

# SPM 5309: Sport Marketing

Department of Sport Management  
University of Florida  
(Fall 2022)

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<b>Course Information</b>	Section: 17253, Z1YC Credits: 3 Dates/Time: 8/24/22 – 12/07/22; Thursday 9:35AM – 12:35PM Location: FLG225
<b>Contact Information</b>	Professor: Dr. Yong Jae Ko Office: Florida Gym, Room 325C E-Mail: <a href="mailto:yongko@ufl.edu">yongko@ufl.edu</a> Phone: 352-294-1665 Office Hours: Thursday 12:00 – 2:00PM
<b>Course Website</b>	Canvas ( <a href="https://elearning.ufl.edu">https://elearning.ufl.edu</a> )
<b>Course Communication</b>	For any general course inquiries, please send your questions to <a href="mailto:yongko@ufl.edu">yongko@ufl.edu</a> and include “SPM 5309” in the subject.
<b>Required Book &amp; Readings</b>	(1) Articles and videos in Canvas. (recommended) Shank, M. D., & Lyberger, M. R. (2022). <i>Sports Marketing: A Strategic Perspective (6th ed.)</i> . New York: Routledge. (5 <sup>th</sup> edition is also acceptable)
<b>Course Description</b>	

This course examines marketing information systems, pricing strategies, media relations, promotional methods, and endorsements as they relate to marketing theories. Practical applications and principles.

## Purpose of the Course

This course is designed to provide students with (1) a deep understanding of theories and concepts in sport marketing, (2) an up-to-date understanding of them as they are currently being applied to solve problems and issues in various sport business contexts, (3) strategies of making effective decisions with respect to the marketing of sport products and brands, (4) a foundation for advanced study and work in marketing, consumer behavior, and related fields.

## Course Objectives

After successfully completing this course, students will be able to:

1. Articulate the sport industry’s significance by integrating the unique values of the current industry model
2. Analyze the key concepts relative sport marketing to formulate, design, and implement an effective marketing plan
3. Research and analyze theories that underline sport consumers to report upon the findings of their decision process
4. Formulate market segmentation and selection strategies
5. Analyze, classify, and differentiate between services and goods and conduct systematic evaluation of their quality
6. Analyze and differentiate various sport brands identified in this course, in doing so construct new effective branding strategies and report on them
7. Examine the concepts of relationship building in profit and non-profit sport businesses to develop and present upon new and effective sponsorship/partnership, and endorsement strategies
8. Articulate the keys to effectively use social media and technology in e-business
9. Utilizing concepts learned in this course research and conduct a thorough environmental analysis to forecast future trends and opportunities

## Course Information and Policies

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1. This course is a flipped course. The course is organized around modules with (1) lectures and reading materials and (2) review, discussion, and application.
2. There are select times during which modules and course materials will be available to you. You can view each module's materials at any time during the dates in which the module is open. However, exams, discussion questions and other assignments will only be made available to you until the due date(s) listed. Please be sure to reference the syllabus to familiarize yourself with these critical deadlines.
3. All assignments, discussions, quizzes, exams, etc. are to be submitted by 11:59pm ET on the date for which the item is due. Discussions, quizzes, and exams submitted after this time will not be eligible for credit.
4. If personal circumstances arise that interfere with your ability to meet a deadline, please let me know as soon as possible prior to the deadline. Only university accepted excuses will be accepted and documentation must be provided before make-up work is accepted. Requirements for make-up quizzes, assignments, and other work are consistent with university policy:  
<http://gradcatalog.ufl.edu/content.php?catoid=5&navoid=1054#attendance>.
5. You have up to three (3) days after the posting grade to contact me regarding any issues or concerns, after which the grade is final. Grades are based on a point scale and will not be rounded.
6. This syllabus represents the tentative plans and objectives for this course. As we go through the semester, plans may need to change to enhance the learning opportunity. Such changes will be communicated clearly.

### Academic Integrity

Any individual who becomes aware of an honor code violation is committed to take corrective action. Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <https://www.dso.ufl.edu/students.php>.

Honor Code Policy: "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity by abiding the Honor Code."

