

SPM 3306 SPORT MARKETING

Course Syllabus

Fall 2020 (3 credit hours) Section 6565

Instructor: Jin Woo Ahn, M.S.
Phone: 352-214-2499
E-mail: jinwooahn@ufl.edu (the best way to contact me)
Office location: Yon Hall 8
Dept. Chair: Dr. Michael Sagas (msagas@ufl.edu)
Class Meets: M Online – Lectures recorded through Zoom link
W F 09:35- 10:25 a.m. (**On-line live lecture through Zoom link**)
Zoom office hours: Thursday 2:00- 4:00 p.m. or by appointment anytime.

It is your right as a student to have full access to the instructor. I am glad to talk with you about the class or any assignments whenever you need me. Please contact me if you ever have any questions or concerns about anything related to the class.

Course aims and objectives:

The course offers a broad introduction to the basic concepts of marketing in sport. Special emphasis will be placed on the following areas: the marketing concept, the marketing mix, consumer behavior, market segmentation, positioning, strategic planning and the development of a comprehensive marketing plan. Students will be challenged to interpret these marketing concepts and to formulate creative applications to a wide range of industries including, but not limited to the sport industry and the health fitness maintenance business sectors of the economy. One of the main objectives of this course is to develop fundamental skills of marketing analysis and managerial decision making. Having completed this course, the student is expected to:

- Understand unique nature of Sport-Derived products.
- Develop skills of critical analysis and problem solving.
- Understand the role of marketing in the business of sport.
- Apply marketing theory and concepts to what marketers do in "the real world."
- Conduct primary and secondary marketing analysis to develop strategic plans.
- Clearly write and present a report with recommendations that can be incorporated into strategic plans or other marketing actions.

Course textbook:

- (Recommended) Mullin, B. J., Hardy, S., & Sutton, W. A. Sport Marketing (4th edition), Champaign, IL: Human Kinetics

Other Suggested Readings

Business Periodicals

Reading from current business news periodicals (e.g., Wall Street Journal, Business Week, Harvard Business Review, Forbes, Economist, Fortune, etc.) is strongly recommended. The articles will help you see how the marketing concepts you learn in the course are applied in the "real world."

Peer-reviewed Journals

Reading from journals other than those required is also very much encouraged. Consider the following as only suggestive: Journal of Marketing, Journal of Consumer Research, Journal of the Academy of Marketing Science, Journal of Sport Management, Sport Marketing Quarterly, Sport Management Review, Journal of Advertising, and European Sport Marketing Quarterly. Students should be or should become familiar with electronic databases such as ABI Inform, Business Monitor Online, EBSCO and PsycInfo. Virtually any marketing-related publication (popular press or peer-reviewed articles) is available electronically through the UF library.

Library Resources

For research help, contact Leilani Freund (leifreu@uflib.ufl.edu; 352-273-2622), Sport Management Librarian. UF Business Library resource, Statista: <http://businesslibrary.uflib.ufl.edu/statista>.

E-Learning (Canvas):

Course news, information, syllabus and class presentations can be found online at <http://elearning.ufl.edu/>. Students will need to use their GATORLINK account to log into the class site. Please check your e-Learning account on a daily basis.

Student self-introduction card

Students are responsible for submitting an introduction card that includes an up-to-date picture, names, and other information. Please find the attached form through CANVAS. Students must submit the information card by **September 4**.

