

Sports Marketing

Course Details

Course Designator & Number: SDNY 3034

Number of Credits: 3

Language of Instruction: English

Contact Hours: 45

Course Description

This course examines in detail the various techniques and strategies of sports marketing. The issue of professionalism and the corporatization of sport will be addressed. The focus on the necessity of securing various revenue streams including sponsorships, investment opportunities, government grants and fundraising potential of individuals, teams, clubs and facilities in the broad arena of sport. Students will examine the promotion of sport through various channels, including traditional media and the rise of digital marketing in its various forms. The ability to develop and implement marketing strategies and plans to present to individuals or organizations will be based around practical application using Australian case studies.

Course Objectives

On completion of this course, students will be able to:

- Apply the knowledge, examples and opportunities of marketing theory to the complex and dynamic industry of sport and events.
- Gain an appreciation of the foundations of services and experiential marketing concepts and practices.
- Apply case studies to demonstrate strategies used to adapt marketing practices to different events and contexts.
- Display critical analysis of national and international examples and observation research of a live case study during the semester of a relevant project for the student's portfolio.

- Develop creative, innovative and entrepreneurial thinking to submit recommendations and innovations for your event.

Methodology

This course follows a weekly face to face seminar based structure in class. During the seminar, lecture material will be delivered with case studies used in written and video format as a point of group class discussion. This will highlight major concepts and theories to be applied to current real world situations. Guest speakers with practical specialized knowledge will attend the seminar to deliver presentations. Field trips will allow students to experience Australian sporting organizations in context, meet members of sports organizations to hear and ask first hand questions. The online platform CAPA Canvas will supplement learning with printed and video learning materials and resources. Canvas will be used to foster online interaction and discussion between students, staff and guest presenters.

Required Reading / Materials

There is no prescribed text. See CAPA Canvas for weekly readings and Chapters.

General Reading

- Hutchins, B., & Rowe, D. (Eds.). (2013).
- Digital Media Sport: Technology and Power in the Network Society. Routledge. Morgan, M. J., & Summers, J. (2005).
- Sports Marketing. Southbank, Vic.: Thomson. Nicholson, M. (2006).
- Sport and the Media. Routledge. Shilbury, D., Quick, S., Westerbeek. H., Funk., D & Karg, A. (2013).
- Strategic Sport Marketing, St. Leonards: Allen & Unwin. Smith, A and Stewart B (2015)
- Introduction to Sport Marketing, 2nd Edition, Routledge, London. Wakefield, K. (2007).
- Team Sports Marketing. Oxford: Elsevier. Journals
- Journal of the Sport Marketing Association
- International Journal of Sport Communication
- International Journal of Sport Management
- International Journal of Sports Marketing and Sponsorship
- International Journal of Sports Management
- Marketing Sport Marketing Quarterly

Grading

Grading Rubric

Letter Grade	Score or Percentage	Description
A	93–100	Achievement that is outstanding relative to the level necessary to meet course requirements.
A-	90–92	Achievement that is significantly above the level necessary to meet course requirements.
B+	87–89	
B	83–86	
B-	80–82	Achievement that meets the course requirements in every respect.
C+	77–79	
C	73–76	
C-	70–72	Achievement that is worthy of credit even though it fails to fully meet the course requirements.
D+	67–69	
D	60–66	
F	0–59	Represents failure (or no credit) and signifies that the work was either (1) completed but at a level of achievement that is not worthy of credit or (2) was not completed and there was no agreement between the instructor and the student that the student would be awarded an I.

Summary of How Grades Are Weighted

Assignments	Percentage of Grade
Mid Term Test	30%
Marketing Report Proposal	20%
Group Marketing Report	40%
Final Marketing Presentation	10%
Overall grade	100%

Assessment Details

Mid Term Test 30%

An individual based assessment will be completed during the middle of the term in class. This will require students to answer questions on three case studies, applying Sports Marketing theory and concepts covered in the first half of the course. Duration 1 hour.

Marketing Event Proposal 20%

This task is designed to prepare students for the final marketing event report. The proposal will define the marketing problems to be addressed, designing research methods and approaches to gathering data to assist in the final report. Students will identify the sports event the proposal and research will apply to. This assessment is to be completed and is marked on an individual basis. After working on the proposal individually to be submitted midterm, group members will come together to work towards the final group event report and presentation.

Group Marketing Event Report 40%

Building on the work completed for the Market Event Proposal, groups of 3-4 students will use the research design methods and data collected to apply to the marketing problems identified in the proposal. The final groups marketing report will provide a discussion, findings and recommendations to a real case sporting organization or event. Recommendations will include

clear deliverables, a time line for implementation, tasks and allocation of key resources. The group report will allow students to develop and apply sports marketing strategies to the research problem providing innovative and sustainable solutions to a contemporary sporting event.

Final Marketing Presentation 10%

Students will deliver a group presentation of their final report clearly setting out the analysis, findings and recommendations to the class. The final presentation is 15 minutes in length to be made in the last week of classes.

Course Content

Unit 1

The History And Special Nature Of Sport And Event Marketing In Australia

Unit 2

Understanding The Sport And Event Consumer, The Consumer Journey

Unit 3

Segmentation, Target Markets And Positioning To The Consumer

Unit 4

Sports Products, Services And Experiences

Unit 5

Pricing Strategies, Sponsorship And Revenue Streams

Unit 6

Sport And Event Distribution And Place

Unit 7

Promotional Mix And On-Line Marketing

Unit 8

Brands And Licensing

Unit 9

Customer Satisfaction And Service Quality

Unit 10

Marketing Mix Co-Ordination And Controlling

Unit 11

Strategic Marketing Planning Process

Unit 12

Implementation, Coordinating, And Evaluation Of Marketing Strategy

Policies

Attendance Policy

Students are expected to be on time and attend all classes while abroad. Many instructors assess both attendance and participation when assigning a final course grade. Attendance alone does not guarantee a positive participation grade; the student should be prepared for class and engage in class discussion. See the on-site syllabus for specific class requirements.

University of Minnesota Policies & Procedures

Academic integrity is essential to a positive teaching and learning environment. All students enrolled in University courses are expected to complete coursework responsibilities with fairness and honesty. Failure to do so by seeking unfair advantage over others or misrepresenting someone else's work as your own can result in disciplinary action. The University Student Conduct Code defines scholastic dishonesty as follows:

Scholastic Dishonesty

Scholastic dishonesty means plagiarizing; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; altering forging, or misusing a University academic record; or fabricating or falsifying data, research procedures, or data analysis.

Within this course, a student responsible for scholastic dishonesty can be assigned a penalty up to and including an "F" or "N" for the course. If you have any questions regarding the expectations for a specific assignment or exam, ask.

Student Conduct

The University of Minnesota has specific policies concerning student conduct. This information can be found [on the Learning Abroad Center website](#).