### Written Paper Policies

1. Written papers are to be submitted via Canvas by 11:59pm ET on the date for which the paper is due. Ten percent will be deducted for each day any paper is late, and the paper is considered late after 11:59pm on the due date.
2. Plagiarism includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full or clear acknowledgement. It also includes unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials. Plagiarism includes cutting and pasting articles from any website without acknowledging the exact web page, as well as, cutting and pasting from a student's own work submitted in another course.
3. Use an APA cover page with your name, course name, title, and signature.
4. All papers MUST be APA Style. All references must be cited in-text and appear in a reference list at the end of the paper. Assignments must be paginated, 1-inch margins, double spaced and use Times New Roman 12-point font.
5. Submit your final draft in Word file.

### Online Profile

Please update your Canvas profile with information and a photo by the end of the first week. This is done to familiarize you with students with whom you will be sharing online time. Click on the Setting in the top right of Canvas, then click on Edit Settings in the right column, and then click on the profile pic icon to change it. You will then be able to "upload a photo" or "take a photo" and then click Save.

## **U Matter, We Care**

Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1.

## **Accommodations for Students with Disabilities**

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, <http://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.

## **Course Evaluations**

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/>.

## **In-Class Recording**

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor. Please check UF Regulation 4.040 Student Honor Code and Student Conduct Code for more information.

## **Respect for Diversity and Inclusion**

It is my intent to create a learning environment for my students that supports a diversity of thoughts, perspectives, and experiences, and honors your identities (including race, ethnicity and national origins, gender/gender identity, class, sexuality, religion, ability, etc.). Diversity that students bring to this class be viewed as a resource, strength, and benefits. Please visit this link for more resources;

<https://ufl.instructure.com/courses/414526/pages/teaching-and-classroom-resources>

## **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 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.

## **Assignment Guidelines:**

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### **1. Reflection Papers**

The primary purpose of the lecture is to lay the foundation of the various concepts and topics of sport marketing and consumers. Each lecture will provide an overview of the central ideas associated with specific concepts for each module. The primary purpose of the readings is to further explore the current topics that pertain to strategic marketing decisions and sport consumers.

- I expect you to watch the lecture video and read the assigned readings.
- Submit a reflection paper that includes (1) a summary of key concepts from the lecture and articles AND (2) your suggestions and personal application – 500 words limit or 1 page.

### **2. Discussion Questions**

There are a total of 10 group discussion sessions. Discussion questions are used to weave key concepts presented in the lectures and readings into an integrated whole to further develop an understanding of the phenomenon in sport. The discussion questions will pertain to both lecture and reading materials for that week. To fully participate in the discussion questions, students will have to do the following:

- Watch lecture video and read assigned articles.
- Come to the class and engage in group discussion. Students will also bring questions from the lecture and readings.
- Group leaders will summarize and submit group members' discussion and suggestions by 11:59PM on the same day. Make sure to include the names of members who participated in the discussion.
- Each student will play the leader role twice throughout the semester.

### **3. CSR Case Analysis**

A group of 3-4 students will present a “case analysis” that relates to cause marketing issues and/or corporate social responsibility (CSR) program implemented by a sport organization. The topic can be anything that interests you in the current news related to social or environmental issues that sport organizations/athletes engage in OR work together with their corporate partners. Your 3–4-page report should include (a) a summary of the case, (b) evaluation of its effectiveness, and (c) your recommendations. Please prepare a 10-minute presentation of the background of the case and your suggestions followed by a 5-minute question and answers session.

### **4. Service/Fan Audit**

This is a group assignment. Each group (3 or 4 students, assigned) must carefully select a sport organization (e.g., professional sport team/league) that offers their services online (e.g., Gatorzone.com and ESPN), or virtually (e.g., NBA Virtual Reality program). Evaluate the quality of their services by following the directions provided in Canvas.

### **5. Marketing Plan**

This is a group assignment (3-4 students, assigned) which will be completed during the second half of the course. Each group will develop a comprehensive marketing plan for the sport business you aspire to go into. Specific details will be given in class. Each group will give a 15-minute presentation covering the main points of their marketing plan.

### **6. Peer evaluation**

All team members should submit peer evaluation regarding each member’s contribution to the group project. The form will be uploaded on the course Canvas and should be submitted by the deadline of your group project.