Grading

Grading Standards

A (94-100), A- (90-93.5), B+ (87-89.5), B (84-86.5), B- (80-83.5), C+ (77-79.5), C (74-76.5), C- (70-73.5), D+ (67-69.5), D (64-66.5), D- (60-63.5), E (00-59.5)

Grade Composition

Final course grades will be based on the accumulated points, out of a total of 200, based on the individual weight of each of the following:

Criteria	Points	Portion
Participation	20	10%
Current Event Presentation	20	10%
Exam 1	40	20%
Comprehensive Final Exam	40	20%
Marketing Plan	50	25%
-First Draft	10	
-Final Plan	30	
-Presentation	10	
Self-Goal Setting/-Evaluations	10	5%
Guest Lecture Reflection Papers	10	5%
Short Assignments	10	5%
Total	200	100%

General guidelines for written assignments

- 1) APA Format: Your written work (current event and marketing plan) should be concise, clearly argued, typed in MS word document, and documented in Times New Roman font (12 point) in double spaces with appendices, tables, figures, and references. Instructor will provide you further guidelines for writing in an APA format. For more detailed information on proper APA formatting, please visit:
https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html.
- 2) Written Work: All written work is due at the beginning of the class period. All documents must be submitted via Canvas. Submissions late by 7 days will lose 30% of the assignment's total points. Any work later than 7 days will lose 50% of the points.
- 3) An excessive number of typos and misspellings, or multiple grammatical errors will significantly lower your final grade.
- 4) Failure in following guidelines will significantly lower your final grade.

Guidelines for each category

Please be aware that this course is a hybrid of both in-person and the online.

Students need to take exams at the assigned on-campus classroom and are required to attend the **live-Zoom lectures on every Wednesday and Friday**. On every Monday, there will be recorded lectures available to you on Canvas. Students can view each module's lectures (including Wednesday and Friday lectures) at any time during the dates on which the module is open.

- 1) **Participation (10%)**: Students are required to attend each class meeting and actively participate in class activities and article discussions that reinforce the learning of marketing principles. It is essential that students participate discussions, activities and group project in class. Students will have **2 free absences on Wednesday and Friday on-line live lectures** without point deduction (**EXCEPT other teams' marketing portfolio and guest lectures**). Based on the total attendance score and your class participation in class, the instructor will evaluate your score.

(IMPORTANT!!!) With more than eight absences including two free absences, you will get an E no matter what. No exception!! This rule will be STRICTLY applied.

Note. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:
<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

- 2) **Current Event Presentation (Oral & Written) (10%)**: At the beginning of the semester, students will be required to select one date on which he/she will give a 10-minute current event presentation (including Q&A) to the class
(https://docs.google.com/spreadsheets/d/1LSP1JY9Ur-Eqs4oXRkcB_RxukKrRVUaZC93BqeZ9NgY/edit?usp=sharing)

- Each student should find a current event in the sport marketing industry that relates to current course topics. Some useful resources might be Street & Smith's Sports Business Journal, databases available through the UF Libraries, newspaper such as The New York Times, The Wall Street Journal, magazines such as Sports Illustrated, Forbes, or websites such as ESPN.com, CBSSports.com, etc.

- **(VERY IMPORTANT)** Each student should upload the title and original link of the article on the provided spreadsheet by **Friday noon on the week prior to the presentation day scheduled**. Students will be contacted by Monday if they need to find another article. After being confirmed by the instructor, students can work on their presentation. Failure to comply this rule will cause a 2-point reduction.

- In addition to the presentation, a written assignment (800 word limit excluding appendix, references) should be submitted and must include the following:

1. Summary of the article	2/20
2. How it relates to the topic in the course	4/20
3. Three thought-provoking discussion questions on the topic	6/20
4. Your own critical analysis/findings to the questions above	6/20
5. Reference and copy of the original article in appendix	2/20
Total	20

Note. Written assignment is due on the day he/she is scheduled to present (an electronic submission to eLearning site). Any presentation material (e.g., Google Slides, PowerPoint) must be submitted to either eLearning site.

- 3) **Exams I (15%) & Comprehensive Exam (20%):** There will be two exams and will comprise 35% of your final grade. Everything discussed in class (including current event presentation and guest lectures) and in the assigned readings may appear on the exam. A makeup exam must be requested in writing and will require written medical proof. No requests to retake the exam will be granted.

Students will take exams at the home by using Honorlock proctoring program. Do not take the course unless you have a working webcam and able to launch Honorlock proctoring program on your computer.

