeal an academic violation charge should submit his/her appeal in writing to the chair of the appropriate department by the appeal due date indicated on the Academic Violation Form, which is normally within ten regularly scheduled class days after the completion date of the Academic Violation Form. This statement should contain the reasons for which the student is appealing the instructor's decision. The burden of proof lies with the student in such a case to show that an error or malfeasance has occurred. Within ten 27 regularly scheduled class days of receiving the written appeal, the department chair will notify in writing both the instructor and the student of the chair's decision. If the department chair is also the instructor who files the Academic Violation Form, then the student must appeal to the appropriate academic dean.

B. When, in the opinion of the department chair, the student fails to show reasonable cause for further investigation, the chair may deny the appeal without taking further action. When, in the opinion of the department chair, a student's appeal raises reasonable doubt as to whether a mistake or malfeasance has occurred, the chair will meet with the faculty member and with the student and render a decision within ten regularly scheduled class days of the receipt of the appeal. If the decision favors granting the student's appeal, the department chair may request that the Registrar remove the Academic Violation Form from the student's record. The chair will notify both the student and the instructor of this action.

C. If the student files the initial appeal or elects to appeal the chair's decision during Maymester, Summer I, Summer II or during final exam week of the Fall or Spring semesters and if the instructor or department chair is not available during that time, all of the foregoing time requirements begin to run with the first day of class in the next major term. In extreme or unusual circumstances regarding the timeliness of the appeals process, the provost will make the final determination.

D. Any student who has exhausted the remedies open under the procedures outlined above may appeal the entire matter to the Academic Integrity Appeals Committee in writing within ten regularly scheduled class days of receiving the response from the department chair. Upon receipt of the appeal, the Academic Integrity Appeals Committee will review the matter and issue a decision within fifteen (15) regularly scheduled class days. The Academic Integrity Appeals Committee has the authority to deny the appeal, reduce the penalties in the event of extenuating circumstances, or direct the registrar to remove the record of the Academic Violation Form from the student's permanent record. The results of the Academic Integrity Appeals Committee are final.

E. All results from the proceedings of the Academic Dishonesty Appeals Committee should be reported to the appropriate academic dean, dean of students, provost, and president as information.

NOTE: During the appeals process, the student may continue to attend the class in which the violation occurred.

Disability Services

http://shorter.edu/academics/services/disability_services.htm

Students with Disabilities: Students with disabilities are entitled by law to equal access to College programs and facilities. Shorter University adheres to the guidelines of the Rehabilitation Act of 1973 (Section 504) and the Americans with Disabilities Act (ADA) of 1990. Under these laws, students cannot be discriminated against on the basis of their disability. To be considered eligible for services, students must make an appointment to meet with the Director of Student Support Services in addition to providing documentation of a disability. Student Support Services is located in the Fitton Student Center, Room 219. Phone: 706-233-7323.

Online Classes & Accommodations: Students enrolled in online courses or classes located at distant teaching sites should follow the regular procedures to register and request accommodations. However, since many of the students enrolled in these courses are located at a distance from the Rome campus, students can easily communicate with Disability Services office by scheduling phone conferences.

When students are taking on online course and are distant from instructors, a student may request a PDF copy of their accommodation memo to be sent to their instructor. It is the student's responsibility to contact the instructor and arrange the accommodations. The instructor can only provide accommodations after the student makes contact. Similar to taking traditional courses, it is the students' responsibility to immediately report to the Disability Services office any accommodation problems or logistical challenges encountered in the accommodation process.