

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

SPMT 611.002 - Sport Marketing and Sales (3)
Fall 2014

DAY/TIME:	M 7:20 – 10:00 p.m.	LOCATION:	Research Hall 202
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PREREQUISITES/COREQUISITES

None

COURSE DESCRIPTION

Investigates principles and processes in sport marketing. Focuses on research and development, sport promotion, sport sponsorship, advertising, merchandising, and distribution of sporting goods.

COURSE OBJECTIVES

The student will be able to:

1. demonstrate an understanding of marketing-related concepts as the marketing mix, segmentation, etc.
2. identify the historical development of sport marketing
3. demonstrate an understanding of the unique aspects of marketing in the sport industry
4. prepare a marketing proposal with appropriate goals and objectives
5. demonstrate an understanding of sales, merchandising, and licensing in the sport industry
6. describe the role of media in sport marketing
7. demonstrate knowledge of sponsorships, endorsements, promotions, and fundraising in the sport industry
8. demonstrate an appreciation for the revenue production function of a sport business operation.
9. demonstrate an understanding of sport business revenue streams and production tactics.
10. demonstrate competencies in analyzing and responding to sport consumer behavior.
11. utilize technologies to effectively communicate with a sport business target market.
12. distinguish between direct and indirect selling approaches
13. demonstrate an appreciation of sport sales principles.
14. demonstrate an appreciation for developing long term relationships between consumers and sport businesses

COURSE OVERVIEW

The learning experiences in this course are afforded through assignments, class participation, lecture, notes, discussion, group activities, technology, assisted activities, and a variety of additional instructional approaches that will offer ample opportunities to meet the course objectives. Course content includes, but is not limited to, the following: Internal and external sources of marketing information; Marketing theory and relationships to the sport industry; Marketing information systems; Industry segmentation; Marketing mix and strategies; Sport sponsorship, endorsements, promotions, fundraising; Sport licensing; Sport marketing/sponsorship plan, or research study; Basic marketing terminology; Competitor analysis; Product life cycle; Community, media, and customer relations; Sport sales principles and techniques; Direct and indirect sales; Consumer behavior; Revenue streams; and Image enhancement.

NATURE OF COURSE DELIVERY

Face to Face

PROFESSIONAL ASSOCIATION PRINCIPLES

Courses offered in the Sport and Recreation Studies (SRST) graduate program are guided by the principles of the Commission of Sport Management Accreditation (COSMA). COSMA (2010, p. 1) "bases its accrediting process on principles, rather than standards." The eight recommended principles are:

- outcomes assessment;
- strategic planning;

- curriculum;
- faculty;
- scholarly and professional activities;
- resources;
- internal and external relationships; and
- educational innovation.

For more information, please see:

Commission of Sport Management Accreditation. (2010, June). *Accreditation principles and self study preparation*. Retrieved November 23, 2013 from <http://cosmaweb.org/accredmanuals>

REQUIRED READINGS

Readings will include current articles and news in sport management (e.g., *Sport Business Journal*, *International Journal of Sport Management*, *Sport Management Review*, and *Sport Marketing Quarterly*)

Texts Include:

Shank, M. (2009). *Sport marketing: A strategic perspective* (4th ed.). Upper Saddle River, NJ: Prentice Hall.

EVALUATION

Requirements	Points
<i>MAJOR PROJECT- Strategic Marketing Plan</i> - Each student will participate, as part of a group, in constructing a strategic marketing plan for a sports marketing project. As a group, students will deliver a written report and oral presentation using PowerPoint or other appropriate visual presentation source.	100
<i>Discretionary</i> - Requirements and materials will be distributed in class one week before the due date. All assignments are due at the beginning of class.	40
<i>ARTICLE DISCUSSIONS:</i> - Depending on class size, students will be required to present their article to the class. The presentations will be approximately 10-15 minutes in length and in PowerPoint format. <ul style="list-style-type: none"> • There will be four (6) Article Discussion assignments each worth 10 points • There will be no article make-ups without prior arrangement 	60
<i>Participation</i> - Students must attend class in order to participate in the discussions generated by the readings. Contribution will be evaluated based on number and quality of questions asked or answered and opinion provided when asked.	<u>100</u>
TOTAL	300

This course will be graded on a point system, with a total of 300 possible points.

Expectations:

1. All assigned reading for each class is to be completed prior to coming to class.
2. All written assignments must be typed (computer word processing is recommended).
3. Regular attendance and participation is expected. If you miss a class, it is your responsibility to obtain class materials from sources other than the instructor.
4. Students must abide by the Honor Code, guided by the spirit of academic integrity.

Class Attendance:

It enhances your academic success to be in class; therefore, you should attend ALL scheduled class meetings in accordance with George Mason policy: Students are expected to attend the class periods of the courses for which they

register. In-class participation is important not only to the individual student, but to the class as a whole. Because class participation may be a factor in grading, instructors may use absence, tardiness, or early departure as de facto evidence of nonparticipation. Students who miss an exam with an acceptable excuse may be penalized according to the individual instructor's grading policy, as stated in the course syllabus.

