

Sport Marketing and Promotion - SPMG 4665 (3 hours credit)
Fall 2016 – Hybrid Course

Semester: Fall, 2016
Location: Coliseum 3008
Meeting Times: MW 02:00-03:15 p.m.
Instructor: Dr. Young Ik Suh
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Office Hours: Monday 10:00 am- 5:00 pm, Wednesday: 10:00-11:00 am, 12:30-2:00 pm, 3:30-5:00 pm, Tuesday, Thursday, and Friday: by appointment, by email, phone, and discussion board

Support for Courses:

CourseDen D2L Home Page https://westga.view.usg.edu/	Student Services http://uwgonline.westga.edu/online-student-guide.php
D2L UWG Online Help (M-F:8 AM – 5 PM) http://uwgonline.westga.edu/students.php Call: 678-839-6248 or 1-855-933-8946 or email: online@westga.edu	Center for Academic Success http://www.westga.edu/cas/ 678-839-6280
24/7/365 D2L Help Center Call 1-855-772-0423 or search: https://d2lhelp.view.usg.edu/	Distance Learning Library Services http://libguides.westga.edu/content.php?pid=194430
University Bookstore http://www.bookstore.westga.edu/	Ingram Library Services http://www.westga.edu/library/

Course Description

Sport marketing will build upon the marketing knowledge base and provide an overview of all the issues faced by marketing managers within the sport industry and outside the industry who market through sports. Students will be introduced to the unique qualities of the sport products and also examine the promotion, pricing and distribution issues as they relate to the sports industry. Class sessions will follow a lecture/discussion format.

Please note that this class is a hybrid course, meaning that some of our classes will be held online in CourseDen (and thus no in-class meetings on those particular days).



Course Objectives

This course is designed to provide students with an understanding of the global concept of sport marketing and the role it plays in marketing of sport and marketing through sport. Upon completion of this course, students will

1. Apply key marketing concepts and strategies to a variety of sports contexts (e.g. collegiate or/and professional) by participating in group projects.
2. Evaluate sport products in the current sport industry
3. Understand key concepts of sport consumer behavior and their implications to sport related behavior
4. Analyze marketing cases to solve marketing related problems
5. Prepare and evaluate a comprehensive marketing plan

Tests, Readings, Instructional Resources, and References

Required Readings:

Mullin, B., Hardy, S., and Sutton, W. (2011). *Sport Marketing (4th edition)*. Champaign, IL: Human Kinetics.

Suggested Reading Materials and Additional Selected Reading:

Sam Fullerton (2010). *Sports Marketing (2nd Edition)*, McGraw-Hill/ Irwin.

Street and Smith's SportsBusiness Journal

Required Instructional Resource: Tk20 Subscription

These are available at the University Bookstore or at <http://westga.tk20.com/campustoolshighered/start.do>.

If you have purchased a subscription previously, DO NOT re-subscribe. For more information about this resource, see http://www.westga.edu/coe/index_550.php.

For assistance, email tk20@westga.edu.

Requirements of the Course

1. Examinations

- a. The three tests (which may consist of objective items, essay questions, and case study analyses) may involve material covered in the class discussions, readings, assignments, lectures, case studies, presentations, and/or book reviews.



- b. You must notify me of a university-excused absence in **advance** if you need to miss an exam. If you are absent and have not notified me in advance of your situation, you will receive a “0” on your exam. Make-up exams – which will only be given for prior-notification and university-approved excuses (documentation) – will be reformatted but still cover the same materials as the original exams.

2. Assignments

All assignments must be **typed and in Times New Roman font size 12**. The following are the guidelines for all written and oral assignments. Be sure to follow all the details.

NO LATE ASSIGNMENT WILL BE ACCEPTED. E-MAIL SUBMISSION IS NOT ACCEPTED.

a. **Description of Sport Marketing (Format will be announced - Individual)**

Each student has to submit a paper that **is a single-spaced page**. In the paper, you have to: 1) provide your own definition of sport marketing; 2) describe what component(s) you think would be in sport marketing; 3) describe what sport product is; 4) describe who sport consumer is.

b. **Overview of Journal Article Review**

Unless otherwise instructed, written assignments should be typed or prepared on a word processor, one-inch margins, double-spaced lines and page numbers. Spelling errors, incomplete sentences, and other grammatical errors are subject to deductions. Please be sure to spell-check and proofread your work.

