

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

SPMT 412.002 – Sport Marketing & Sales
Mondays/Wednesdays 12:00 – 1:15pm, Robinson A105 – 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 sales. Focuses on research and development, sport promotion, sport sponsorship, advertising, merchandising, and distribution of sporting goods.

Course Overview

This course provides the student with an in-depth look at the marketing and sales practices, procedures and operations of professional, college, recreational and other sport organizations and enterprises. Students refine their marketing skills and develop sound problem-solving methodologies by examining the ways in which sport marketing organizations exercise promotions, marketing research, sponsorships, sales, and fund raising in the sport industry.

Course Delivery Method

This course will be delivered using a face-face, 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.

Professional Standards

Courses offered in the Sport Management (SPMT) undergraduate program are guided by the principles of the Commission of Sport Management Accreditation (COSMA). COSMA (2010, p. 1) “bases its accrediting process on principles, rather than standards.” The eight recommended principles are:

- outcomes assessment;
- strategic planning;
- curriculum;
- faculty;
- scholarly and professional activities;
- resources;
- internal and external relationships; and
- educational innovation.

For more information, please see:

Commission of Sport Management Accreditation. (2010, June). Accreditation principles and self study preparation. Retrieved August 18, 2014 from <http://cosmaweb.org/accredmanuals>

Required Texts

Mullin, B. J., Hardy, S., & Sutton, W. A. (2014). *Sport marketing (4th edition)*. Champaign, IL: Human Kinetics. (ISBN#: 978-1-4504-2498-1). If additional readings are required, they will be made available on-line or in class.

Other required readings may be distributed in class or on 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).

- **Assignments and/or Examinations**

Current Events Presentation & Discussion – Students are required to research and lead a discussion in class of a current event in sport marketing. Students will spend approximately 5-8 minutes describing the current event, and will generate a series of questions and/or class activities centered around the current event. This is worth 30 points.

Group Project – In small groups, students will develop and implement a marketing plan for a sport organization. You will be responsible for completing market research and analysis, creating, planning and executing game promotions, as well as providing detailed information on sponsorship opportunities and public relations strategies. You will also present this information to the class. This is worth 150 points (100 points – written plan, 25 points – presentation, 25 points – peer evaluation).

Two Midterms and Final Exam – The exams will consist of matching, multiple-choice, true-false, and/or essay questions. The exams will be based on any material assigned or discussed in class, including readings, quizzes, discussion, guest speakers, etc. The midterm exams will each be worth 60 points and the final exam will be worth 80 points.

- **Other Requirements**

Homework/Quizzes & In-class assignments/Participation – Students must attend class in order to participate in the discussions/assignments generated by the readings. Contribution will be evaluated based on number and quality of questions asked or answered and opinion provided when asked. If

you miss class, points will be deducted. Homework, participation and other in-class activities will be worth 70 points.

- **Grading**

The final grade in percentage terms will be converted to a letter grade per the following scale:

A = 94% and above	B+ =88-89%	C+ =78-79%	D =60-69%
A- = 90-93%	B =84-87%	C =74-77%	
	B- =80-83%	C- =70-73%	F = <60%

Professional Dispositions

See <https://cehd.gmu.edu/students/polices-procedures/>

All students are expected to exhibit professional behaviors and dispositions at all times.

Class Policies & Expectations:

1. You are expected to attend all classes. Any work missed due to an absence **MAY NOT BE MADE UP**. The only exception to this policy is written documentation of a situation that prohibits you from attending class. 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. **All late assignments result in a 10%/day (not class day, every day) penalty.** If you do miss a class, it is your responsibility to obtain course materials from a source other than the instructor.
2. **You must be on time**, stay for the whole class, listen attentively while you are here, and show through your behavior that you respect the fact that others in the class are here to learn. Arriving late is unacceptable. **If you arrive late or leave early, you will be assessed a tardy.** With the accumulation of 3 tardies, you will be assessed a penalty equal to one full absence. With 2 absences, you will begin to lose points. Your presence is indicative of your professional attitude and is necessary to derive maximal benefit from the class. The intent of this class is to offer you a means for professional development and to assist you in obtaining your career objectives.
3. YOU ARE EXPECTED TO BE **FULLY PREPARED FOR CLASS AND FULLY ENGAGED WHILE IN CLASS**. I expect you to have read all assigned readings, taken notes as applicable, and to be prepared and willing to discuss all readings in detail and take part in group work to the fullest extent. **Turn cell phones (and any other sound making device) off and if you bring a computer, it must be used for class purposes only.** Any other use is a distraction and you risk not being allowed to use your computer in class at all.
4. Please do not hesitate to ask me for additional help if you need it. I am more than willing to provide such assistance. Remember, **you earn grades, I do not give them.**

Class Schedule

**This is a tentative schedule subject to modification at any time at the discretion of the professor.*

DATE	TOPICS	STUDENT RESPONSIBILITIES/ ASSIGNMENT DUE
Monday, Jan. 22	Introductions/Syllabus/ Expectations What is sport marketing?	Purchase text book
Wednesday, Jan. 24	Special Nature of Sport Marketing	Chapter 1
Monday, Jan. 29	Special Nature of Sport Marketing	Chapter 1
Wednesday, Jan. 31	Strategic Marketing Management	Chapter 2
Monday, Feb. 5	Strategic Marketing Management	Chapter 2
Wednesday, Feb. 7	Understanding the Sport Consumer	Chapters 3
Monday, Feb. 12	Understanding the Sport Consumer	Chapters 3
Wednesday, Feb. 14	Market Research	Chapter 4
Monday, Feb. 19	Market Research	Chapter 4
Wednesday, Feb. 21	Exam #1	
Monday, Feb. 26	The Sport Product	Chapter 6
Wednesday, Feb. 28	Managing Sport Brands	Chapters 7
Monday, Mar. 5	Managing Sport Brands	Chapters 7
Wednesday, Mar. 7	Branding & Licensing	Chapters 7 & 14 (p. 395-413) Part 1 – Group project due
Monday, Mar. 19	Branding & Licensing	Chapters 7 & 14 (p. 395-413)
Wednesday, Mar. 21	Branding & Licensing	Chapters 7 & 14 (p. 395-413)
Monday, Mar. 26	Sales & Service	Chapter 8
Wednesday, Mar. 28	Sales & Service	Chapter 8
Monday, Apr. 2	Exam #2	
Wednesday, Apr. 4	Promotion & Paid Media	Chapter 10
Monday, Apr. 9	Promotion & Paid Media	Chapter 10
Wednesday, Apr. 11	Public Relations & Social Media	Chapters 11 & 12

DATE	TOPICS	STUDENT RESPONSIBILITIES/ ASSIGNMENT DUE
Monday, Apr. 16	Public Relations & Social Media	Chapters 11 & 12
Wednesday, Apr. 18	Sponsorship	Chapter 9
Monday, Apr. 23	Sponsorship	Chapter 9
Wednesday, Apr. 25	Putting It All Together	Chapter 15
Monday, Apr. 30	Group Presentations	Written Marketing Plans due Group Presentations
Wednesday, May 2	Group Presentations	Group Presentations Peer Evaluations due
Monday, May 14	Final Exam 10:30am – 1:15pm	

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 <https://catalog.gmu.edu/policies/honor-code-system/>).
- 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 or <https://cehd.gmu.edu/aero/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursesupport.gmu.edu/>.
- For information on student support resources on campus, see <https://ctfe.gmu.edu/teaching/student-support-resources-on-campus>

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