Participation:

Respect the free exchange of thought in an academic environment and the participants therein. For example: a) do not have any sound emitting devices turned on; b) wait until the teacher/guest speaker has finished prior to gathering your belongings; and c) do not smoke, chew tobacco, eat, sleep, disrupt others by inappropriate talking, or disrespect the class schedule by being tardy. You are encouraged to a) feel free to openly and respectfully contribute your thoughts; b) listen actively to the comments of others; c) be punctual; d) ask any and all appropriate questions that you have; and e) maintain civility in your interpersonal communications. Class discussions will be conducted in a civil, informed fashion wherein disruptive students will be asked to leave the class. Your contributions are not only welcomed, they are essential.

Alternative Work:

There is NO make-up work. Only those excused absences supported by documentation will be addressed at the instructor's discretion on an individual basis (e.g., a physician's note for an illness). Alternative work due to intercollegiate athletic competitions or other legitimate university activity must be arranged PRIOR to due date. A grade of '0' will be assigned to all missed work unless otherwise determined by the instructor. ***There will be NO extra credit!!!***

MAJOR PROJECT: Beginning in Week 2, I will help you form teams for a Strategic Marketing Plan simulation at the end of the semester. Each student will participate, as part of a group, in constructing a strategic marketing plan for a sports marketing project. As a group, students will deliver a written report and oral presentation using PowerPoint. Guidelines for this Strategic Marketing Plan will be discussed in class.

Each assignment will be completed using PowerPoint.

Requirements and materials will be distributed in class one week before the due date. All assignments are due at the beginning of class.

Late assignments will be deducted 10% per day.

ARTICLE DISCUSSIONS: To encourage you to begin to notice the ways business and marketing shape sports, I would like you to bring a copy of an article from relevant sources published in the last six months (e.g., *Sports Business News*, *Marketing News*, *Sport Marketing Quarterly*, *The Wall Street Journal*, *Ad Week*, *Business Week*), which you feel is interesting and relevant to the topics covered by that day's lecture. Please try to go beyond what you find in the popular press and choose stories that you find meaningful.

- There will be six (6) Article Discussion assignments
- There will be no article make-ups without prior arrangement

Depending on class size, students will be required to present their article to the class. The presentations will be approximately 10-15 minutes in length and in PowerPoint format. During the presentations, you will provide an overview/summary of the article (~5minutes). Next, and most importantly, you will describe the marketing/sports marketing implications of the article.

Grading Scale

A	= 281-300	B	= 251-262		
A-	= 269-280	B-	= 237-250	F	= 0-208
B+	= 263-268	C	= 209-236		

TENTATIVE COURSE SCHEDULE

DATE			TOPIC	READINGS/ASSIGNMENT DUE
1	August	25	Introduction To Class Review Of Core Marketing Concepts & Intro To Sports Industry	CH 1
	September	1	Labor Day, University Closed	
2	September	8	Contingency Framework For Strategic Sports Marketing	CH 2/Article Discussion Assignment
3	September	15	Understanding Participants	CH 4
4	September	22	Spectators as Consumers	CH 5/ Article Discussion Assignment
5	September	29	Segmentation, Targeting And Positioning	CH 6
6	October	6	Sports Product Concepts	CH 7/Article Discussion Assignment
7	October	13	Managing Sports Products	CH 8
8	October	20	Promotion Concepts	CH 9 /Article Discussion Assignment
9	October	27	Promotion Mix Elements	CH 10
10	November	3	Sponsorship Programs	CH 11/ Article Discussion Assignment
11	November	10	Pricing Concepts And Strategies	CH 12
12	November	17	Implementing And Controlling The Strategic Sports	CH 13/Article Discussion Assignment
13	November	24	Marketing Plans Due/Marketing Presentations Begin	
14	December	1	Marketing Presentations Cont.	

Note: Faculty reserves the right to alter the schedule as necessary.

Student Expectations

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://oai.gmu.edu/honor-code/>].
- Students with disabilities who seek accommodations in a course must be registered with the George Mason University Office of Disability Services (ODS) and inform their instructor, in writing, at the beginning of the semester [See <http://ods.gmu.edu/>].
- Students must follow the university policy for Responsible Use of Computing [See <http://universitypolicy.gmu.edu/policies/responsible-use-of-computing/>].
- Students are responsible for the content of university communications sent to their George Mason University email account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students solely through their Mason email account.
- Students must follow the university policy stating that all sound emitting devices shall be turned off during class unless otherwise authorized by the instructor.

Campus Resources

- The George Mason University Counseling and Psychological Services (CAPS) staff consists of professional counseling and clinical psychologists, social workers, and counselors who offer a wide range of services (e.g., individual and group counseling, workshops and outreach programs) to enhance students' personal experience and academic performance [See <http://caps.gmu.edu/>].
- The George Mason University Writing Center staff provides a variety of resources and services (e.g., tutoring, workshops, writing guides, handbooks) intended to support students as they work to construct and share knowledge through writing [See <http://writingcenter.gmu.edu/>].
- For additional information on the College of Education and Human Development, School of Recreation, Health, and Tourism, please visit our website [See <http://rht.gmu.edu/>].

PROFESSIONAL BEHAVIOR: Students are expected to exhibit professional behaviors and dispositions at all times.

CORE VALUES COMMITMENT: The College of Education and Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles.

