

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

SPMT 611.001 – Sport Marketing & Sales  
3 Credits, Fall 2021  
Mondays 4:30 – 7:10pm, Online

**Faculty**

Name: Julie Aylsworth, Ph.D.  
Office Hours: By appointment, Monday-Friday (virtual appointments available)  
Office Location: 211B Krug Hall, Fairfax Campus  
Office Phone: 703-993-7608  
Email Address: jaylsw@gmU.edu

**Prerequisites/Corequisites**

Graduate standing or permission of instructor

**University Catalog 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 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.

**Course Delivery Method**

This course will be delivered online using a synchronous and asynchronous format via the Blackboard learning management system (LMS) housed in the MyMason portal. You will log in to the Blackboard course site using your Mason email name (everything before “@masonlive.gmu.edu) and email password. The course site will be available online August 24, 2020 at midnight.

**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 a standard up-to-date browser, Chrome, Internet Explorer or Mozilla Firefox is required (note: Opera and Safari are not compatible with Blackboard). To get a list of Blackboard's supported browsers see:  
[https://help.blackboard.com/Learn/Student/Getting\\_Started/Browser\\_Support#supported-browsers](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](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 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://windows.microsoft.com/en-us/windows/downloads/windows-media-player/>
  - Apple Quick Time Player: [www.apple.com/quicktime/download/](http://www.apple.com/quicktime/download/)

## Expectations

- **Course Week:** Our “fixed” meeting day/time is Monday at 4:30pm. Therefore, our course week will start on Monday morning and finish on Sunday night at 11:59pm.
- **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 four times per week.
- **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. Late assignments may be accepted with a 10% penalty per day.
- **Instructor Support:** Students may schedule one-on-one meetings 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.
- Gender identity and pronoun use: If you wish, please share your name and gender pronouns with me and how best to address you in class and via email. I use she/her/hers for myself and you may address me as “Dr./Prof. Aylsworth” or “Dr./Prof. A” in email and verbally. You may also update your name/pronouns through the registrar: <https://registrar.gmu.edu/updating-chosen-name-pronouns/>

## **Learner Outcomes or Objectives**

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

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 for developing long term relationships between consumers and sport businesses.

## **Professional Standards**

Commission of Sport Management Accreditation (COSMA); Upon completion of this course, students will have met the following professional standards:

Courses offered in the Sport and Recreation Studies (SRST) graduate program are guided by the principles of COSMA. COSMA (2016, 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 manual & guidelines for self-study preparation. Retrieved November 30, 2016 from <http://www.cosmaweb.org/accreditation-manuals.html>

## Required Text

Shank, M. D. & Lyberger, M.R. (2015). *Sports marketing: A strategic perspective* (5th ed.). New York, NY: Routledge. ISBN: 978-1-138-01596-8

Other required readings will be distributed on Blackboard.

## Recommended Resources:

*Street & Smith's Sport Business Journal* ([www.sportsbusinessjournal.com](http://www.sportsbusinessjournal.com))

## Course Performance Evaluation

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

- **Assignments and/or Examinations**

*Strategic Marketing Analysis Group Project* – In groups, students will conduct a strategic marketing analysis for one of the professional sport leagues in North America. Using the information from the readings, independent research, and critical thinking, groups will prepare a detailed analysis that addresses the current state of the league with respect to the product, the brand, consumers, promotion, sponsorship/media – all in the context of a global pandemic and an increasing focus on racial/social justice. Your analysis will also make recommendations for the league moving forward. These elements will be synthesized into a comprehensive, written strategic analysis. This is worth 100 points. A peer evaluation (your performance in the group) will be worth an additional 15 points.

*Strategic Analysis Presentation* – All members of the group must be active participants in the presentation, which can be done using any video creation/editing software as long as it can be uploaded to Blackboard. This is worth 30 points.

*Sport Marketing Research Analysis* – Students will select, read, and analyze two (2) recent (within the last 4 years) scholarly articles on a particular area of sport marketing. The articles must come from peer-reviewed sport management journals (e.g., *Sport Marketing Quarterly*, *Journal of Sport Management*). [Note: instructor must approve articles in advance.] Students will summarize the articles, the major findings, and implications in a 4-6 page analysis of the topic selected. This is worth 35 points.

*Midterm and Final Exam* – 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/in modules, including readings, quizzes, discussion, guest speakers, etc. The midterm exam will be worth 80 points and the final exam will be worth 100 points.

- **Other Requirements**

*Participation* – 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. If you miss class, points will be deducted. Attendance, participation and other module activities will be worth 40 points.

- **Grading**

The final grade in percentage terms will be converted to a letter grade per the following scale:

A = 93% and above  
A- = 90-92%

B+ =87-89%  
B =83-86  
B- =80-82%

C =79-70%      F = <70%

Please don't 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.**

### Professional Dispositions

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

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

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

| DATE     |                |           | TOPIC   | READINGS/ASSIGNMENT DUE                    |
|----------|----------------|-----------|---|--|
| 1        | August         | 23        | Introduction to class and intro to sports industry                                | CH 1, additional reading                   |
| 2        | August         | 30        | Contingency framework for strategic sports marketing                              | CH 2                                       |
|          | September      | 6         | <b>Labor Day, University Closed</b>   |  |
| 3        | September      | 13        | Marketing research  | CH3  |
| 4        | September      | 20        | Understanding participants as consumers/<br>Understanding spectators as consumers | CH 4, CH 5                                 |
| 5        | September      | 27        | Segmentation, targeting, positioning  | CH 6                                       |
| 6        | October        | 4         | Article Analysis Presentations  | <b>Article Analysis due</b>                |
| <b>7</b> | <b>October</b> | <b>12</b> | Sports product concepts/Managing sports products                                  | CH 7, CH 8                                 |
| 8        | October        | 18        | <b>Midterm Exam</b>   | Progress report on Strategic Mktg Analyses |
| 9        | October        | 25        | Brands & branding   | Additional reading(s)                      |
| 10       | November       | 1         | Promotion concepts, Promotion mix elements  | CH 9, CH 10                                |
| 11       | November       | 8         | Sponsorship programs  | CH 11                                      |
| 12       | November       | 15        | Pricing concepts, Implementation  | CH 12, CH 13                               |
| 13       | November       | 22        | Sales   | Additional reading(s)                      |
| 14       | November       | 29        | Group Marketing Plan presentations  | <b>Written plans due</b>                   |
|          | December       | 13        | Final Exam  |  |

## 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 <http://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 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 VIA should be directed to [viahelp@gmu.edu](mailto: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](mailto:titleix@gmu.edu).

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