## Evaluation

1. Reflection Papers	20
2. Discussion Questions	30
3. CSR Case analysis	10
4. Service/fan audit	10
5. <u>Marketing plan/presentation</u>	30
<b>Total</b>	<b>100</b>

\* Specific guidelines for each assignment are available on Canvas.

## Grade Breakdown

A	= 93-100	C(S)	= 73-76.9
A-	= 90-92.9	C-(U)	= 70-72.9
B+	= 87-89.9	D+	= 67-69.9
B	= 83-86.9	D	= 63-66.9
B-	= 80-82.9	D-	= 60-62.9
C+	= 77-79.9	E	= 0-59.9

### \*\*\* Important Note for Graduate Final Exam Requirement

During this course, the successful completion of the marketing plan will fulfill a requirement of the Graduate Final Exam which is a requirement to be completed prior to the completion of the M.S in Sport Management degree at the University of Florida. To successfully complete the marketing plan, the student must earn a minimum of 80% on the assignment. A failure to meet the minimum of 80% will require the student to rewrite and resubmit the marketing plan to the instructor by the stated deadline which will be before the end of the semester. However, the rewrite grade will not count towards the course but will count towards the successful completion of that Graduate Final Exam portion. A failure to successfully rewrite and resubmit the marketing plan will result in earning an “Incomplete” (I) grade for the course until the requirement has been met. (Please note: An “Incomplete” (I) grade becomes punitive to your overall GPA approximately one semester following the assigned “Incomplete” grade.) It is the student’s responsibility to arrange with the instructor and agree in writing the timeline for successfully completing the marketing plan in fulfillment of the Graduate Final Exam portion. If the student successfully earns a minimum of 80% on the first submission of the marketing plan, then no further action is necessary.

## Course Schedule

This schedule is a tentative outline of the reading, projects and assignments that will be covered throughout the semester. If there are changes or amendments to this schedule, you will be told well in advance of any assignments that may be due.

Module	Week	Topic	Assignment	Due	Points (100)
<b>Module 1</b> In this module, students will gain a clear understanding of what sport marketing is and why relationship building is important in the sport business. We will also explore the nature of the sport industry and specific components of strategic marketing plan.	1-2	Course Introduction & Sport Industry	Update Canvas user profile; Industry Assignment	8/31	- -
		Marketing Concept & Strategic Sport Marketing	Reflection Paper (RP #1) Discussion Questions (DQ #1)	8/31, 9/1	3, 2
<b>Module 2</b> In this module, students will gain a better understanding of sport consumers including fans, participants, and donors, and explore key factors that influence their decision-making process. Students will also learn how to develop effective market (segmentation) strategies.	3-4	Sport Consumers	RP #2; DQ #2	9/7, 9/15	3, 2
		Market Segmentation	RP #3; DQ #3	9/14, 9/15	3, 2
<b>Module 3</b> In this module, students will learn strategic components (4Ps) of marketing, sport product, promotion, price, and place. Specific topics include (a) branding sport products, teams, and athletes, (b) developing effective promotional strategies of sport brands and their applications to partnership, sponsorship, and endorsement, (c) developing effective pricing strategies for luxury and non-luxury sport brands, and (d) coordinating the marketing mix.	5-6	Sports Products & Service Quality	RP #4; DQ #4	9/21, 9/22	3, 2
		Managing Sport Brands	RP #5; DQ #5	9/28, 9/29	3, 2
	7-10	Promotion Concepts/Mix	<b>Service Audit</b> RP #6; DQ #6	10/6 10/5, 10/6	10 3, 2
		Sponsorship/ Endorsement	RP #7; DQ #7	10/12, 10/13	3, 2
		Social Media	RP #8; DQ #8	10/19, 10/20	3, 2
		CSR	RP #9; DQ #9	10/26, 10/27	3, 2
	11	Pricing Strategy	<b>CSR Case Analysis</b>	11/3	10
Coordinating & Controlling the Mix		<b>Marketing Mix Grid</b>	11/10	5	
<b>Module 4</b> In this module, students will explore key issues of technology and e-business and the future sport industry. Students will apply what they have learned throughout the semester with a culminating project and a final examination.	13-15	Technology & Future trends	RP #10; DQ #10	11/17	3, 2
		<b>Thanksgiving break</b>			
		Final Assignment	<b>Marketing Plan /Presentation Peer Evaluation</b>	12/1	25

