

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

SPMT 412.002 – Sport Marketing & Sales 3 Credits, Fall 2021
Tues/Thursday 12-1:15 Blended: Tues Horizon Hall 3001 Thurs online
Fairfax Campus

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 in a hybrid format with ~50% in class and ~50% virtual using a combination of synchronous and asynchronous formats via Blackboard Learning Management system (LMS) housed in the MyMason portal. You will log in to the Blackboard (Bb) course site using your Mason email name (everything before @masonlive.gmu.edu) and email password.

Under no circumstances, may candidates/students participate in online class sessions (either by phone or Internet) while operating motor vehicles. Further, as expected in a face-to-face class meeting, such online participation requires undivided attention to course content and communication.

Technical Requirements

To participate in this course, students will need to satisfy the following technical requirements:

- High-speed Internet access with standard up-to-date browsers. To get a list of Blackboard's supported browsers see:
https://help.blackboard.com/Learn/Student/Getting_Started/Browser_Support#supported-browsers

To get a list of supported operation systems on different devices see:

https://help.blackboard.com/Learn/Student/Getting_Started/Browser_Support#tested-devices-and-operating-systems

- Students must maintain consistent and reliable access to their GMU email and Blackboard, as these are the official methods of communication for this course.
- Students may need a headset microphone for use with the Blackboard Collaborate web conferencing tool.
- Students may be asked to create logins and passwords on supplemental websites and/or to download trial software to their computer or tablet as part of course requirements.
- The following software plug-ins for PCs and Macs, respectively, are available for free download:
 - Adobe Acrobat Reader: <https://get.adobe.com/reader/>
 - Windows Media Player:
<https://support.microsoft.com/en-us/help/14209/get-windows-media-player>
 - Apple Quick Time Player: www.apple.com/quicktime/download/

Expectations

- Course Week: Our course week will begin on Tuesday, the first day of our in-person meeting.
- Log-in Frequency:
Students must actively check the course Blackboard site and their GMU email for communications from the instructor, class discussions, and/or access to course materials at least 4 times per week. In addition, students must log-in for all scheduled online synchronous meetings.
- Participation:
Students are expected to actively engage in all course activities throughout the semester, which includes viewing all course materials, completing course activities and assignments, and participating in course discussions and group interactions.
- Technical Competence:
Students are expected to demonstrate competence in the use of all course technology. Students who are struggling with technical components of the course are expected to seek assistance from the instructor and/or College or University technical services.
- Technical Issues:
Students should anticipate some technical difficulties during the semester and should, therefore, budget their time accordingly. Late work will not be accepted based on individual technical issues.
- Workload:
Please be aware that this course is **not** self-paced. Students are expected to meet *specific deadlines* and *due dates* listed in the **Class Schedule** section of this syllabus. It is the student's responsibility to keep track of the weekly course schedule of topics, readings, activities and assignments due.
- Instructor Support:
Students may schedule a one-on-one meeting to discuss course requirements, content or other course-related issues. Those unable to come to a Mason campus can meet with the instructor via telephone or web conference. Students should email the instructor to schedule a one-on-one session, including their preferred meeting method and suggested dates/times.
- Netiquette:
The course environment is a collaborative space. Experience shows that even an innocent remark typed in the online environment can be misconstrued. Students must always re-read their responses carefully before posting them, so as others do not consider them as personal offenses. *Be positive in your approach with others and diplomatic in selecting your words.* Remember that you are not competing with classmates, but sharing information and learning from others. All faculty are similarly expected to be respectful in all communications.

- Accommodations:
Online learners who require effective accommodations to insure accessibility must be registered with George Mason University Disability Services.

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

Wakefield, K. (2021). *Team Sports Marketing*. This is an online text (<https://www.teamsportsmarketing.com/>). Go to the “Join” tab to purchase the text (<https://www.teamsportsmarketing.com/join>). You will have the option of one semester (\$30), 1 year (\$50), or lifetime (\$100). The book and ancillary materials are updated regularly, so if you plan to work in the sport marketing industry you might consider investing in the lifetime access.

Knowledge Matters 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 reading/listening/viewing may be distributed via Blackboard.

Course Performance Evaluation

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

Blackboard, Via, hardcopy).

- **Individual Simulations – 700 points**

There are 11 individual simulations, each with a Learning Phase worth 20 points and a Challenge Phase worth 50 points. The lowest of the 11 simulation grades will be dropped. This applies to both the Learning and Challenge Phases.

- **Simulation Quizzes – 300 points**

Each of the 11 individual simulations has a quiz worth 30 points. The lowest quiz grade will be dropped.

- **Sponsorship Module – 100 points**

The sponsorship module consists of a quiz (30 points), and several activities (70 points).

- **Class activities – 100 points**

Some activities will occur during the in-person portion of class, and others will be completed during synchronous online sessions or asynchronously. Point values vary by activity. You must be present to earn points.

