

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

SPMT 611 Sport Marketing and Sales
Fall 2011

DAY/TIME:	Monday/7:20p-10p	LOCATION:	Innovation Hall 338
PROFESSOR	Philip Hunt	EMAIL ADDRESS:	Phunt1@gmu.edu
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CREDITS:	3		

PREREQUISITES: Graduate standing or permission of instructor

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 OBJECTIVES

Students will be able to:

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.

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.

ATTENDANCE AND HONOR CODE:

Students are held to the standards of the George Mason University Honor Code. You are expected to attend all class sections, actively participate in class discussions, complete in-class exercises and fulfill all assignments. Assignments must be turned in at the beginning of class on the specified date due or **no credit will be given**. All assigned reading for each class is to be completed prior to coming to class. Regular attendance and participation is expected.

Further, upon completion of this course, students will meet the following professional accreditation standards:
SMPRC: NASSM-NASPE Standards

STANDARD 6: MARKETING IN SPORT	REQUIRED CONTENT (All topics must be addressed)	Primary or Secondary
6	Internal and external sources of marketing information	P
6	Marketing theory and relationships to the sport industry	P
6	Marketing information systems	P
6	Industry segmentation	P
6	Marketing mix and strategies	P
6	Sport sponsorship	P
6	Sport licensing	P
6	Development of marketing, sponsorship plan, or research study	P
6	Venue and event marketing	P
6	RECOMMENDED CONTENT (50% must be addressed)	
6	Basic marketing terminology	P
6	Competitor analysis	P
6	Product life cycle	P
6	Distribution strategies and their application in the sport industry	P
STANDARD 7: PR IN SPORT		
7	Community relations	S
7	Media relations	S
7	Customer relations	P
7	Image enhancement	P

REQUIRED READINGS

Shank, M. D. (2008). *Sports marketing: A strategic perspective* (4th ed.). Upper Saddle River, NJ: Prentice Hall. ISBN: 0132285355

Gitomer, J. (2004). *Little red book of selling: 12.5 principles of sales greatness*. Austin, TX: Bard Press. ISBN: 1885167601

Readings will include current articles and news in sport management (e.g., *Sport Business Journal*, *International Journal of Sport Management*, *Sport Management Review*, *International Journal of Sport Management & Marketing*, etc.)

EVALUATION

Assessment Activities:

Exams	30%
Assignments and short presentations (as assigned by instructor)	20%
Final Project and Presentation:	30%
Participation:	20%

Grading Scale	B+ = 88 – 89		
A = 94 – 100	B = 84 – 87	C = 70 – 79	
A- = 90 – 93	B- = 80 – 83	F = 0 – 69	

Note: Although a B- is an acceptable grade in a graduate course, students are reminded that a 3.0 average is required for graduation.

TENTATIVE COURSE SCHEDULE:

TOPIC			READINGS/ASSIGNMENT DUE (SHANK)
8/29	Week 1	Intro to class & Sports Industry Review of Core Marketing Concepts	Chapter 1
9/12	Week 2	Contingency Framework for Strategic Sports Marketing & Research Tools for Understanding Sport Consumers	Chapters 2 & 3
9/19	Week 3*	Understanding Participants & Spectators as Consumers	Chapters 4 & 5
9/26	Week 4	Segmentation, Targeting and Positioning	Chapter 6
10/3	Week 5	Exam 1	
10/11	Week 6*	Sports Products Concepts Overview 1 Intro to Contracts, UCC and Product Liability	Chapter 7 and Varied
10/17	Week 7	Sports Products Concepts Overview 2 Branding & Licensing Overview	Varied
10/24	Week 8*	Promotion Concepts & Mix	Chapter 9 & 10
10/31	Week 9	Sponsorship Programs	Chapter 11
11/7	Week 10*	Exam 2	
11/14	Week 11	Pricing Concepts & Strategies	Chapter 12
11/21	Week 12	Implementing & Controlling the Strategic Sports Marketing Process	Chapter 13
11/28	Week 13	Present Marketing Plans	
12/5	Week 14	Present Marketing Plans/ Semester Wrap up	

Note: Faculty reserves the right to alter the schedule as necessary.

**Denotes when assignments as specified by instructor are due.*

Student Expectations

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://academicintegrity.gmu.edu/honorcode/>].
- 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/1301gen.html>].
- 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.
- Students are expected to exhibit professional behaviors and dispositions at all times.

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>].