Clicking Launch Proctoring will begin the Honorlock authentication process, where you will take a picture of yourself, show your ID, and complete a scan of your room. Honorlock will be recording your exam session by webcam as well as recording your screen. Honorlock also has an integrity algorithm that can detect search-engine use, so please do not attempt to search for answers, even if it's on a secondary device. You can find more information about Honorlock proctoring program on <https://dce.ufl.edu/services/online-proctoring/>.

- 4) **Group Project: Marketing Plan Presentation (5%) & Written (20%):** The purpose of this assignment is to provide students with an opportunity to learn the basic overall steps and detail involved in the marketing of a sport product/service. The marketing plan should enable a sport organization to establish objectives, priorities, schedules, budgets, strategies, and checkpoints to measure performance. **Your group has been hired by professional sport team (each group will choose which team hires them)**

to develop a marketing plan. Please find the marketing plan guideline in Canvas for more details. The written document of marketing plan must include the following:

First Draft *Brief version- bullet points preferred

a) Introduction	2/10
b) Environment Analysis (SWOT)	2/10
c) STP Analysis	3/10
d) Brief description of main idea (e.g., sport product)	3/10
Total	10

Final Plan

a) Executive Summary	1/30
b) Introduction and Background Information	4/30
c) Environmental Analysis (SWOT)	5/30
d) STP Analysis	8/30
e) Strategies and Tactics (Marketing Mix)	8/30
f) Strategy to Evaluate Marketing Implementation	3/30
g) Appendices and References	1/30
Total	30

Times New Roman (12 point) font with a minimum of 2,500 words and a maximum of 4,000 words (no more than 16 pages) excluding appendices, tables, figures, and references are required. Appendices, tables and figures used in this assignment are not counted in the word count and should be used to supply support material for your assignment.

***Peer evaluation:** All team members should submit peer evaluation regarding final group project. The form will be uploaded on the course Canvas and should be submitted after the deadline of your final group project. A lack of contribution to your team project will significantly affect your grade. All team members will receive the same mark for both oral and written group work unless a specific request is lodged with the instructor outlining an unequal distribution of points. This should be submitted with the project.

- 1) **Self-Goal Setting & -Evaluations (5%):** There will be one self goal setting at the beginning of semester and two times of self-evaluations during the semester. The purpose of this goal setting and self-evaluations is to maximize students' success in the class. By setting students' own goals at the beginning of semester, the students will be able to set their doable and feasible goals to achieve based on their own circumstances. In addition, by assessing their own progresses on a regular basis, the students are expected to analyze their current stage during the semester and will be able to plan and revise their strategies in accomplishing their academic goals from the

class. Although whether the accomplishment of goal will not be considered from the final grading, this self-analytical approach is expected to provide students with a better chance of academic achievement.

- Initial Goal Setting (2%)
- 1st Self-evaluation (1.5%)
- 2nd Self-evaluation (1.5%)

- 2) ***Guest Lecture Reflection Paper (5%):*** During the semester, we will have several chances to invite guest lecturers to share their knowledge and experiences as for Sport Marketing. Students will be asked to submit one-page reflection paper(s) for each guest lecture (12-font size; Times New Roman; 1-inch margin for Top/Bottom/Left/Right; singled line spacing without any space between paragraphs). Reflection papers are expected to include, but not limited to: 1) issues that guest speakers cover during the lecture, 2) implications based on the topics that we have covered during classes, 3) any personal thoughts and feelings, and 4) any thought-provoking questions that the student wants to share with other students and the instructor.
- 3) ***Short Assignments (5%):*** Throughout the semester the students will be assigned 2 short assignments, which should be completed for the following week's class.
- 4) ***Extra Credits:*** There will be several chances for the extra credits throughout the semester. For instance, students will be able to obtain extra credits from research participation, extra current event presentation (if needed), and outstanding class participation, and drawing significant research questions, etc.

