

**George Mason University**  
**College of Education and Human Development**  
School of Recreation, Health, and Tourism

SPMT 412 – 002 – Sport Marketing and Sales  
Spring 2017 – Mon/Wed 12:00 – 1:15 PM – Aquia Building 213

**Faculty**

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**Prerequisites/Corequisites**

60 hours, including SPMT 201, or permission of instructor.

**University Catalog 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 Delivery Method**

This course will be delivered using a Lecture format.

**Learner Outcomes or Objectives**

This course is designed to enable students to do the following:

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 Texts**

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

Various chapters / case studies posted in Blackboard

**Course Performance Evaluation**

Students are expected to submit all assignments on time in the manner outlined by the instructor (e.g., Blackboard, Tk20, hard copy).

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.

Exams (2) <i>multiple choice, true/false, matching, short essay</i>	500 points
Group Sport Marketing Plan	200 points
Attendance	100 points
Participation (case studies, in class assignments, ad-hoc assignments, in class participation)	100 points
Sport Marketing/Sales Interview	50 points
Mini Class Discussion – Current Sport Marketing News	50 points
<b>TOTAL</b>	<b>1000 points</b>

***Instructor Expectations:***

1. All assigned reading for each class is expected to be done prior 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	

**Professional Dispositions**

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:

<http://cehd.gmu.edu/values/>.

### **GMU Policies and Resources for Students**

#### *Policies*

- Students must adhere to the guidelines of the Mason Honor Code (see <http://oai.gmu.edu/the-mason-honor-code/>).
- 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 Mason 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 with disabilities who seek accommodations in a course must be registered with George Mason University Disability Services. Approved accommodations will begin at the time the written letter from Disability Services is received by the instructor (see <http://ods.gmu.edu/>).
- Students must follow the university policy stating that all sound emitting devices shall be silenced during class unless otherwise authorized by the instructor.

#### *Campus Resources*

- Support for submission of assignments to Tk20 should be directed to [tk20help@gmu.edu](mailto:tk20help@gmu.edu) or <https://cehd.gmu.edu/api/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursesupport.gmu.edu/>.
- The 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/>).
- The 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 Office of Student Support staff helps students negotiate life situations by connecting them with appropriate campus and off-campus resources. Students in need of these services may contact the office by phone (703-993-5376). Concerned students, faculty and staff may also make a referral to express concern for the safety or well-being of a Mason student or the community by going to <http://studentsupport.gmu.edu/>, and the OSS staff will follow up with the student.

**For additional information on the College of Education and Human Development, please visit our website**

<https://cehd.gmu.edu/>.

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

MON	1/23	Welcome to SPMT 412	
WED	1/25	Sports Meets Marketing	Chapter 1
MON	1/30	Examining Sports Entertainment	Chapter 2
WED	2/1	Understanding Marketing Environment	Chapter 3 & <i>The Four Domains of Sports</i>
MON	2/6	Super Bowl Sunday Discussion	
WED	2/8	Segmenting Audiences for Sport	Chapter 4
MON	2/13	Building a Relevant Brand	Chapter 5
WED	2/15	Defining Product Offering	Chapter 6
MON	2/20	Experiential Marketing	Chapter 7
WED	2/22	Planning the Brand Story	Chapter 8
MON	2/27	Creating the Brand Story	Chapter 9
WED	3/1	Telling the Brand Story	Chapter 10
MON	3/6	<b>MIDTERM EXAM DATE</b>	
WED	3/8	TBA	
MON	3/13	<b>SPRING BREAK</b>	
WED	3/15	<b>SPRING BREAK</b>	
MON	3/20	Midterm Review	
WED	3/22	<b>INTERVIEW PRESENTATIONS</b>	
MON	3/27	Leveraging Sports Brands through Sponsorship-Linked Marketing	Chapter 11
WED	3/29	Measuring Sports Brand Performance	Chapter 12
MON	4/3	Living the Brand Promise: Delivery of Sports Experiences	Chapter 13
WED	4/5	Preparing Future Sports Marketers	Chapter 14
MON	4/10	Introduction to Sales Training	
WED	4/12	The Aspire Group's TMiSS plan	Chapter 5 on Blackboard
MON	4/17	Sales Training	
WED	4/19	Analytics and Innovation Orlando Magic	Chapter 2 on Blackboard
MON	4/24	Sales Training/Sales Game Conclusion	
WED	4/26	<b>EXAM #2 DATE</b>	

MON	5/1	In-Class Work Day – Group Projects	
WED	5/3	<b>GROUP PRESENTATIONS / TBA</b>	

**Note: Faculty reserves the right to alter the schedule as necessary, with notification to students.**

**Assignment Descriptions:**

**MINI CLASS DISCUSSIONS (50 POINTS)**

Each student will be assigned a class day on which to give a five to ten-minute presentation on a current event. The presentation should relate the current event issue to ethical philosophy, in class material, and must include class discussion questions. This presentation should be created via PowerPoint or another approved method.

**INTERVIEW (50 POINTS)**

Interview a professional who works in the field of sport marketing/sales to get insights on the field in general and their positions in particular. You need to develop good questions to ask that you may want to know the answers to based on the job they have. Write a paper (25 points.) on the information you received from the interviews AND give a short five-minute presentation (25 points) to class. Interviewing entry to mid-level professionals are encouraged.

**GROUP SPORT MARKETING PLAN (200 POINTS)**

Assume your **group** is 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 to the proposed event/activities contributes to these objectives.
4. A **Situational Analysis** (economic climate, financially 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.



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