

George Mason University – Fall 2010
School of Recreation, Health, and Tourism
SPMT 412 Sport Marketing (3:3:0)

Day/ Time: M/W 12:00 –1:15AM

Location: RAC - 2203

Professor: Cindy Waddell, Ph.D.

Office Location: PW - BRH – Rm. 207

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Office hours: M/W 11:00 – 12:00noon

Prerequisites: SPMT 201 and 60 credits

COURSE DESCRIPTION: This course investigates principles and processes in sport marketing and sales. It focuses on research and development, sport promotion, sport sponsorship, advertising, merchandising, and distribution of sporting goods.

COURSE OBJECTIVES: Students will be able to:

1. Identify contextual components of the global, national and local sport industry.
2. Apply the theoretic foundations of sport marketing to the sport industry.
3. Describe the fundamentals of economics as applied to the sport industry.
4. Describe promotional aspects in sport enterprises.
5. Describe sales operations in sport enterprises.
6. Describe fundraising, promotions, licensing, and media relations in sport enterprises.

REQUIRED READINGS:

Pitts, B.G., & Stotlar, D.K. (2002). *Fundamentals of Sport Marketing* (3rd Ed.). Morgantown, WV: Fitness Information Technology, Inc.

Irwin, Richard, Sutton, William, & McCarthy, Larry. (2008). *Sport Promotion and sales management* (2nd Ed.). Champaign, IL: Human Kinetics.

Evaluation

Students are held to the standards of the George Mason University honor code. You are expected to attend all class sections, actively participate in class discussion, and fulfill assignments. Assignments must be turned in at the beginning of class on the specified due date or **no credit will be given**. Assignments have been scheduled in advance to provide you with sufficient time to complete the assignment. Only students with emergencies, documented medical excuses, or University sponsored functions (discussed with the professor in advance) will be considered for exception. Please see the professor for individual clarifications. All written work must be typed and follow APA guidelines. It is recommended that students make copies of all submitted work.

Requirements:

1. A self promotion assignment will be assessed on the first and last day of class. Students will have the option of earning half of these points at each presentation or earning all of the points at the final presentation.
2. There will be 4 projects completed with values of 10 – 15 points throughout the semester focusing on product identification, sales, promotion and sponsorship.
3. The final project will consist of an administration and presentation (written and oral) of a comprehensive sport marketing project.
4. This course will be graded on a point system, with a total of 100 possible points.

<u>Requirements</u>	<u>Points</u>	<u>Grading Scale</u>
Self promotion (2)	10	A+ = 98 -100, A = 94 -97, A- = 90 - 93
Product presentation	10	B + = 88 - 89, B = 84 - 87, B- = 80 - 83
Sales contest	15	C + = 78 - 79, C = 74 - 77, C- = 70 -73
E-mail promotion	15	D = 60 - 69
Sponsorship	15	F = 0 - 59
Final project	35	

Course Content:

<u>Date</u>	<u>Topic</u>	<u>Reading / Assignment Due</u>
August 30	Introduction	Self promotion - 5 points
September 1	No class	
3/4	Patriot Invitational	
8	Product Presentations	Product presentation - 10 points
13	Promotion & Sales, Sports Industry	I - 1, P - 1
15	Promotion & Sales Theory	I - 2
20	Consumer Incentive/Ticket sales	I - 3, I -5
22	Customer Service	I - 6
25	JMU	Sales contest - 15 points
27	No class	
29	Sponsorship	I - 7, 8, 9
October 4	Endorsement	P - 13
6	E-commerce	I- 11
8/9	Alumni Weekend	E-mail promotion - 15 points
12	Marketing Theory	P - 3
13	Marketing Research	P - 4
15/16	Dig Pink	Sponsorship contest - 15 points
18	Segmentation	P - 5
20	Project discussion	
25	Information Systems	P - 6
27	Marketing Mix	P - 7
November 1	The Product	P - 8
3	Pricing	P - 9
8	Media Relations	P - 12
10	No class	
12/13	TBD	Marketing project administration – 25 points
15	Brand	I - 12
17	Global Market	P - 2
22	Projects	Marketing project presentation – 10 points
29	Projects	
December 1	Self promotion	5 - 10 points
6		
8		

Other Information

- All students are held to the standards of the George Mason University Honor Code.
- Students with disabilities: students having documentation on file with the Disability Support Services Office should bring this to the attention of the professor.
- The department's website is:
<http9://www.gmu.edu/departments/hfr/HFRNetAnnouncements.htm>