

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

SPMT 611.001 – Sport Marketing & Sales
3 Credits, Fall 2019
Mondays 4:30 – 7:10pm, Thompson L018 – Fairfax

Faculty

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Prerequisites/Corequisites

Graduate standing or permission of instructor

University Catalog Course Description

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

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.

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. 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 for developing long term relationships between consumers and sport businesses.

Professional Standards

Commission of Sport Management Accreditation (COSMA)

Upon completion of this course, students will have met the following professional standards:

Courses offered in the Sport and Recreation Studies (SRST) graduate program are guided by the principles of COSMA. COSMA (2016, 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. (2016, May). Accreditation principles manual & guidelines for self-study preparation. Retrieved November 30, 2016 from <http://www.cosmaweb.org/accreditation-manuals.html>

Required Text

Shank, M. D. & Lyberger, M. R. (2015). *Sports marketing: A strategic perspective* (5th ed.). New York, NY: Routledge. ISBN: 978-1-138-01596-8

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

Recommended Resources:

Street & Smith's Sport Business Journal (www.sportsbusinessjournal.com)

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**

Marketing Plan Group Project – In groups, students will create a unique marketing plan for a sport organization/event/activity. Using the information from the readings, independent research, and creativity, groups will prepare a detailed plan that includes a market analysis, marketing goals and objectives, detailed descriptions of the marketing mix, promotional plan and sponsorship/sales plan. These elements will be synthesized into a comprehensive, written marketing plan. This is worth 100 points.

Marketing Plan Presentation – All members of the group must be active participants in the presentation. Visual support such as PowerPoint must be used and include all major elements of the marketing plan. This is worth 30 points.

Sport Marketing Research Analysis – Students will be asked to select, read, analyze, and present to the class a recent (within the last few years) scholarly article on a particular area of sport marketing. The article must come from a peer-reviewed sport management journal (e.g., *Sport Marketing Quarterly, Journal of Sport Management*). [Note: instructor must approve article in advance.] Students will present the article, its major findings, and implications to the class, as well as submit a two-page analysis of the article selected. As part of the presentation students should prepare three questions about the topic presented that they would like for the class to discuss. This is worth 50 points.

Midterm 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 exam will be worth 80 points and the final exam will be worth 100 points.

- **Other Requirements**

Participation – Students must attend class in order to participate in the discussions 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. Attendance, participation and other in-class activities will be worth 40 points.

- **Grading**

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

A = 93% and above	B+ =87-89%	C =79-70%	F = <70%
A- = 90-92%	B =83-86		
	B- =80-82%		

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 class. 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 absolutely 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.**
2. **You should 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. 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 don't 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

DATE			TOPIC	READINGS/ASSIGNMENT DUE
1	August	26	Introduction to class and intro to sports industry	CH 1, additional reading
	September	2	Labor Day, University Closed	
2	September	9	Contingency framework for strategic sports marketing	CH 2
3	September	16	Marketing research/ Understanding participants as consumers	CH3, CH 4
4	September	23	Understanding spectators as consumers	CH 5
5	September	30	Segmentation, targeting, positioning	CH 6
6	October	7	Article Analysis Presentations	Article Analysis due
7	October	15	<i>(note: this is a Tuesday)</i> Sports product concepts/Managing sports products	CH 7, CH 8

DATE			TOPIC	READINGS/ASSIGNMENT DUE
8	October	21	Midterm Exam	Progress report on Mktg plans
9	October	28	Brands & branding	Additional reading(s)
10	November	4	Promotion concepts, Promotion mix elements	CH 9, CH 10
11	November	11	Sponsorship programs	CH 11
12	November	18	Pricing concepts, Implementation	CH 12, CH 13
13	November	25	Sales	Additional reading(s)
14	December	2	Group Marketing Plan presentations	Written plans due
	December	16	Final Exam	

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://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/> .