

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

SPMT 412 (DL1) – Sport Marketing & Sales
3 Credits, Spring 2021
Online

Faculty

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Prerequisites/Corequisites

SPMT 201 Introduction to Sport Management and completion of 60 hours.

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

The learning experiences in this course are afforded through assignments, online learning modules, readings, film and video material. The following requirements reflect the demands of the course. Students will be expected to respect the following policies:

- Official e-mail communications from the instructor will be sent to students' GMU-assigned e-mail addresses. Students are responsible to check their e-mail inbox and to ensure that there is room to receive incoming correspondence.
- All assigned readings for each week are to be completed prior to completing online modules.
- Students will abide by the Mason Honor Code, guided by the spirit of academic integrity.
- No grades or discussion of grades or grade appeals will be carried out over email due to its impersonal nature and security issues. Students can discuss their grades with the instructor over the phone or in person.
- There will be no make-up assignments given without a valid university excuse. The instructor should be notified at least 24 hours in advance. The excuse must be written and documented.
- Arrangements for approved make-up assignments should be initiated by the student with the instructor.

Course Delivery Method

This course will be delivered online using an asynchronous format via the Blackboard learning management system (LMS) housed in the MyMason portal. You will log in to the Blackboard course site using your Mason email name (everything before "@masonlive.gmu.edu) and email password. The course site will be available online January 25, 2021 at midnight.

Under no circumstances, may candidates/students participate in online class sessions (either by phone or Internet) while operating motor vehicles. Further, as expected in a face-to-face class meeting, such online participation requires undivided attention to course content and communication.

Technical Requirements

To participate in this course, students will need to satisfy the following technical requirements:

- High-speed Internet access with a standard up-to-date browser, either Internet Explorer or Mozilla Firefox is required (note: Opera and Safari are not compatible with Blackboard).
- Students **must** maintain consistent and reliable access to their GMU email and Blackboard, as these are the official methods of communication for this course. All emails to instructor must be from your GMU email.
- Students may be asked to create logins and passwords on supplemental websites and/or to download trial software to their computer or tablet as part of course requirements.
- The following software plug-ins for PCs and Macs, respectively, are available for free download:
 - Adobe Acrobat Reader: <https://get.adobe.com/reader/>
 - Windows Media Player:
<https://support.microsoft.com/en-us/help/14209/get-windows-media-player>
 - Apple Quick Time Player: www.apple.com/quicktime/download/

Expectations

- **Course Week:** Because asynchronous courses do not have a “fixed” meeting day, our week will start on Monday morning and finish on Sunday night at 11:59pm.
- **Log-in Frequency:** Students must actively check the course Blackboard site and their GMU email for communications from the instructor, class discussions, and/or access to course materials **at least four times per week**.
- **Participation:** Students are expected to actively engage in all course activities throughout the semester, which includes viewing all course materials, completing course activities and assignments, and participating in course discussions and group interactions.
- **Technical Competence:** Students are expected to demonstrate competence in the use of all course technology. Students who are struggling with technical components of the course are expected to seek assistance from the instructor and/or College or University technical services.
- **Technical Issues:** Students should anticipate some technical difficulties during the semester and should, therefore, budget their time accordingly. Late work will not be accepted based on individual technical issues.
- **Workload:** Please be aware that **this course is not self-paced**. Students are expected to meet **specific deadlines and due dates**. It is the student’s responsibility to keep track of the weekly course schedule of topics, readings, activities and assignments due.
- **Instructor Support:** Students may schedule one-on-one meetings to discuss course requirements, content or other course-related issues. Those unable to come to a Mason campus can meet with the instructor via telephone or web conference. Students should email the instructor to schedule a one-on-one session, including their preferred meeting method and suggested dates/times.
- **Netiquette:** The course environment is a collaborative space. Experience shows that even an innocent remark typed in the online environment can be misconstrued. Students must always re-read their responses carefully before posting them, so as others do not consider them as personal offenses. **Be positive in your approach with others and diplomatic in selecting your words.** Remember that you

are not competing with classmates, but sharing information and learning from others. All faculty are similarly expected to be respectful in all communications.