Student will write an original paper (**3-page, double-spaced, typed**) that provides a critical review of the assigned journal article. Journal article review consists of two sections: Summary and Implication. The summary section represents the purpose of study (research) and major findings (results) of study. Implication emphasizes the application of the results (findings) to sport market and/or management (this may include a critique of how well a theoretical premise is utilized).

c. **Case Study (Paper & Presentation) - Group Assignment**

This assignment is double-spaced with footnote references.

OUTLINE OF CASE STUDY (double-spaced)

1. Identify Problems and Causes
2. Analyze Sport Marketing Mix
 - Product
 - Price
 - Place (Distribution)
 - Promotion

3. Sport Marketing Analysis
 - Analyze Company
 - Analyze Consumer
 - Analyze Competition
 - Analyze Climate
4. Situation Analysis
 - Strengths
 - Weaknesses
 - Opportunities
 - Threats
5. Sport Marketing Solution Development; (Proposing realistic solutions)
 - Potential Solutions
 - Short-Term Strategies
 - Long-Term Strategies
 - The Best Solution

You might add some information in order to improve a better case study, if you think.

Most cases don't have all information representing above. Thus, you should seek to right information via Internet, Textbooks, Journals, and so on. Finally, you can't find right information. You can reasonably guess it and select the best fit in your guesses.

Grade Distribution:

<u>Class Participation/Attendance</u>	30 points
<u>Description of Sport Marketing</u>	30 points
<u>Article Review</u>	40 points
<u>Case Study</u>	100 points
<u>Exams</u>	300 points

	500 points

Grade Scale

A	90 - 100%	B	80 - 89%	C	70 - 79%
D	60 - 69%	F	below 59%		

Attendance Policies:

1. No more than three (3) unexcused absences will be allowed. Each additional absence will result in a twenty (20) point deduction per day.
2. Work or presentations missed on the assigned day due to an unexcused absence cannot be made up, unless otherwise cleared in advance with instructor.
3. Students who enter class after 5 minutes will not be admitted in.



4. Excused absences (see student handbook). All other excuse must be cleared with the instructor in advance. Under these circumstances the instructor may use discretion in determining the validity of the absence.

COE Vision

The College of Education at the University of West Georgia will be recognized for Leading a New World of Learning, with relevant and innovative programs that contribute to educational improvement and the betterment of society.

COE Mission

Locally connected and globally relevant, the Mission of the College of Education is to prepare graduates for meaningful careers in diverse settings. Spanning undergraduate through doctoral study, we are committed to depth of knowledge and excellence in teaching, professional practice, and applied research.

Conceptual Framework

The conceptual framework of the College of Education at UWG forms the basis on which programs, courses, experiences, and outcomes are created. With the goal of Preparing Exemplary Practitioners, our programs incorporate ten descriptors (knowledgeable, reflective, inquisitive, decisive, adaptive, proactive, leading, collaborative, culturally sensitive, empathetic), clustered into three interrelated and overlapping themes, that demonstrate our commitment to (a) Professional Excellence; (b) Field-Based Inquiry; and (c) the Betterment of Society. These themes and descriptors are integral components of the conceptual framework and provide the basis for developing exemplary practitioners who are prepared to improve schools and communities.

The vision, mission, and conceptual framework of the College of Education at UWG form the basis on which programs, courses, experiences, and outcomes are created. National and state standards (e.g., NASSM, COSMA) are incorporated as criteria against which candidates are measured. This course's objectives, activities, and assignments are related directly to the appropriate standards, as identified below.

Approaches to Instruction

"This course will be delivered approximately 40% online. This requires the online equivalent of 900 minutes of instruction (seat-time) and an additional 1800 minutes of supporting activities.

As such, you will be required to complete the following online activities during this course:

Activity	Instructional Equivalent
Discussion posts	300 minutes
Audio/video instruction	200 minutes
Online assignments	400 minutes

Additionally, it is anticipated that students will need to work independently for twice the number minutes listed above to complete the online activities."



Course Policies and Information

University Policies and Academic Support: Please carefully review the information at Common Language for Course Syllabi.

http://www.westga.edu/assets/Dept/vpaa/Common_Language_for_Course_Syllabi.pdf.

