

The University of Florida
College of Human Health and Performance
Department of Sport Management
Spring Semester, 2020

SPM3306: Sport Marketing
M, W, F (10:40AM–11:30 AM)
FLG 0265

Instructor: Christina M. Ramos

Phone: (352) 392-4042 / (352) 283-0468

E-mail: cmramos@ufl.edu

Office hours: Mondays 9:00 AM-10:30 AM & 1:30-3:00 PM, or by appointment (**preferred**)
FLG 330A (until further notice)

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. Please contact me if you ever have any questions or concerns about anything related to the class. I am happy to help and meet with you to discuss and review.

I. 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.

II. Course Textbook

Required text:

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

Optional Supplements – Business Periodicals (free versions):

- *Advertising Age*
- *Street & Smith's Sports Business Journal*

Reading from current business news periodicals (e.g., *Sports Business Journal*, *Advertising Age*, *Wall Street Journal*, *Business Week*, *Harvard Business Review*, *Forbes*, *Economist*, *Fortune*, ESPN, 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.”

Optional Supplements – Peer-Reviewed Journals:

- *Sport Marketing Quarterly*
- *Journal of Advertising*
- *European Sport Marketing Quarterly*

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>.

III. Grading**Grading Standards:**

94%-100%	A	74%-76.9%	C
90%-93.9%	A-	70%-73.9%	C-
87%-89.9%	B+	67%-69.9%	D+
84%-86.9%	B	64%-66.9%	D
80%-83.9%	B-	60%-63.9%	D-
77%-79.9%	C+	59.9% and below	E

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:

<u>Item</u>	<u>Points</u>	<u>Percentage</u>
Class Attendance & Participation	30	15%
Weekly Sports Marketing Articles	10	5%
Current Event Presentation	20	10%
Exam 1	40	20%
Group Project	40	20%
Guest Lecture Reflection Paper	10	5%
Final Exam	50	25%
Total	200	100%

General Guidelines for Written Assignments

- Written Work: All written work is due at the beginning of the class period. All documents must be submitted via Canvas. Submissions late by 10 minutes will lose 30% of the assignment's total points. Any work later than that will lose 50% of the points.
- An excessive number of typos and misspellings, or multiple grammatical errors will significantly lower your final grade.
- Failure in following guidelines will significantly lower your final grade.

Attendance & Participation (15%): Students are required to attend each class meeting and actively participate in class activities to reinforce the learning of marketing principles. It is essential that students participate in class discussions and activities. Students are also encouraged to be fully engaged in the learning experience: (a) asking thoughtful and thought-provoking questions, (b) offering insightful observations about the topic being discussed, and (c) embellishing the discussion with appropriate examples. Students should come to class prepared to answer key questions associated with each assigned chapter of the textbook.

Note: Students will receive two free absences without a point reduction. However, students those who with no absence throughout this semester will obtain extra credits at the end of semester. Two late attendances are equal to one absence. Students must submit relevant documentations in order to receive an excused absence. Any student with more than eight absences (including the two free absences), will receive an E no matter what. No exception!! This rule will be STRICTLY applied.

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>.

Current Event Presentation (Oral & Written) (10%): At the beginning of the semester, students will be required to select one dates on which he/she will give a five-minute current event presentation (including Q&A) to the class (<https://goo.gl/96UwsM>). All students must sign up for a presentation date on the google sheet no later than January 17. All students must submit their unique articles on the google sheet no later than the Friday before their presentation date by noon EST. Students will be contacted if they need to find another article.

Each student should find a current article that is related to 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*, *USA Today*, *The Wall Street Journal*, magazines such as *Sports Illustrated*, *Forbes*, or websites such as ESPN.com, CBSSports.com, etc.

Each student should upload the title and original link of the article to the spreadsheet by Friday noon in the week before their presentation. 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 (1,000-word limit excluding appendix, references) should be submitted and must include the following:

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

Total: 20 points

Note: Written assignment is due on the day you are scheduled to present (a hard copy and an electronic submission to Canvas). Failure to present on the scheduled date without written notification in advance will lose 50% of the points.