- Accommodations: Online learners who require effective accommodations to ensure accessibility must be registered with George Mason University Disability Services.
- Gender identity and pronoun use: If you wish, please share your name and gender pronouns with me and how best to address you in class and via email. I use she/her/hers for myself and you may address me as “Dr./Prof. Aylsworth” or “Dr./Prof. A” in email and verbally.

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).

Other required materials may be distributed on Blackboard.

Course Performance Evaluation

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

- **Assignments and Examinations**

Group Marketing Plan 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 create a video presentation of your marketing plan and make it available to the class. This is worth 150 points (100 points – written plan, 25 points – video 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 the weekly modules, including readings, quizzes, activities, and discussion boards. The midterm exams will each be worth 60 points and the final exam will be worth 80 points. The exams require the use of Respondus Monitor (which requires a working webcam) and LockDown Browser (which must be downloaded).

- **Other Requirements**

Weekly Online Module Activities – Students must complete a series of activities within each week’s Online Module. These can be group and/or individual activities, such as quizzes, case studies, and discussion participation on the Blackboard Discussion Board. Activities will be evaluated based on effort and quality of contributions. In total, these activities will be worth 100 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%	F = <60%
	B- =80-83%	C- =70-73%	

Professional Dispositions

Students are expected to exhibit professional behaviors and dispositions at all times. See <https://cehd.gmu.edu/students/polices-procedures/>

Class Schedule

Date	Topic	Readings and Assignments
Jan. 25-31	Special Nature of Sport Marketing	Chapter 1/weekly module work
Feb. 1-7	Strategic Marketing Management	Chapter 2/weekly module work
Feb. 8-14	Understanding the Sport Consumer	Chapter 3/weekly module work
Feb. 15-21	Market Research & Market Segmentation	Chapter 4 & 5/weekly module work
Feb. 22-28	Exam #1 Work on group projects	Exam #1
Mar. 1-7	The Sport Product	Chapter 6/weekly module work
Mar. 8-14	Managing Sport Brands	Chapter 7/weekly module work
Mar. 15-21	Managing Sport Brands	Chapter 7/weekly module work
Mar. 22-28	Sales & Service	Chapter 8/weekly module work
Mar. 29-Apr. 4	Exam #2 Work on group projects	Exam #2
Apr. 5-11	Promotion & Paid Media	Chapter 10/weekly module work
Apr. 12-18	Public Relations & Social Media	Chapters 11 & 12/weekly module work
Apr. 19-25	Sponsorship	Chapter 9/weekly module work
Apr. 26-May 2	Work on Group Projects	Written marketing plans & video presentations due
Wednesday, May 5	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 <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://ds.gmu.edu/>).
- Students must silence all sound emitting devices during class unless otherwise authorized by the instructor.

Campus Resources

- Support for submission of assignments to Tk20 should be directed to viahelp@gmu.edu or <https://cehd.gmu.edu/aero/assessments/>. Questions or concerns regarding use of Blackboard should be directed to <http://coursessupport.gmu.edu/>.
- For information on student support resources on campus, see <https://ctfe.gmu.edu/teaching/student-support-resources-on-campus>
- 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/>).

Notice of mandatory reporting of sexual assault, interpersonal violence, and stalking:

As a faculty member, I am designated as a "Responsible Employee," and must report all disclosures of sexual assault, interpersonal violence, and stalking to Mason's Title IX Coordinator per University Policy 1202. If you wish to speak with someone confidentially, please contact one of Mason's confidential resources, such as Student Support and Advocacy Center (SSAC) at 703-380-1434 or Counseling and Psychological Services (CAPS) at 703-993-2380. You may also seek assistance from Mason's Title IX Coordinator by calling 703-993-8730, or emailing titleix@gmu.edu.

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