

**George Mason University**  
**College of Education and Human Development**  
**School of Sport, Recreation, and Tourism**  
**Management**

SPMT 412.000 – Sport Marketing &  
Sales 3 Credits, Fall 2019  
Tuesday/Thursday 12:00 – 1:15pm, Robinson B122 – Fairfax

**Faculty**

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**Prerequisites/Corequisites**

60 hours, including SPMT 201, or permission of instructor.

**University Catalog Course Description**

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

**Course Overview**

This course provides the student with an in-depth look at the marketing and sales practices, procedures and operations of professional, college, recreational and other sport organizations and enterprises. Students refine their marketing skills and develop sound problem-solving methodologies by examining the ways in which sport marketing organizations exercise promotions, marketing research, sponsorships, sales, and fund raising in the sport industry.

**Course Delivery Method**

This course will be delivered using a face-face, lecture format.

**Learner Outcomes or Objectives**

This course is designed to enable students to do the following:

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.

## Professional Standards

Courses offered in the Sport Management (SPMT) undergraduate 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. (2016, May). Accreditation principles and self study preparation. Retrieved from <https://www.cosmaweb.org/accreditation-manuals.html>

## Required Texts

Mullin, B. J., Hardy, S., & Sutton, W. A. (2014). *Sport marketing (4<sup>th</sup> edition)*. Champaign, IL: Human Kinetics. (ISBN#: 978-1-4504-2498-1)  
<https://ebookclass.com/product/sport-marketing-4th-edition-with-web-study-guide-ebook-pdf/>

Marketing simulation. You will be required to purchase the marketing simulation online. Cost of the simulation is \$39.95 per person. You will use the simulation throughout the class, culminating in a final simulation in which you will run your own football team and stadium. Details will be provided in class.

Other required readings may be distributed in class or on Blackboard.

## Course Performance Evaluation

Students are expected to submit all assignments on time in the manner outlined by the instructor (e.g., Blackboard, Tk20, hard copy).

- **Assignments and/or Examinations**

*Marketing Simulation* – Students will work both alone and in partnership as co-marketing directors for a sport company. Throughout the semester, you will work individually on the component parts of the simulation. Towards the end of the semester, you will work with a partner to run your team and facility. You and your partner will be responsible for making all marketing decisions for your company in order to maximize the company’s success in the marketplace. The marketing simulation is designed to show you the outcomes of your decisions in a competitive marketplace. Small deliverables will be assigned throughout the semester to keep you on track, link to the current course topics, and provide you with feedback. This is worth 120 points (some individual, some partner points).

*Group Project* – In small groups, students will develop and implement a marketing plan for a sport organization. You will be responsible for completing market research and analysis, creating, planning and executing promotions, as well as providing detailed information on sponsorship

opportunities and public relations strategies. You will also present this information to the class. This is worth 150 points (100 points – written plan, 25 points – presentation, 25 points – peer evaluation).

*Three Exams* – The exams will consist of matching, multiple-choice, true-false, and/or essay questions. The exams will be based on any material assigned or discussed in class, including readings, quizzes, discussion, guest speakers, etc. The exams will be worth progressively more points – Exam #1 = 80 points; Exam #2 = 90 points; Exam #3 = 100 points.

- **Other Requirements**

*Homework/Quizzes & In-class assignments/Participation* – Students must attend class in order to participate in the discussions/assignments generated by the readings. Contribution will be evaluated based on number and quality of questions asked or answered and opinion provided when asked. If you miss class, points will be deducted. Homework, participation, and other in-class activities will be worth 60 points. These points cannot be made up if missed as they are important components of the learning environment for the day.

- **Grading**

The point values for your final grade will be converted to a letter grade per the following scale:

A = 564 and above	B+ =528	C+ =468	D =360
A- = 540-563	B =504	C =444	
	B- =480	C- =420	F = <360

### Professional Dispositions

See <https://cehd.gmu.edu/students/polices-procedures/>

All students are expected to exhibit professional behaviors and dispositions at all times.

### Class Policies & Expectations:

1. You are expected to attend all classes. Any work missed due to an absence **MAY NOT BE MADE UP**. The only exception to this policy is written documentation of a situation that prohibits you from attending class. 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. **All late assignments result in a 10%/day (not class day, every day) penalty**. If you do miss a class, it is your responsibility to obtain course materials from a source other than the instructor.
2. **You must be on time**, stay for the whole class, listen attentively while you are here, and show through your behavior that you respect the fact that others in the class are here to learn. Arriving late is unacceptable. **If you arrive late or leave early, you will be assessed a tardy**. With the accumulation of 3 tardies, you will be assessed a penalty equal to one full absence. With 2 absences, you will begin to lose points. Your presence is indicative of your professional attitude and is necessary to derive maximal benefit from the class. The intent of this class is to offer you a means for professional development and to assist you in obtaining your career objectives.
3. YOU ARE EXPECTED TO BE **FULLY PREPARED FOR CLASS AND FULLY ENGAGED WHILE IN CLASS**. I expect you to have read all assigned readings, taken notes as applicable, and to be

prepared and willing to discuss all readings in detail and take part in group work to the fullest extent. **Turn cell phones (and any other sound making device) off and if you bring a computer/tablet, it must be used for class purposes only.** Any other use is a distraction and you will not be allowed to use your computer/device in class at all.