Weekly Sports Marketing Articles (5%): Each Friday, students must submit a sports marketing related article via Canvas. All articles must be provided from legitimate sources as outlined in the syllabus (see: optional supplements). In addition, each weekly article must be related to the most recent topic/chapter that was discussed in the course. For week 1, students should submit a general sports marketing article since no topics will have been discussed during that week. With each article, students must discuss the top three takeaways that this article provided as it relates to sports marketing topics. Students must also summarize their thoughts on the article. Note: this does not mean that you should summarize the article; students should write statements as to what they believe and what their preference is (e.g. why or why not they agree or disagree, if they would do things differently or the same, and how they would respond if they were a fan, athlete, league, sports property, or brand.).

Exams I (20%) & Final Exam (25%): There will be two exams, which will comprise 45% of your final grade. Everything discussed in class (including current event presentations 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 or University paperwork. No requests to retake the exam will be granted.

Group Project – Fan Survey (20%): The purpose of this assignment is to give students the opportunity to visit a UF sporting event/activity and evaluate the key elements comprising the sport experience based on information learned during lectures/discussion. Your task is to apply classroom material to a real-world sport/leisure setting. For this assignment, you need to visit/attend a UF sporting event or facility and perform a qualitative/quantitative assessment of the spectator/participant experience.

Students must select a sporting event or facility to visit and survey and submit for approval by **Monday, January 31**. Each game/facility is limited to one group per event/day as to not affect the data or interrupt the fan experience.

Prior to attending the sporting event or facility, groups must submit their sample surveys utilizing the requirements outlined in the syllabus no later than **Friday, February 7, 2020**. Once your survey is approved by the professor, your group may plan to survey the event and collect data. Groups who do not have their surveys approved prior to data collection will not receive full credit.

By analyzing the service components and noting their impact on consumer behavior, you should heighten your understanding of sport consumers' reactions to the activity or event.

- Each team will attend one UF sporting event and collect data.
- Students will administer the survey, summarize the findings, and make recommendations.
- Data Collection from more than 50 individuals at the game (Sample size > 50).
- Final Due Date: **Monday, April 20, 2020**
- Final Group Presentations: **Monday, April 20, 2020**
- Total Points: 65 points
- Submit peer evaluation.

Part 1 – Question item generation

Use of questionnaire – Survey:

The intent of the survey is to find out (a) what influences the consumers/fans decision to take part in the sport activity or event, and (b) how they rate their overall service/experience. Review literature (books & articles) and identify at least 4 to 5 factors (that will require 15 to 20 question items) that significantly influence consumption of sport of your interest (you will have to provide references for all of the items you identified in the final report). Include demographic items separately at the end of the questionnaire such as gender, race, age, major, marital status, etc. Specific lines of inquiry (e.g., cover letter - introduction) will depend upon the nature of the event/activity you select to attend. Each group should survey a minimum of 50 participants.

You should construct your own questionnaire similar to the sample questionnaire provided and submit for final approval to Professor Ramos. Please do not survey at an event with questions that have not been approved by the professor. The following is a short sample question to review as an example of what is expected:

The purpose of this following question is to identify what factors motivate your consumption of televised sports. Please rate the manner in which you agree with the following statements using the scale ranging from “Strongly Disagree” (1) to “Strongly Agree” (7):

*(SAMPLE: this is a **PARTIAL** presentation of a questionnaire)*

Items	Scale						
1. I always watch the games of my favorite team	1	2	3	4	5	6	7
2. The success of my favorite team/athlete is important to me	1	2	3	4	5	6	7
3. I feel elated for hours after a victory by my favorite team(s)	1	2	3	4	5	6	7
4. I feel proud when my favorite team plays well	1	2	3	4	5	6	7

Note. Items are randomly ordered to secure reliability

Part 2 - Personal Assessment

In addition to capturing the fans'/participants' experiences through the surveys, you should also appraise each service performance area for yourself from a critical marketing perspective. How effectively did the service personnel (attendants, ushers, and concessionaires) perform their tasks? Was the event staff knowledgeable, enthusiastic, and hospitable? Are there ways in which the services could be managed or performed more effectively? How does the service performance influence consumers' behaviors and their evaluation of the experience? Were you satisfied with the overall experience?

