

GEORGE MASON UNIVERSITY - School of RHT
SPMT 412 - 002: Sport Marketing – Fall 2014

PROFESSOR: Ms. Lindsey Campbell
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OFFICE HRS: By Appointment
CLASS MEETINGS: MW 12:00 – 1:15 pm
CLASS LOCATION: WEST 1008

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:

Fetchko, M.J., Roy, D.P., & Clow, K.E. (2013). *Sports Marketing*. Boston, MA: Pearson Education, Inc.

Reese, J. T. (2013). *Ticket operations and sales management in sport*. Morgantown, WV: Fitness Information Technology.

EVALUATION:

Midterm	25% - 50 points
Final Exam	25% - 50 points
Group Project	20% - 50 points
Individual Journal Article Presentation	10% - 50 points
Case Study Responses	10% - 70 points
Participation (attendance, discussion, etc.)	10% - 100 points
TOTAL	100%

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.

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.

Grading Scale

A = 94 – 100	B+ = 88 – 89	C+ = 78 – 79	D = 60 – 69
A- = 90 – 93	B = 84 – 87	C = 74 – 77	F = 0 – 59
	B- = 80 – 83	C- = 70 – 73	

The instructor is solely responsible for assigning grades. As such, the instructor reserves the right to assess student performance in each of the categories identified in the EVALUATION section of this syllabus. Student non-compliance with stated academic, honor, attendance, or participation expectations will result in a '0' for the associated evaluation.

COURSE OUTLINE: (12:00-1:15 pm)

Day	Date	Tentative Topics Covered	Reading/ Assignments
MON	8/25	Welcome to SPMT 412	
WED	8/27	Sports Meets Marketing -	Chapter 1
MON	9/1	NO CLASS – LABOR DAY	
WED	9/3	Examining Sports Entertainment	Chapter 2
MON	9/8	Understanding Marketing Environment	Chapter 3
WED	9/10	Segmenting Audiences for Sport	Chapter 4
MON	9/15	Building a Relevant Brand	Chapter 5, <i>Fighting Sioux</i>
WED	9/17	Defining Product Offering	Chapter 6
MON	9/22	Experiential Marketing	Chapter 7, <i>Robins Center</i>
WED	9/24	Planning the Brand Story	Chapter 8
MON	9/29	Creating the Brand Story	Chapter 9, <i>Secondary Ticket</i>
WED	10/1	Telling the Brand Story	Chapter 10
MON	10/6	MIDTERM EXAM DATE	
WED	10/8	Leveraging Sports Brands - Sponsorship	Chapter 11,
MON	10/14	Measuring Sports Brand Performance	Chapter 12, <i>Under Armour</i>
TUE	10/15	Delivery of Sports Experiences	Chapter 13
MON	10/20	Preparing Future Sport Marketers	Chapter 14, <i>Athletes on Twitter</i>
WED	10/22	JOURNAL ARTICLE PRESENTATIONS	
MON	10/27	JOURNAL ARTICLE PRESENTATIONS	
WED	10/29	TBA	
MON	11/3	Ticket Operations / Technology	Chapter 1, 2, <i>Bobby Mo</i>
WED	11/5	CRM / Priority Systems	Chapter 3, 4
MON	11/10	Pricing / Sales	Chapter 5, 6, <i>Sales Panel</i>
WED	11/12	Distribution / Secondary Market	Chapter 7, 8
MON	11/17	Legal / Policy	Chapter 9, 10
WED	11/19	Job Preparation	Chapter 11, 12
MON	11/24	GROUP WORK DAY	
WED	11/26	NO CLASS - THANKSGIVING	
MON	12/1	GROUP PRESENTATIONS	
WED	12/3	FINAL EXAM (TENTATIVE)	

- **Syllabus subject to change.**

Any circumstance arising that is not explicitly addressed in this syllabus or by George Mason University policy, is implicitly governed under the auspices of common sense and will be dealt with using the instructor's discretion.

Case Study Responses 10%

Seven articles listed in *italics* on course schedule are to be read and critically evaluated. Each article can be found on Blackboard and is due the day it is listed. The student should read and respond to each question listed at the conclusion of the case study. If no questions are listed, please respond to the article in term of the impact of the concept in sport marketing and related the article to theories and concepts presented in class and/or your experiences. Each article is worth 10 points.

Journal Article Assignment/Presentation 10%

Find one article relevant to a topic discussed that you consider informative and insightful about sport marketing (no more than three years old). Turn in a copy of it, along with a typed written executive summary (no more than 500 words). Be prepared to present a summary of the article, as well as how it relates to our studies on assigned presentation day. This presentation should be created via PowerPoint or another approved method (approx. 10 minutes). Be prepared for class questions following your presentation.

Suggested journals where you might find appropriate articles:

- Sport Marketing Quarterly
- Journal of Sport Management
- Sports Business News
- Business Week
- AdWeek
- Sports Business Journal

Marketing Plan Assignment/Presentations 20%

Assume your **group** has been contracted as a marketing consultant by a sports organization (me), (professional team, collegiate team, bowl game, league, etc) and have been asked to **develop and submit a marketing plan to them (me).**

The Marketing Plan should include the following:

1. **Executive Summary** – a condensed overview of the marketing plan
2. **Introduction** – description of the business; product/service analysis
3. **Business Objectives** – of the organization and the specific **Marketing Objectives**. Explain how the proposed event/activities contribute to these objectives.
4. A **Situational Analysis** (economic climate, financial status of the organization, demand trends, political environment, competitors, etc). Discuss the **SWOT** (Strengths, Weaknesses, Opportunities, and Threats).
5. A summary of **Consumer Information** – discuss information that you have obtained on the organization's consumers (due to primary or secondary research). Also, discuss the means of obtaining consumer information via a marketing information system.
6. **Marketing Strategies** –
 - a. A discussion and presentation of a strategy for **Market Segmentation**
 - i. What will serve as a basis for segmentation, and why?
 - ii. Provide an analysis and rationale for selecting the target markets
 - b. A discussion of the **product** (what is the core product, what are the product extensions?)
 - c. A discussion and presentation of the **Pricing Strategies**
 - d. A discussion of the **Place** the event is held and the means of its **Distribution**
 - e. A comprehensive Promotional Plan. Discuss the means in which you will promote this event/activity. Include the elements such as advertising, personal selling, promotional licensing, public relations activities, etc)
 - f. Develop a plan to secure Corporate Sponsorships & Ticket Sales
7. Discussion of methods to evaluate your plan after it has been implemented

Written Guidelines

- The marketing plan should be approximately 6-10 pages (not including front title page), typed, double spaced, with pages numbered.
- **BE CREATIVE, use graphics that will help your ideas, and the overall look of the plan**
- NO free riding. Each group member is expected to contribute to the overall written plan in an equal manner. At the conclusion of the course, each student will be asked to evaluate the contribution of each group member.
- Written plans are due on the day of your presentation.

Oral Presentation Guidelines

- Make a professional 10-20 minute presentation using software of your choice (ie: PowerPoint, Prezi, Youtube, etc.) Each group member should contribute to the oral presentation.
- **BE CREATIVE**, act as if your group is presenting the marketing plan to the actual organization. Dress appropriately, and come prepared for questions following the presentation.

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.