

SPM 5309 SPORT MARKETING
SPRING 2023

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| Course Information | Section: OS10, OS11 Credits: 3 Dates: Monday, January 9 – Wednesday, April 26 Location: Web Based |
| Contact Information | Instructor: Dr. Tavormina, Ph.D. Office: Florida Gym, Room 330A Phone: 352-294-3567 Email: atavor@ufl.edu Office Hours: Tuesdays and Thursdays 12:00pm – 2:00pm or by appointment |
| Course Website | Canvas https://elearning.ufl.edu |
| Course Communication | For any course inquiries, please send your questions through the Canvas messages or to atavor@ufl.edu and include the course prefix and number in the subject of the email. |
| Required Books | (1) Shank, M. D., & Lyberger, M. R. (2014). <i>Sports marketing: A strategic perspective</i> (5 th ed.). New York: Routledge. (2) Articles on Canvas. |

Course Description

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 Course

Sport Marketing is designed to introduce students to the application of the principles of marketing to the managed sport industry with emphasis on intercollegiate athletics, professional sport and multi-sport club operations. The function of the course is to provide students with an up-to-date understanding of marketing concepts as they are currently being applied in various sport management contexts; and it is intended to provide a foundation for those students who plan to do advanced study and work in marketing, consumer behavior and related fields.

Course Objectives

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

1. Define and apply key sport marketing concepts.
2. Describe the theories that underline the sport marketing process.
3. Develop and apply a sport marketing plan.
4. Evaluate sport marketing strategies.
5. Identify future trends and challenges in sport marketing
6. Analyze case studies in sport to determine successfully marketing strategies.

COURSE INFORMATION AND POLICIES

1. Please be aware that the online learning platform can sometimes present significant challenges. Unlike traditional classroom settings in which each student gets the same class at a set time and day, the online setting is available to you 24 hours a day and gives students the opportunity to tailor class to their schedule. Please note, however, this course is not entirely self-paced.
2. There are select times during which modules, weekly content, and course materials will be available to you. You can view each week's lectures at any time during the dates in which the weekly content is open. However, exams, discussion questions and other assignments will only be made available to you until the due date(s) listed. There will be no class meetings for me to remind you of important due dates so please be sure to reference the syllabus to familiarize yourself with these critical deadlines.
3. All assignments, discussion questions, exams, etc. are to be completed individually (unless otherwise noted) and submitted by 11:59 PM ET on the date for which the item is due. Discussion questions 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 assignments and other work are consistent with university policy:
<http://gradcatalog.ufl.edu/content.php?catoid=5&navoid=1054#attendance>.
5. If you experience trouble with Canvas, your browser, access to your GatorLink account, or any other relevant issues, please contact the UF Computing Help Desk (352) 392-HELP (4357) or helpdesk@ufl.edu. In addition, please email me immediately. When available, please be sure to send me a screenshot of the issue. I will attempt to respond to your emails within 24 business hours. Please remember to include the course prefix and number in your emails and that all correspondence must be presented in a professional manner.
6. Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center (DRC) by visiting <https://disability.ufl.edu/students/get-started/>. The DRC will provide documentation to the student who must then provide this to the instruction when requesting accommodation. You must submit this documentation prior to submitting assignments and completing exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.
7. Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at gatorevals.ua.ufl.edu/students/. Students will be notified when the evaluation period opens. Evals can be completed through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at gatorevals.ua.ufl.edu/public-results/.
8. You have up to three (3) days after the posting of a 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.
9. This syllabus represents the tentative plans and objectives for the course. As we go through the semester, plans may need to change to enhance a course learning opportunity. Such changes will be communicated clearly, and are not unusual and should be expected.

Academic Integrity

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Conduct Code specifies a number of behaviors that are in violation of this code and the possible sanctions. Click [here](#) to read the Conduct Code. If you have any questions or concerns, please consult with the instructor or TAs in this class.

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.

A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient

history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or guest lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Policy on Course Syllabi 3 UF, Academic Affairs, September 9th, 2022 Honor Code and Student Conduct Code.

Health and Wellness Resources

U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit [U Matter, We Care website](#) to refer or report a concern and a team member will reach out to the student in distress.

