

GEORGE MASON UNIVERSITY  
School of Recreation, Health, and Tourism  
SPMT 611 Sport Marketing & Sales  
Fall 2012

DAY/TIME:	Monday 7:30 & TBA	LOCATION:	TBA
PROFESSOR:	Dr. Robert Baker	EMAIL ADDRESS:	rbaker2@gmu.edu
OFFICE LOCATION:	BRH 201G	PHONE NUMBER:	703-993-3727
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CREDITS:	3		

PREREQUISITES: NA

#### COURSE DESCRIPTION

This course 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

The student 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 of sport sales principles.
14. 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.

#### NATURE OF COURSE DELIVERY

face to face

#### 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.

#### Expectations:

1. All assigned reading for each class is to be completed 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. ***There will be NO extra credit!!!***

#### REQUIRED READINGS

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

#### Texts Include:

Pitts, B.G., & Stotlar, D.K. (2002). *Fundamentals of sport marketing* (2<sup>nd</sup> Ed.). Morgantown, WV: Fitness Information Technology, Inc.

Shank, M. (2005). *Sport marketing: A strategic perspective*. Upper Saddle River, NJ: Prentice Hall.

## EVALUATION

### **Assessment Activities:**

Assessment of student objectives will include successful completion of a major written project, regular written reviews of research and current trends, Blackboard discussion group participation, discretionary out-of-class assignments, and a sport marketing and/or sales plan.

<b>ASSIGNMENT</b>	<b>POINTS/PERCENTAGE</b>
Written Research Paper	20%
Written Reviews of Articles and Trends	20%
Blackboard Discussion Group	15%
Discretionary Assignments/Participation	25%
Marketing Plan	20%
<b>TOTAL</b>	<b>100%</b>

### **Grading Scale:**

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

### TENTATIVE COURSE SCHEDULE:

DATE		TOPIC	READINGS/ASSIGNMENT DUE
8-27	Week 1	Internal and external sources of marketing information	Individualized- via BB & in person
9-10	Week 2	Marketing theory and relationships to the sport industry	Sign Up for Individual Articles and Trends Reviews
9-17	Week 3	* Basic marketing terminology	Regular Discussion Board
9-24	Week 4	* Industry segmentation	
10-1	Week 5	* Marketing mix and strategies	
10-9	Week 6	* Sport sponsorship	
10-15	Week 7	Sport licensing	
10-22	Week 8	Development of marketing, sponsorship plan, or research study	
10-29	Week 9	Venue and event marketing	
11-5	Week 10	* Competitor analysis; Product life cycle	
11-12	Week 11	* Distribution strategies and their application in the sport industry	
11-19	Week 12	Media, Community, and Customer relations	
11-26	Week 13	Image enhancement	
12-3	Week 14	*	DUE: Research Paper
12-10	Week 15	*	DUE: Marketing Plan

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

### *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>].

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.

