

**George Mason University**  
**College of Education and Human Development**  
**SHRT**

SPMT 412.001– Sports Marketing & Sales  
3 Credits, Spring 2017

Tuesday & Thursday 12:00 pm - 1:15 pm Robinson Hall A349 – Fairfax

**Faculty**

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**Prerequisites/Corequisites**

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

**University Catalog Course Description**

Investigates principles and processes in sport marketing and finance. Focuses on research and development, sport promotion, sport sponsorship, advertising, merchandising, and distribution of sporting goods.

**Course Overview**

Presents a wide-ranging view of what it takes to be successful in the field. Moving from theoretical foundations of sport promotion and sales to fundamental roles of sport sponsorship, it examines incentives for sport consumers, licensing issues, sales management and servicing, and the role of technology in sport promotion and sales. It also explores sales training, the art of ticket sales, customer retention, branding, and risk management. Discover experts in the field and their theories including Bill Guertin & Jon Spoelstra.

**Course Delivery Method**

Face to face, lecture format with some class projects and sales role playing exercises.

**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**

REQUIRED: Irwin, Richard, Sutton, William, & McCarthy, Larry. (2008). Sport Promotion and sales management (2nd Ed.). Champaign, IL: Human Kinetics.

Optional: Pitts, B.G., & Stotlar, D.K. (2002). Fundamentals of sport marketing (4th Ed.). Morgantown, WV: Fitness Information Technology, Inc.

**Course Performance Evaluation**

Students are expected to submit all assignments on time in the manner outlined by the instructor.

- **Assignments and/or Examinations**

Group Project-Requires full participation with our group members and hard copy of project turned in on the day of the presentation.  
 Mid Term-Scantron. See chapters below.  
 Final Exam – Scantron. See topics below.  
 Fantasy Franchise – Five elements. Each should be turned in at times indicated in class.  
 Twitter Topic – Read as required.

- **Other Requirements**

*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.

- **Grading**

Project: Instructor evaluation (45), Class evaluation (10), Hard copy (10), Team Evaluation (10)	75 points (30%)
Discretionary (participation, assignments, attendance, 2 point deduction for tardy, absences or late assignments.)	50 points (20%)
Mid Term: matching, multiple choice and true/false questions based on Chapters 1-9 in <i>Sport Promotion and sales management</i> , classroom discussion including Bill Guertin & Jon Spoelstra material	50 points (20%)
Final Exam: matching, multiple choice and true/false questions based on Chapters 4, 5, 6, 8, 9, 12, 15 in Fundamentals of sport marketing, classroom discussion including Fantasy Franchise & Sales Training materials	75 points (30%)
<b>TOTAL</b>	<b>250 points</b>

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 - 173	69-60	D
< 148	59% & Below	F

**Professional Dispositions:** Students are expected to exhibit professional behaviors and dispositions at all times.

## Class Schedule

Day	Date	Tentative Topics Covered	Readings:	Due
Tuesday	1/24	Sports Marketing		
Thursday	1/26	Bill Guertin Sales Training / Twitter: Trending Topics / Olympic video		
Tuesday	1-31	Intro to Sport Promotion & Sales - Trending Topics	I- 1	
Thursday	2-2	Theory for Effective Promotion & Sales	I - 2	
Tuesday	1/7	Sport Consumer Incentivization	I - 3	
Thursday	1/9	Sport Ticket Sales Staff Training	I - 4	
Tuesday	1/14	Sport Ticket Sales	I - 5	
Thursday	1/16	Customer Service & Retention in Sport	I - 6	
Tuesday	1/21	Sport Sponsorship Fundamentals	I - 7	
Thursday	1/23	Sport Sponsorship Sales & Activation	I - 8 & 9	
Tuesday	1/28	The center of the Sports Universe,		
Thursday	3/2	Selling Ice to Eskimos - Jon Spoelstra		
Tuesday	3/7	MID TERM		
Thursday	3/9	Pricing in the Sport Industry / Fantasy Franchise (FF) Intro	P-9	
Tuesday	3/14	SPRING BREAK		
Thursday	3/16	SPRING BREAK		
Tuesday	3/21	Project Info & Group Assignments, FF City, design programs		
Thursday	3/23	Product in the Sport Industry / FF Promo	P-8	
Tuesday	3/28	Licensing & Logos / FF Name		
Thursday	3/30	Media Relations in Sport & Slogan 101 / FF Logo	P-12	
Tuesday	4/4	Sport Market Segmentation, Targeting/ FF Slogan	P-5	
Thursday	4/6	Marketing Themes / Theme Worksheet		
Tuesday	4/11	Group project prep		
Thursday	4/13	Group project prep		
Tuesday	4/18	Sales Training: Type, product, Time Mgt, Renewals, Renewal Objections, Triple Threat, New business		
Thursday	4/20	<i>Guest Speaker</i>		
Tuesday	4/25	Social Media & Marketing Information Systems	P-15/6	
Thursday	4/27	GROUP PROJECT PRESENTATIONS		
Tuesday	5/2	GROUP PROJECT PRESENTATIONS		
Thursday	5/4	Sales Training: The Sales Game		
Thursday	5/11	<b>FINAL EXAM - 10:30 am-1:15 pm</b>		

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

## 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/aero/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursessupport.gmu.edu/>.
- The Writing Center 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 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 Student Support & Advocacy Center staff helps students develop and maintain healthy lifestyles through confidential one-on-one support as well as through interactive programs and resources. Some of the topics they address are healthy relationships, stress management, nutrition, sexual assault, drug and alcohol use, and sexual health (see <http://ssac.gmu.edu/>). Students in need of these services may contact the office by phone at 703-993-3686. 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://ssac.gmu.edu/make-a-referral/>.

**For additional information on the College of Education and Human Development, please visit our website <https://cehd.gmu.edu/>.**