Academic integrity statement

University of Florida Honor Code:

"We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity. On my honor, I have neither given nor received unauthorized aid in doing this assignment. The university requires all members of its community to be honest in all endeavors. A fundamental principle is that the whole process of learning and pursuit of knowledge is diminished by cheating, plagiarism and other acts of academic dishonesty."

Each student has a responsibility to understand, accept, and comply with the University and College's standards of academic conduct. Examples of academic misconduct:

- Cheating: Use or attempted use of unauthorized materials, student aids or information in any academic exercise.
- Collusion: Aid or attempt to aid another student in committing academic misconduct.
- Interference: Preventing another student's work from being completed.
- Plagiarism: Use of ideas, words or statement of another person without giving credit to that person.

Violations will not be tolerated and may result in penalties that may include (but are not limited to): A zero on the exam/project, a failing class grade, community service, university expulsion.

Students should report any condition that facilitates dishonesty to the instructor, department chair, college dean, Student Honor Council or Student Conduct and Conflict Resolution in the Dean of Students Office.

U Matter, We Care

At UF Every Gator Counts. U Matter, We Care serves as UF's umbrella program for UF's caring culture and provides students in distress with support and coordination of the wide variety of appropriate resources. Families, faculty, and students can contact umatter@ufl.edu, 352-392-1575 seven days a week for assistance for students in distress. Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc/Default.aspx>, 392-1575; and the University Police Department, 392-1111 or 9-1-1 for emergencies. Sexual Assault Recovery Services (SARS) Student Health Care Center, 392-1161. University Police Department, 391-1111 (or 9-1-1 for emergencies). <http://www.police.ufl.edu/>

Religious holiday statement

At the University of Florida, students and faculty work together to allow students the opportunity to observe the holy days of his or her faith. A student should inform the faculty member of the religious observances of his or her faith that will conflict with class attendance, with tests or examinations, or with other class activities prior to the class or occurrence of that test or activity. The faculty member is then obligated to accommodate that particular student's religious observances. Because students represent a myriad of cultures and many faiths, the University of Florida is not able to assure that scheduled academic activities do not conflict with the holy days of all religious groups. Accordingly, individual students should make their need for an excused absence known in advance of the scheduled activities. The Florida Board of Education and state law govern university policy regarding observance of religious holidays.

The following guidelines apply

- Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith.
- Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence.
- Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances.

If a faculty member is informed of or is aware that a significant number of students are likely to be absent from class because of a religious observance, the faculty member should not schedule a major exam or other academic event at that time. A student who is to be excused from class for a religious observance is not required to provide a second party certification of the reason for the absence. Furthermore, a student who believes that he or she has been unreasonably denied an education benefit due to religious beliefs or practices may seek redress through the student grievance procedure. It is the policy of the

University of Florida to make every reasonable effort to allow members of the University community to observe their religious holidays without academic penalty. Absence from classes or examinations for religious reasons does not relieve you from responsibility for any part of the course work assigned while absent. If you expect to miss a class, exam, or other assignment as a consequence of religious observance, you shall be provided with a reasonable alternative opportunity to complete such academic responsibilities without penalty, unless it interferes unreasonably with the rest of the class. It is your obligation to provide me with reasonable notice of the dates of religious holidays on which you will be absent. Such notice must be given by the end of the fourth week of a full term or by the end of the third week of a half term.

Accommodations for students with disabilities

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester. Some aspects of this course, the assignments, the in-class activities, or the way I teach may be modified to facilitate your participation and progress. Be assured that I will treat any information about your disability as private and confidential.

Course evaluation

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

Class schedule change

The instructor reserves the right to make changes to the syllabus and outline as the class progresses and circumstances arise. Students will be given notice of any changes in advance.

