

GEORGE MASON UNIVERSITY - School of RHT
SPMT 412: Sport Marketing and Finance – Spring 2013

PROFESSOR: Ms. Lindsey Campbell
OFFICE: Field House 113
EMAIL: lcampbe1@gmu.edu
PHONE NUMBER: 703-993-4112
OFFICE HRS: TR 9:30 – 11:30 pm & by Appointment
CLASS MEETINGS: MW 12:00 – 1:15 pm
CLASS LOCATION: Robinson B 218

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.

Spoelstra, Jon (1997). *Ice to the Eskimos: How to Market a Product Nobody Wants*. New York City, NY: Harper Collins.

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:

Midterm	20 points
Final Exam	20 points
Group Project	30 points
Individual Journal Article Presentation	15 points
Participation (attendance, discussion, discretionary)	15 points
TOTAL	100 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:

Cumulative Points	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	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	Reading Assignments
WED	1/23	The Sport Business Industry	Chap. 1
MON	1/28	Global Market for Sport Industry	Chap. 2
WED	1/30	Sport Marketing Theory	Chap. 3, Article #1
MON	2/4	Sport Marketing Research	Chap. 4
WED	2/6	Targeting in Sport Business	Chap. 5, Article #2
MON	2/11	Marketing Information Systems	Chap. 6
WED	2/13	The Marketing Mix and Sports	Chap. 7, Article #3
MON	2/18	The Product in the Sport Industry	Chap. 8
WED	2/20	Pricing Strategies in Sports	Chap. 9, Article #4
MON	2/25	Marketing Channels and Distribution	Chap. 10
WED	2/27	Promotion in the Sport Industry	Chap. 11, Article #5
MON	3/4	Media Relations in Sport	Chap. 12
WED	3/6	Midterm Exam	
MON	3/11	SPRING BREAK	
WED	3/13	SPRING BREAK	
MON	3/18	Marketing through endorsements and sponsorships	Chap. 13
WED	3/20	Using Licensing and Logos in Sports	Chap. 14, Article #6
MON	3/25	Journal Article Presentations	
WED	3/27	Journal Article Presentations	
MON	4/1	Ice to Eskimos	1-5
WED	4/3	Ice to Eskimos	1-5
MON	4/8	Ice to Eskimos	6-10

WED	4/10	Ice to Eskimos	6-10
MON	4/15	Ice to Eskimos	11-15
WED	4/17	Ice to Eskimos	11-15
MON	4/22	Ice to Eskimos	16-20
WED	4/24	Ice to Eskimos	16-20
MON	4/29	Group Presentations	
WED	5/1	Group Presentations	
MON	5/6	Group Presentations	
MON	5/13	FINAL EXAM DUE (TAKE HOME)	

- **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.

Journal Article Assignment

Find one article in a peer-reviewed scholarly journal relevant to a topic discussed that you consider informative and insightful about sport marketing. Send a copy of it, with a type written executive summary (no more than 500 words) via Blackboard. Be prepared to present a summary of the article, as well as how it relates to our studies. This presentation should be created via PowerPoint or another approved method. Be prepared for class questions following your presentation.

Suggested journals where you might find appropriate articles:

- Sport Marketing Quarterly
- International Journal of Sports Marketing & Sponsorship
- International Journal of Sport Management & Marketing
- Journal of Sport Management
- International Journal of Sport Management
- The SMART Journal
- International Journal of Sport Communication

Marketing Plan Assignment

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

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 to the proposed event/activities contributes 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
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, Calibri font, 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.