

George Mason University - School of RHT  
SPMT 412: Sport Marketing - Fall 2011

Professor: Ms. Alicia C. Duncan  
Email: [aduncan6@gmu.edu](mailto:aduncan6@gmu.edu)  
Office Hours: By appointment before or after class only  
Class Meetings: Mondays & Wednesdays, 12:00 - 1:15pm  
Class Location: Robinson Hall A205, Fairfax campus

Course Description: This course 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 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.

Honor Code:

George Mason shares in the tradition of an honor system that has existed in Virginia since 1842. The Honor Code is an integral part of university life. On the application for admission, students sign a statement agreeing to conform to and uphold the Honor Code. Students are responsible, therefore, for understanding the code's provisions. In the spirit of the code, a student's word is a declaration of good faith acceptable as truth in all academic matters. Cheating and attempted cheating, plagiarism, lying, and stealing of academic work and related materials constitute Honor Code violations. To maintain an academic community according to these standards, students and faculty must report all alleged violations to the Honor Committee. Any student who has knowledge of, but does not report, a violation may be accused of lying under the Honor Code. With this in mind, all students in this course are held to the strictest standards of the George Mason University Honor Code.

Student Support:

Any eligible student with an exceptionality documented through George Mason University's Disability Resource Center must notify the instructor so that suitable accommodations can be implemented. The notification should take place during the first week of classes.

Evaluation:

Group Project	30%
Participation + In-class activities + Attendance	20%
Sporting Event Analysis (Written Report)	5%
Sport Web Site Analysis (Written Report)	5%

Mid-Term Exam	20%
Final Exam	20%
TOTAL	100%
* Extra-Credit Activities (e.g. inviting a guest lecturer, scheduling and attending an informational interview with someone in the sports industry - not an athlete/player, attending a sports professionals conference, etc.)	These extra-credit activities will NOT be allowed to replace ANY outlined assignments and/or exams listed in this syllabus. Percentage amount issued for the extra credit is at the discretion of the instructor.

#### Assignment Information:

- **Group Project** - See project guideline hand-out.
- **Sporting Event Analysis** - Students will attend a designated sporting event and, assuming the role of a marketing researcher/ critical observer, individually evaluate the game experience and environment. Describe and evaluate two sponsorship and/or promotional efforts. Finally, you must provide two marketing recommendations.
- **Sport Web Site Analysis** - Visit five official sport web sites and compare the features offered on each site. What do you like about the sites? What do you dislike? Do you feel that each of the sites is an effective marketing tool for the organizations creating them? Why or why not?

#### Instructor Expectations:

1. All assigned reading for each class is expected to be done 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.
5. Students must use their Mason email accounts (either the existing "MEMO" system or a new "MASONLIVE" account) to receive important University information, including messages related to this class. See <http://masonlive.gmu.edu> for more information.

**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 non-participation.

**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.

Percentage %	Letter Grade
100 - 98	A+
97 - 94	A
93 - 90	A-
89 - 86	B+
85 - 82	B
81 - 79	B-
78 - 76	C+
75 - 72	C
71 - 70	C-
69 - 60	D
59% or Below	F

Course Timeline:

Week	Topics	Assignments
Week 1 - M, 8/29 & W, 8/31	Sport Sales & Promotion Intro	
Week 2 - M, 9/5 (no class) & W, 9/7	Theory for Effective Promotion & Sales	
Week 3 - M, 9/12 & W, 9/14	Sport Consumer Incentivization	In class assignment: Incentive Plan
Week 4 - M, 9/19 & W, 9/21	Sport Ticket Sales	
Week 5 - M, 9/26 & W, 9/28	Sport Sponsorship	
Week 6 - M, 10/3 & W, 10/5	Sport Licensing & Brand Management	Sport Web Site Analysis Due W, 10/5
Week 7 - M, 10/10 (no class), T, 10/11 & W, 10/12	Sport Promotion & Sales Risk Management	
Week 8 - M, 10/17 & W, 10/19	<b>MID-TERM</b>	

<b>Week</b>	<b>Topics</b>	<b>Assignments</b>
Week 9 - M, 10/24 & W, 10/26	Sport Marketing Intro & Theory & Research	In class assignment: Resume & SWOT
Week 10 - M, 10/31 & W, 11/2	Segmentation, Targeting, & Positioning	
Week 11 - M, 11/7 & W, 11/9	Strategic Marketing Management: The 5 Ps & Marketing Mix	
Week 12 - M, 11/14 & W, 11/16	Sport Product & Pricing Strategies	
Week 13 - M, 11/21 & W, 11/23 (no class)	Media Relations & Using Licensing & Logos	Sporting Event Analysis Due M, 11/21
Week 14 - M, 11/28 & W, 11/30	Group Project Presentations	
Week 15 - M, 12/5 & W, 12/7	Group Project Presentations	Written Report Due W, 12/7
Week 16 - M, 12/12 & W, 12/14	<b>FINAL</b>	

NOTE: Course schedules are subject to change, especially in case of having guest lecturers.