Counseling and Wellness Center: [Visit the Counseling and Wellness Center website](#) or call 352-392-1575 for information on crisis services as well as non-crisis services.

Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or [visit the Student Health Care Center website](#).

University Police Department: [Visit UF Police Department website](#) or call 352-392-111 (or 9-1-1 for emergencies).

UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; [Visit the UF Health Emergency Room and Trauma Center website](#).

GatorWell Health Promotion Services: For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the [GatorWell website](#) or call 352-273-4450.

Academic Resources

E-learning technical support: Contact the [UF Computing Help Desk](#) at 352-392-4357 or via e-mail at helpdesk@ufl.edu.

Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

Library Support: Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352-392-6420. General study skills and tutoring.

Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

Student Complaints On-Campus: [Visit the Student Honor Code and Student Conduct Code webpage for more information](#).

On-Line Students Complaints: [View the Distance Learning Student Complaint Process](#).

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 *Account* in the top left navigation menu on Canvas. Then, click on *Profile*. Then, click on the *Edit Profile* button on the top right side of page. Click on *Save Profile*. Then, click on the profile pic icon to upload photo and then click *Save*.

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 ET on the due date.
2. Plagiarism includes but is not limited to stealing, misquoting, insufficiently paraphrasing, or patch-writing, submitting materials from any source without proper attribution, submitting a document, assignment, or material that, in whole or in part, is identical or substantially identical to a document or assignment the student did not author, and self-plagiarism, which is the reuse of the Student's own submitted work, or the simultaneous submission of the student's own work, without the full and clear acknowledgment and permission of the faculty to whom it is submitted.
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.

Course Format

This course is an online course and all class sessions (including discussion sessions) will be delivered through Canvas. The course is organized around weekly content, and four units make up each weekly content as follows:

1. Lectures
2. Readings
3. Discussion Questions

Lectures and Readings

Key concepts will be presented through brief lectures at the beginning of each weekly content. Each lecture will provide an overview of the central ideas associated with specific concepts for each weekly content. The primary purpose of the lecture is to lay the foundation of the various concepts and topics of management and leadership in sport. The primary purpose of the readings is to further explore the specific topics or roles that pertain to management and leadership in sport.

Discussion Questions

Discussion questions are used to weave key concepts presented in the lectures and readings into an integrated whole in order to further develop an understanding of the phenomenon in sport. To successfully complete and fully participate in the discussion questions, students will have to do the following:

- View the lectures
- Read and understand the assigned readings prior to the beginning of a discussion
- Prepare and post answers (**150-200 word limit combined**) to the posted discussion questions
 - Two of the ten discussion questions must be answered via video (**2-3 minutes**)
 - If not completed, the last two weeks of discussions will be graded as a 0
- React to four discussion responses by supporting/disputing the views of others (**50-100 word limit each**)

In summary, each weekly content will include four key tasks:

1. *Watch* the lecture
2. *Read* the assigned readings
3. *Post* written responses to the discussion questions
4. *Post* your reaction to other student's discussion answer and interact with other students

Evaluation

| <i>Assignment/Exam</i> | <i>Points</i> | <i>Grade Breakdown</i> | |
|--|---------------|------------------------|----|
| Marketing Case Analysis | 30 | 186 - 200 | A |
| Sport Marketing Crisis Plan | 30 | 180 - 185.9 | A- |
| Marketing Industry Challenge Presentation | 30 | 175 - 179.9 | B+ |
| Discussion Questions (5 points each) | 50 | 167 - 174.9 | B |
| Exams (30 points each) | 60 | 160 - 166.9 | B- |
| | | 155 - 159.9 | C+ |
| Total | 200 | 147 - 154.9 | C |
| | | 140 - 146.9 | C- |
| | | 135 - 139.9 | D+ |
| | | 128 - 134.9 | D |
| <i>More information on the Graduate School grading policies may be found at:</i> | | 119 - 127.9 | D- |
| <i>https://catalog.ufl.edu/graduate/regulations/</i> | | 118.9 or lower | E |

PERFORMANCE EVALUATIONS

Marketing Case Analysis

Each student will present a case analysis that relates to marketing issues and challenges in the sport industry. The topic must be approved by the instructor (submitted via the Canvas *Discussion* by the due date), but it can be anything that interests you in the current news related to sport consumers, events, athletes, product brands, organizations, etc. The case analysis requires a 4-6 page write-up of the case (and citations of your source). You must include a summary of the case, how it relates to class topics, and what you might do as a sport marketer to address the issue you choose (develop and present your marketing/promotional strategies). Most of the grade for this assignment will be based on your ability to communicate the problem, relate it to relevant class topics, and discuss ways to address this problem from a sport marketer's point of view in creative ways. Specific details will be given on Canvas.