Course Outline *(Subject to change)*

	Date	Topics	Assignment	Reading
W 1	Aug. 31	Course Introduction & Overview (LIVE ZOOM)		<i>Syllabus</i>
	Sep. 2	Overview of Marketing (LIVE ZOOM)	Short Assignments	
	Sep. 4	Special Nature of Sport Marketing	Introduction Card Due	<i>Ch. 1</i>
W 2	Sep. 7	Special Nature of Sport Marketing	Current Event Date Choice	<i>Ch. 1</i>
	Sep. 9	Understanding the Sport-Derived Product (LIVE ZOOM)		<i>Ch. 7</i>
	Sep. 11	Understanding the Sport-Derived Product (LIVE ZOOM)	Current Event Presentation Starts	<i>Ch. 7</i>
W 3	Sep. 14	Strategic Marketing Management		<i>Ch. 2</i>
	Sep. 16	Strategic Marketing Management (LIVE ZOOM)	Self Goal-Setting	<i>Ch. 2</i>
	Sep. 18	Strategic Marketing Management (LIVE ZOOM)		<i>Ch. 2</i>
W 4	Sep. 21	Understanding Sport Consumer		
	Sep. 23	Understanding Sport Consumer (LIVE ZOOM)		<i>Ch. 3</i>
	Sep. 25	Understanding Sport Consumer (LIVE ZOOM)		
W 5	Sep. 28	Marketing Research		<i>Ch. 4</i>
	Sep. 30	Guest Lecture (TBD) (LIVE ZOOM)		
	Oct. 2	UF Homecoming		
W 6	Oct. 5	STP Model		
	Oct. 7	STP Model (LIVE ZOOM)		<i>Ch.5</i>
	Oct. 9	STP Model (LIVE ZOOM)		
W 7	Oct. 12	Guest Lecture (TBD)		
	Oct. 14	Exam Review (LIVE ZOOM)		
	Oct. 16	EXAM I (ON-CAMPUS)		
W 8	Oct. 19	Sport Product		
	Oct. 21	Sport Product (LIVE ZOOM)	Self- Evaluation #1	<i>Ch.6</i>
	Oct. 23	Sport Product (LIVE ZOOM)	Marketing Plan Draft Due	
W 9	Oct. 26	Brand Loyalty		
	Oct. 28	Sponsorship & Activation (LIVE ZOOM)		<i>Ch. 10</i>
	Oct. 30	Sponsorship & Activation (LIVE ZOOM)		
W 10	Nov. 2	Sponsorship & Activation	Group Meeting	
	Nov. 4	Endorsement Marketing (LIVE ZOOM)	Group Meeting	
	Nov. 6	Guest Lecture (TBD) (LIVE ZOOM)		<i>Ch. 9</i>
W 11	Nov. 9	Pricing & Promotion		<i>Ch. 10</i>
	Nov. 11	Veterans Day		

	Nov. 13	Marketing Plan Showcase Group 1 & 2 (LIVE ZOOM)	
	Nov. 16	Pricing & Promotion	<i>Ch. 10</i>
W 12	Nov. 18	Marketing Plan Showcase Group 3 & 4 (LIVE ZOOM)	
	Nov. 20	Marketing Plan Showcase 3 Group 5 & 6 (LIVE ZOOM)	
	Nov. 23	Pricing & Promotion	<i>Ch. 10</i>
W 13	Nov. 25	Thanksgiving	
	Nov. 27	Thanksgiving	
	Nov. 30	Public Relations and Media	<i>Ch. 11, 12</i>
W 14	Dec. 2	Marketing Plan Showcase Group 7 & 8 (LIVE ZOOM)	
	Dec. 4	Marketing Plan Showcase 5 Group 9 & 10 (LIVE ZOOM)	
	Dec. 7	Final Exam Rewview (LIVE ZOOM)	
W 15	Dec. 9	Reading days (No classes)	
	Dec. 11	Reading days (No classes)	Final Group Project Report Due
	Dec. 14	FINAL EXAM	
W 16	Dec. 16		Self- Evaluation #2
	Dec. 18		