- **VP Simulation– 300 points**

The final simulation requires a synthesis of all areas of class.

- **Culminating Project – 100 points**

The culminating project or projects will be negotiated and determined by the class.

- **Grading**

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

A = 1480 and above	B+ =1370-1424	C+ =1205-1259	D =1040-1094
A- = 1425-1479	B =1315-1369	C =1150-1204	
	B- =1260-1314	C- =1095-1149	F = <1040

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 an approved, 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 online, and show through

your behavior that you respect the fact that others in the class are here to learn. 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. **Please be prepared to appear and take part in all synchronous sessions, preferably with your camera on.**
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

	Do before class	In-person class	Outside of class	Virtual class
Week 1 8/24 8/26		Introduction to 412	Begin Customer Service Simulation	Check in about simulation
Week 2 8/31 9/2	Continue Customer Service simulation	Introduction to Sport Marketing Discuss sim	Purchase and Tutorial for Virtual Business Case Sims	TBA
Week 3 9/7 9/9	Quiz: Intro to Marketing TMS Chapter 1	Customer service in the sport industry	Sim1: Learning Phase by noon Thursday Challenge Phase by noon Sunday	TBA
Week 4 9/14 9/16	Quiz: Services Marketing TMS Chapter 9	The Sportscape as Place of Distribution	Sim1: Learning Phase by noon Thursday Challenge Phase by noon Sunday	TBA
Week 5 9/21 9/23	Quiz: Consumer Behavior TMS Chapter 2	Consumer behavior in sport	Sim1: Learning Phase by noon Thursday Challenge Phase by noon Sunday	TBA
Week 6 9/28 9/30	Quiz: Market Segmentation TMS Chapter 3	Segmentation, Targeting, and Positioning	Sim1: Learning Phase by noon Thursday Challenge Phase by noon Sunday	TBA
Week 7 10/5 10/7	Quiz: Market Research TMS Chapter 9 4	Sport Marketing Research	Sim1: Learning Phase by noon Thursday Challenge Phase by noon Sunday	TBA
Week 8 10/12 10/14	Quiz: Product TMS Chapter 9	Sport Product and Service design	Sim1: Learning Phase by noon Thursday Challenge Phase by noon Sunday	TBA

Week 9 10/19 10/21	Quiz: Price I TMS Chapter 6	Pricing for sport services	Sim1: Learning Phase by noon Thursday Challenge Phase by noon Sunday	TBA
Week 10 10/26 10/28	Quiz: Price II TMS Chapter 7	Pricing strategies	Sim1: Learning Phase by noon Thursday Challenge Phase by noon Sunday	TBA
Week 11 11/2 11/4	Quiz: Promotion I TMS Chapter 8	Integrated Marketing Communications	Sim1: Learning Phase by noon Thursday Challenge Phase by noon Sunday	TBA
Week 12 11/9 11/11	Quiz: Sales TMS Chapters 5 & 10	Basic Sales Techniques & Strategies	Sim1: Learning Phase by noon Thursday Challenge Phase by noon Sunday	TBA
Week 13 11/16 11/18	Quiz: Promotion II TMS Chapter 12	Social Media and sport	Sim1: Learning Phase by noon Thursday Challenge Phase by noon Sunday	TBA
Week 14 11/23	THANKSGIVING			
Week 15 11/30 12/2	TMS Chapters 13- 15	Sponsorship basics	Catch up	Sponsorship Activation
EXAM week	Complete VP 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 also be fully familiar with the document, “Safe Return to Campus and Remote Learning Guidance for Students Enrolled in CEHD Courses,” which is posted as an addendum under the “Syllabus” tab of the course Blackboard site.
- 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 <https://ds.gmu.edu/>).
- Students must silence all sound emitting devices during class unless otherwise authorized by the instructor.

Campus Resources

- Support for submission of assignments to Via should be directed to viahelp@gmu.edu or <https://cehd.gmu.edu/aero/assessments>. Questions or concerns regarding use of Blackboard should be directed to <https://its.gmu.edu/knowledge-base/blackboard-instructional-technology-support-for-students/>.
- For information on student support resources on campus, see <https://ctfe.gmu.edu/teaching/student-support-resources-on-campus>

Notice of mandatory reporting of sexual assault, interpersonal violence, and stalking:

As a faculty member, I am designated as a “Responsible Employee,” and must report all disclosures of sexual assault, interpersonal violence, and stalking to Mason’s Title IX Coordinator per University Policy 1202. If you wish to speak with someone confidentially, please contact one of Mason’s confidential resources, such as Student Support and Advocacy Center (SSAC) at 703-380-1434 or Counseling and Psychological Services (CAPS) at 703-993-2380. You may also seek assistance from Mason’s Title IX Coordinator by calling 703-993-8730, or emailing titleix@gmu.edu.

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

