

GEORGE MASON UNIVERSITY - School of RHT
SPMT 412: Sport Marketing – Spring 2012

PROFESSOR: Craig Esherick, J.D. OFFICE: BR Hall 210 C (PW)
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OFFICE HRS: By appointment and before or after class
CLASS MEETINGS: M/W 12-1:15pm
CLASS LOCATION: President's Hall 1204

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 theoretical 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:

Project and Semester long portfolio	100 points (40%)
Discretionary (participation, assignments, attendance, etc.)	50 points (20%)
Final Exam	100 points (40%)
TOTAL	250 points

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: *There will be NO extra credit!!!*

Cumulative Points	Percentage %	Letter Grade
244 - 250	100 – 98	A+
234 – 243	97 – 94	A
224 – 233	93 – 90	A-
214 - 223	89 – 86	B+
204 - 213	85 – 82	B
196 - 203	81 – 79	B-
189 - 195	78-76	C+
179 - 188	75-72	C
174 - 178	71-70	C-
149 - 177	69-60	D
< 148	59% & Below	F

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	Readings Due:	
Monday	1-30	Class intro; Syllabus and Sports Industry	Chapter	1 (PS)
Wednesday	2-1	Global Market for Sports	Chapter	2
Monday	2-6	Sport Marketing Theory	Chapter	3
Wednesday	2-8	Sport Marketing Research	Chapter	4
Monday	2-13	Segment, Target, Position	Chapter	5
Wednesday	2-15	Marketing Information Systems	Chapter	6
Monday	2-20	Marketing Mix	Chapter	7
Wednesday	2-22	The Product	Chapter	8
Monday	2-27	Pricing Strategies	Chapter	9
Wednesday	2-29	Marketing Channels and Distribution	Chapter	10
Monday	3-5	Promotion	Chapter	11
Wednesday	3-7	Media Relations	Chapter	12
Monday	3-12	Spring Break	<i>No class</i>	
Wednesday	3-14	Spring Break	<i>No class</i>	
Monday	3-19	Endorsements and Sponsorships/ <i>Portfolio review</i>	Chapter	13
Wednesday	3-21	Licensing and Logos/ <i>Portfolio review</i>	Chapter	14
Monday	3-26	Intro and Theory; Promotion and Sales	Chapter	1 & 2 (I)
Wednesday	3-28	Consumer Incentives	Chapter	3 (I)
Monday	4-2	Ticket Sales Staff Training and Sales	Chapter	4 & 5
Wednesday	4-4	Customer Service and Retention	Chapter	6
Monday	4-9	Sport Sponsorship Fundamentals	Chapter	7
Wednesday	4-11	Sponsorship Sales	Chapter	8
Monday	4-16	Activation	Chapter	9
Wednesday	4-18	Licensing II	Chapter	10
Monday	4-23	E-Commerce	Chapter	11
Wednesday	4-25	Sport Brand Communications	Chapter	12
Monday	4-30	Risk Mgmt and oral presentations	Chapter	13
Wednesday	5-2	Oral presentations II and exam review		
		Portfolios due by 11:59pm		
Monday	5-14	FINAL EXAM - 10:30am-1:15pm		

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.

Other Student Resources

- OFFICE OF DISABILITY SERVICES:

Phone 703 993 2474

<http://ods.gmu.edu>

- WRITING CENTER

A114 Robinson Hall

Phone 703 993 1200

<http://writingcenter.gmu.edu>

- COUNSELING AND PSYCHOLOGICAL SERVICES (CAPS)

Phone 703 993 2380

<http://caps.gmu.edu>

- UNIVERSITY POLICIES:

The University Catalog, <http://catalog.gmu.edu>, is the central resource for university policies affecting student, faculty, and staff conduct in university academic affairs. Other policies are available at <http://universitypolicy.gmu.edu/>. All members of the university community are responsible for knowing and following established policies.