4. Please do not hesitate to ask me for additional help if you need it. I am more than willing to provide such assistance. Remember, **you earn grades, I do not give them.**

### Class Schedule

*\*This is a tentative schedule subject to modification at any time at the discretion of the professor.*

DATE	TOPICS	STUDENT RESPONSIBILITIES/ ASSIGNMENT DUE
Tuesday, Aug. 27	Intro to sport marketing and strategic management	Read Ch. 1 & 2
Thursday, Aug. 29	Sport marketing: How unique is it?	
Tuesday, Sept. 3	Introduction to Marketing Simulation	Introduction to Marketing Challenge Simulation Read Ch. 3 + Consumer Behavior Sim Materials
Thursday, Sept. 5	Sport Consumer Behavior Learning about your markets.	Consumer Behavior Challenge Simulation Read Ch. 4 + Market Research Sim Materials
Tuesday, Sept. 10	Research and analytics for sport marketing	Market Research Challenge Simulation
Thursday, Sept. 12	The value of research for making marketing decisions	<b>Study for TEST #1</b>
Tuesday, Sept. 17	<b>TEST #1</b>	Read Ch. 5 + Market Segmentation Sim Materials
Thursday, Sept. 19	Target marketing and segmentation	Market Segmentation Challenge Simulation
Tues, Sept. 24	Choosing segments: How many? Which ones?	Read Ch. 6 + Product Sim Materials
Thursday, Sept. 26	Sport Product	Product Challenge Simulation
Tuesday, Oct. 1	What do you control about the product? What can you change?	Read Ch. 7
Thursday, Oct. 3	Branding	Read Ch. 8 + Price Simulation Materials
Tuesday, Oct. 8	Sales and pricing	Price Challenge Simulation + Read Sales Sim Materials

Thursday, Oct. 10	Selling never stops	Sales Challenge Simulation
Tuesday, Oct. 15 FALL BREAK	<b>NO CLASS</b> <b>Extra simulation of your choice</b>	<b>Study for TEST #2</b>
Thursday, Oct. 17	<b>TEST #2</b>	Read Ch. 9
Tuesday, Oct. 22	Sponsorship and activation	
Thursday, Oct. 24	Pitching to sponsors	Read Ch. 10 + Promotion I Sim Materials
Tuesday, Oct. 29	Promotion and paid media	Promotion I Challenge Simulation
Thursday, Oct. 31	Integrating your promotions	Read Ch. 11
Tuesday, Nov. 5	Public relations	Reading on Blackboard
Thursday, Nov. 7	The SID function	Read Ch. 12 + Promotion II Sim Materials
Tuesday, Nov. 12	Social Media	Read Ch. 13 Promotion II Challenge Simulation
Thursday, Nov. 14	Place and delivering the sport product Role of the facility AND spectators	<b>Study for TEST #3</b>
Tuesday, Nov. 19	<b>TEST #3</b>	Read Ch. 15 & 16 + Marketing VP Sim Materials
Thursday, Nov. 21	Putting it all together with your final simulation	Work on your project and final simulation
Tuesday, Nov. 26	Marketing Plan Presentations	Work on your project and final simulation
Thursday, Nov. 28 THANKSGIVING	NO CLASS	Work on your project and final simulation
Tuesday, Dec. 3	Marketing Plan Presentations	Work on your project and final simulation
Thursday, Dec. 5	Simulation Debrief	Work on your project and final simulation

Note: Faculty reserves the right to alter the schedule as necessary, with notification to students.

### 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: <http://cehd.gmu.edu/values/>.

### GMU Policies and Resources for Students

#### *Policies*

- Students must adhere to the guidelines of the Mason Honor Code (see <https://catalog.gmu.edu/policies/honor-code-system/>).

- 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 Mason 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 with disabilities who seek accommodations in a course must be registered with George Mason University Disability Services. Approved accommodations will begin at the time the written letter from Disability Services is received by the instructor (see <http://ods.gmu.edu/>).
- Students must follow the university policy stating that all sound emitting devices shall be silenced during class unless otherwise authorized by the instructor.

#### *Campus Resources*

- Support for submission of assignments to Tk20 should be directed to [tk20help@gmu.edu](mailto:tk20help@gmu.edu) or <https://cehd.gmu.edu/aero/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursessupport.gmu.edu/>.
- For information on student support resources on campus, see <https://ctfe.gmu.edu/teaching/student-support-resources-on-campus>

**For additional information on the College of Education and Human Development, please visit our website <https://cehd.gmu.edu/students/>.**