Sport Marketing Crisis Plan**

Each student will develop a comprehensive sport marketing crisis plan based for a sport organization based on the crisis of the COVID-19 pandemic. A strategic marketing plan needs *planning implementation, and control*. As a sport manager, it is your task to develop a comprehensive sport marketing crisis plan based on the crisis of the COVID-19 pandemic, which includes first doing some research and analysis (similar to comprehensive strategic marketing plan). The effects of the current pandemic will be felt by everyone for quite some time, and the sport industry may feel some of the greatest effects. It is your role as a sport marketer to minimize these effects with your sport marketing crisis plan. Every aspect of the plan must be as realistic as possible. You must research thoroughly and present data where applicable throughout the 8-10 page paper. Specific details will be given on Canvas.

Marketing Industry Challenge Presentation

Groups of 2-3 students will develop a comprehensive response to a specific sport industry case challenge. Every aspect of the plan must be as realistic as possible as you will present your group's case challenge response to the sport industry professionals near the end of the semester. You must research thoroughly and present data where applicable throughout the 4-5 minute presentation. You should prepare an appropriate PowerPoint to facilitate a clear and concise presentation. Students will be required to view all of the group presentations by a specific date and will be required to comment on two other Marketing Industry Challenge presentations via the *Discussions* link. Specific details will be given on Canvas.

Discussion Questions

There will be ten discussion questions throughout the semester. The discussion questions will pertain to both lecture and reading materials for that week. The discussion questions will be available to you and answered in the *Discussions* link via Canvas. For every week discussion questions are due, each student must answer the questions in 150-200 words in combined length by Friday and post reactions that are 50-100 words in length each to at least four other students' posts by Sunday. For two of the discussions, the discussion questions (not reactions) must be answered by recording (not uploading) a 2-3 minute video recording via the "Record Media" icon in the *Discussions* link via Canvas. If not completed, the last two discussions will be graded as a 0.

Exams

There will be two exams throughout the semester. The exams will consist of 5-7 short answer questions and you will have 60 minutes to complete them. Exams will be available for a four day period via Canvas and are due by 11:59pm ET on the due date; however, you only get one opportunity to complete it. Exams are *closed* note and to be completed individually. Please make sure you use a reliable computer with a secure connection and take the exams earlier in the day in case there is an issue because we cannot be responsible for technology errors. If you do have technical difficulties, contact Learning Support Services and email me immediately with a screenshot of the issue.

****Graduate Final Exam Requirement (ONLY for New Fall 2020 Students and beyond)**

During this course, the successful completion of the *Sport Marketing Crisis Plan* paper 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 *Sport Marketing Crisis Plan* paper, 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 *Sport Marketing Crisis Plan* paper 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 *Sport Marketing Crisis Plan* paper 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 *Sport Marketing Crisis Plan* paper in fulfillment of the Graduate Final Exam portion. If the student successfully earns a minimum of 80% on the first submission of the *Sport Marketing Crisis Plan* paper, then no further action is necessary.