Part 3 – Data Analysis

1. Data analysis
 - a. Technique (e.g., descriptive statistics such as mean, standard deviations, frequency, correlations)
2. Use of software (e.g., Excel, etc.)
3. Try to utilize graphic functions to showcase the data/survey findings (e.g., bar chart, pie chart)

Part 4 - Written Report

As you prepare the written presentation of your interviews, personal evaluation and/or survey, report your findings by including quotes from the participants/fans, and summarize your impressions by placing emphasis on the evaluation rather than mere descriptions. Be sure to tie your evaluations to the things that we have learned in class. Also, be sure to conclude your paper with some marketing recommendations that seem appropriate for improving the fan/participant experience and the process of service delivery. The final written report should consist of following sections:

- A. Cover Page
- B. Table of Contents
- C. Summary
- D. Objectives

- E. Description of Participants
- F. Data Collection Procedures
- G. Survey Instrument (questionnaire)
- H. Data Analysis (statistical techniques used)
- I. Results
- J. SWOT Analysis
- K. Recommendation (Be specific and provide an example(s) for each of your recommendation.)
- L. Appendices (Attach your questionnaire, all surveys collected, etc.)

Other Important Considerations:

- Your report should be TYPED (**Times New Roman, 12 fonts**) on an 8½ x 11 size paper. The text should have **1.0 inch** for the left margin and **1.0 inch** for the rest of surrounding margins.
- The text needs to be SINGLE spaced.
- Although 8-10 page (counting only text pages) is preferred LENGTH for your report, more pages are acceptable (possibly considered for more credit points if presents with the same or better quality).
- Submit all 50 completed surveys.
- Do spelling and grammar checks.
- **When writing a review:**
 - Develop an outline
 - Ensure that communication is clear and concise
 - Use appropriate headings and subheadings
 - Pay attention on the degrees of importance related to identified issues
 - Be critical
 - Be complete
 - Use proper citations and quotations (try not to use quotations – paraphrase and cite)
 - Proofread your work prior to submitting final work

Part 5 – Group Presentation

Students will submit a presentation and will have 10 minutes to present to the class as a group.

- A. Title Slide
- B. Objectives
- C. Description of Event, Facility & Participants
- D. Data Collection Procedures
- E. Survey Instrument – Share Survey
- G. Results (must include at least 4-5 slides at a minimum of results and findings using charts)
- H. SWOT Analysis
- I. Recommendation (Be specific and provide top three best examples)

The final presentation must be submitted with the final group project.

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 by the deadline of your final group project. The goal of the peer evaluation is to ensure that all members in your group are putting forth the same level of work and effort to complete the group assignment.

Working as a Team

All team members will receive the same mark for both oral and written group work unless a specific request is made with the instructor and/or the peer evaluations reveal that certain members did not meet performance standards. Supporting evidence must be provided, including but not limited to meeting notes and attendance, drafts, collected secondary data, emails, Canvas/text messages, and other group members reporting the same problem(s) about certain group members.

Guest Lecture Reflection Paper (7.5%): 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.

Extra Credit: 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.

IV. Academic Integrity Statement

All students must follow the 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.

V. 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.

VI. 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.

VII. 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/>.

VIII. 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.

Spring 2020 Class Schedule:

	Date	Topic	Required Reading
1	Jan. 6	Introductions & Syllabus Review	N/A
2	Jan. 8	Course Introduction & Review Course Goals & Objectives	N/A
3	Jan. 10	Reading Day - Chapter 1 & Article 1 Due Begin to work on Group Projects	Ch. 1 N/A
4	Jan. 13	The Special Nature of Sport Marketing	Ch. 1
5	Jan. 15	The Special Nature of Sport Marketing	Ch. 1
6	Jan. 17	Reading Day - Chapter 2 & Article 2 Due Deadline to sign up for Article Presentation Date Work on Group Project	Ch. 2 N/A N/A
7	Jan. 20	<i>Martin Luther King Jr. Day (OBSERVED)</i>	Ch. 2
8	Jan. 22	Strategic Marketing Management Presentations	Ch. 2 N/A
9	Jan. 24	Reading Day - Chapter 3 & Article 3 Due Work on Group Projects	Ch. 3 N/A
10	Jan. 27	Understanding the Sport Consumer Special Guest Lecture - Samsung	Ch. 3 N/A
11	Jan. 29	Understanding the Sport Consumer <i>Super Bowl Prep</i>	Ch. 3 N/A
12	Jan. 31	Reading Day - Chapter 4 & Article 4 Due Submit Group Project Survey Event/Facility	Ch. 4 N/A
13	Feb. 3	Market Research in the Sport Industry <i>Super Bowl Edition</i>	Ch. 4 N/A
14	Feb. 5	Market Research in the Sport Industry Presentations	Ch. 4 N/A
15	Feb. 7	Reading Day - Chapter 5 - Article 5 Due Submit Group Project Survey For Approval	Ch. 5 N/A
16	Feb. 10	Market Segmentation Presentations	Ch. 5 N/A
17	Feb. 12	Market Segmentation	Ch. 5
18	Feb. 14	Reading Day - Chapter 6 - Article 6 Due Work on Group Projects	Ch. 6 N/A
19	Feb. 17	The Sport Product Presentations	Ch. 6 N/A
20	Feb. 19	The Sport Product Presentations	Ch. 6 N/A
21	Feb. 21	Reading Day - Chapter 7 & Article 7 Due Work on Group Projects	Ch. 7 N/A
22	Feb. 24	Managing Sports Brands	Ch. 7
23	Feb. 26	EXAM 1	Ch. 1-8
	Mar. 2	<i>SPRING BREAK (NO CLASS)</i>	N/A
	Mar. 4	<i>SPRING BREAK (NO CLASS)</i>	N/A
	Mar. 6	<i>SPRING BREAK (NO CLASS)</i>	N/A
24	Mar. 9	Sponsorship, Corporate Partnerships, and Activation	Ch. 9

25	Mar. 11	Sponsorship, Corporate Partnerships, and Activation Presentations	Ch. 10 N/A
26	Mar. 13	Reading Day - Chapter 10 & Article 8 Due Work on Group Projects	Ch. 10 N/A
27	Mar. 16	Promotion & Paid Media	Ch. 10
28	Mar. 18	Promotion & Paid Media <i>March Madness Prep</i>	Ch. 10 N/A
29	Mar. 20	Reading Day - Chapter 11 & Article 9 Due Work on Group Projects	Ch. 11 N/A
30	Mar. 23	Public Relations <i>March Madness Edition</i>	Ch. 11 N/A
31	Mar. 25	Public Relations Presentations	Ch. 11 N/A
32	Mar. 27	Reading Day - Chapter 12 & Article 10 Due Work on Group Projects	Ch. 12 N/A
33	Mar. 30	Social Media in Sports Presentations	Ch. 12 N/A
34	Apr. 1	Social Media in Sports	Ch. 12
35	Apr. 3	Reading Day - Chapter 13 & 14. Plus, Article 13 Due Work on Group Projects	Ch. 13 & 14 N/A
36	Apr. 6	Delivering & Distributing Core Products & Extensions Presentations	Ch. 13 N/A
37	Apr. 8	Legal Aspects of Sports Marketing	Ch. 14
38	Apr. 10	Reading Day - Chapter 15 & 16. Plus, Article 14 Due Work on Group Projects	Ch. 15 & 16 N/A
39	Apr. 13	Putting It All Together Presentations	Ch. 15 N/A
40	Apr. 15	The Shape of Things to Come Presentations	Ch. 16 N/A
41	Apr. 17	Complete Final Group Projects	N/A
42	Apr. 20	FINAL PROJECT PRESENTATIONS	N/A
	Apr. 22	Presentations	N/A
43		Exam Review	Ch. 1 – 16
44	Apr. 27	Final Exam	Ch. 1 - 16

** This syllabus is a guide for the course and is subject to change with advance notice.*