It contains important information related to your rights and responsibilities in this class. Because these statements are updated as federal, state, university, and accreditation standards change, you should review the information each semester. In addition to the above information the following policies apply to this course.

Academic Honesty: All work completed in this course must be original work developed this semester. Students are expected to adhere to the highest standards of academic honesty. Plagiarism occurs when a student uses or purchases ghostwritten papers. It also occurs when a student utilizes ideas or information obtained from another person without giving credit to that person. If plagiarism or another act of academic dishonesty occurs, it will be dealt with in accordance with the academic misconduct policy as stated in the latest *Student Handbook* and the *Graduate Catalog*.

Americans with Disabilities Act: The official UWG policy is contained in the link to the [Common Language for Course Syllabi](#) located on the Provost's website. All students are provided with equal access to classes and materials, regardless of special needs, temporary or permanent disability, special needs related to pregnancy, etc. For more information, please contact Disability Services at the University of West Georgia: http://www.westga.edu/studentDev/index_8884.php.

Student Email Policy: The official email policy is contained in the link to the [Common Language for Course Syllabi](#) located on the Provost's website.

Center for Academic Success

The [Center for Academic Success](#) (CAS) provides services, programs, and opportunities to help all undergraduate students succeed academically. The CAS offers free appointment-based peer tutoring in core courses, as well as supplemental instruction (SI)—which is peer-facilitated collaborative learning—in a variety of disciplines. Students seeking help with study skills and strategies can attend workshops through the Academic Success Workshop series, or work individually with either a staff or peer Academic Coach. The Center for Academic Success is located in UCC 200, and can be reached at 678-839-6280 or the email address is cas@westga.edu.

UWG Cares: If you or someone you know is in a distressing situation, support is available at <http://www.westga.edu/UWGCares/>. The website contains access to helpful resources and phone numbers related to emergency or crisis situations and safety concerns, medical concerns, multicultural, psychological and personal issues and interpersonal conflict.

Student Services: Click on the following link [Student Services](#) for a listing of all services available to students at UWG.

Communication Rules:

- Students are responsible for **checking your UWG Email account and CourseDen on a daily basis** to see announcements notifying you of important class news (e.g., required assignments, quizzes, exams, discussion topics, etc.).
- Students are expected to actively participate in the discussion forum and Q&A activities. Please feel free to ask and critically analyze topics that are presented to you.
- Students are expected to **submit work through Dropbox (CourseDen)**. Work or exams missed on the assigned day due to an unexcused absence cannot be made up, unless otherwise cleared in advance with instructor.

Network Etiquette - *Communication in an online environment takes special consideration. Consider including a list of tips as described below.*

- Be sensitive and reflective to what others are saying.
- Don't use all caps. It is the equivalent of screaming.
- Don't flame - These are outbursts of extreme emotion or opinion.
- Think before you hit the post (enter/reply) button. You can't take it back!
- Don't use offensive language.
- Use clear subject lines.
- Don't use abbreviations or acronyms unless the entire class knows them.
- Be forgiving. Anyone can make a mistake.
- Keep the dialog collegial and professional.

TENTATIVE COURSE CALENDAR

Week 1	Introduction / Overview
Week 2	Ch 1: The Special Nature of Sport Marketing Due date: Description of Sport Marketing (Assignment 1)
Week 3	Ch 2: Strategic Marketing Management CEO Exchange - Major League Entrepreneurs
Week 4	Ch 4: Perspectives in Sport Consumer Behavior Assign Journal Article
Week 5	Exam 1
Week 6	Ch 5: Data-Based Marketing and Research
Week 7	Ch 6: Marketing Segmentation Ultimate Fighting Championships (UFC): The Evolution of a Sport
Week 8	Ch 7: The Sport Product Due date: Journal Article Review (Assignment 2)
Week 9	Exam 2
Week 10	Ch 8: Managing Sport Brands
Week 11	Ch 9: Licensed and Branded Merchandise CEO Exchange: Commissioners of NBA and MLB



Week 12	Ch 10: Pricing Strategies
Week 13	Ch 13: Promotional Licensing and Sponsorship
Week 14	Thanksgiving Break
Week 15	Group Presentation (Case Study) Due date: Case Study – Paper (Assignment 3)
Week 16	Exam 3