SPM 5309 SPRING 2023 COURSE SCHEDULE

| MODULE I | | |
|-----------------|---|------------------------|
| Week 1 | | |
| Watch | Introduction Lecture | Wednesday, January 11 |
| Read | Chapter 1 | Wednesday, January 11 |
| Post | Student Introduction Video in Canvas <i>Discussions</i> | Friday, January 13 |
| Watch | Student Introductions | Sunday, January 15 |
| Week 2 | | |
| Watch | Lecture 1 – Strategic Sport Marketing | Wednesday, January 18 |
| Read | Chapter 2 & Articles on Canvas | Wednesday, January 18 |
| Post | Discussion Question 1 Response | Friday, January 20 |
| Post | Reaction to Other Students' Discussion Answer | Sunday, January 22 |
| Week 3 | | |
| Watch | Lecture 2 – Sport Marketing Research | Wednesday, January 25 |
| Read | Chapter 3 & Articles on Canvas | Wednesday, January 25 |
| Post | Discussion Question 2 Response | Friday, January 27 |
| Post | Reaction to Other Students' Discussion Answer | Sunday, January 29 |
| Submit | Topic for Sport Marketing Crisis Plan | Sunday, January 29 |
| Week 4 | | |
| Watch | Lecture 3 – Sport Consumer Behavior | Wednesday, February 1 |
| Read | Chapter 5 & Articles on Canvas | Wednesday, February 1 |
| Post | Discussion Question 3 Response | Friday, February 3 |
| Post | Reaction to Other Students' Discussion Answer | Sunday, February 5 |
| Submit | Topic for Marketing Case Analysis | Sunday, February 5 |
| Week 5 | | |
| Watch | Lecture 4 – Target Markets | Wednesday, February 8 |
| Read | Chapter 6 & Articles on Canvas | Wednesday, February 8 |
| Post | Discussion Question 4 Response | Friday, February 10 |
| Post | Reaction to Other Students' Discussion Answer | Sunday, February 12 |
| Week 6 | | |
| Watch | Lecture 5 – Product | Wednesday, February 15 |
| Read | Chapter 7, 8 & Articles on Canvas | Wednesday, February 15 |
| Post | Discussion Question 5 Response | Friday, February 17 |
| Post | Reaction to Other Students' Discussion Answer | Sunday, February 19 |
| Week 7 | | |
| Complete | Exam 1 | Wednesday, February 22 |
| Submit | Teammate for Marketing Industry Challenge Presentation | Sunday, February 26 |

| MODULE II | | |
|------------------|--|---------------------|
| Week 8 | | |
| Watch | Lecture 6 – Promotion | Wednesday, March 1 |
| Read | Chapter 9, 10 & Articles on Canvas | Wednesday, March 1 |
| Post | Discussion Question 6 Response | Friday, March 3 |
| Post | Reaction to Other Students' Discussion Answer | Sunday, March 5 |
| Week 9 | | |
| Submit | Marketing Case Analysis | Friday, March 10 |
| Week 10 | | |
| Enjoy | <i>No Classes – Spring Break</i> | March 11 - 18 |
| Week 11 | | |
| Watch | Lecture 7 – Sponsorships | Wednesday, March 22 |
| Read | Chapter 11 & Articles on Canvas | Wednesday, March 22 |
| Post | Discussion Question 7 Response | Friday, March 24 |
| Post | Reaction to Other Students' Discussion Answer | Sunday, March 26 |
| Week 12 | | |
| Watch | Lecture 8 – Price | Wednesday, March 29 |
| Read | Chapter 12 & Articles on Canvas | Wednesday, March 29 |
| Post | Discussion Question 8 Response | Friday, March 31 |
| Post | Reaction to Other Students' Discussion Answer | Sunday, April 2 |
| Week 13 | | |
| Post | Marketing Industry Challenge Presentation | Wednesday, April 5 |
| Watch | Other Group's Marketing Industry Challenge Presentations | Sunday, April 9 |
| Post | Responses to Marketing Industry Challenge Presentations | Sunday, April 9 |
| Week 14 | | |
| Watch | Lecture 9 – Place (Distribution) | Wednesday, April 12 |
| Read | Articles on Canvas | Wednesday, April 12 |
| Post | Discussion Question 9 Response | Friday, April 14 |
| Post | Reaction to Other Students' Discussion Answer | Sunday, April 16 |
| Week 15 | | |
| Watch | Lecture 10 – Implementation and Control | Wednesday, April 19 |
| Read | Chapter 13 & Articles on Canvas | Wednesday, April 19 |
| Post | Discussion Question 10 Response | Friday, April 21 |
| Post | Reaction to Other Students' Discussion Answer | Sunday, April 23 |
| Submit | Sport Marketing Crisis Plan | Sunday, April 23 |
| Week 16 | | |
| Complete | Exam 2 | Wednesday, April 26 |