

## SPORT MARKETING SPM 5309

DEPARTMENT OF SPORT MANAGEMENT  
COLLEGE OF HEALTH AND HUMAN PERFORMANCE  
UNIVERSITY OF FLORIDA  
SPRING 2021

<b>Course Information</b>	Section: 04A7, Z9AT Credits: 3 Dates: Monday, January 11 – Wednesday, April 21 Location: Web Based
<b>Contact Information</b>	Instructor: Dr. Tavormina, Ph.D. Office: Florida Gym, Room 308 Phone: 352-294-3567 Email: atavor@ufl.edu Office Hours: Tuesdays and Thursdays 12:00pm – 2:00pm or by appointment
<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 come speak to me before/after class, email me, or come see me in the office. For any other inquiries, please come see me in the office or send your inquiries to atavor@ufl.edu (include the course prefix/number in the email).
<b>Required Books</b>	(1) Shank, M. D., & Lyberger, M. R. (2014). <i>Sports marketing: A strategic perspective</i> (5 <sup>th</sup> 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, quizzes, 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, quizzes, 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, 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. 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](mailto: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 instructor when requesting accommodation. You must submit this documentation prior to submitting assignments and completing quizzes or 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.aa.ufl.edu/students/](http://gatorevals.aa.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/](http://ufl.bluera.com/ufl/). Summaries of course evaluation results are available to students at [gatorevals.aa.ufl.edu/public-results/](http://gatorevals.aa.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. Any individual who becomes aware of an honor code violation is obligated 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://sccr.dso.ufl.edu/process/student-conduct-code/>.

*The Honor Pledge:* "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."

### **U Matter, We Care Information**

If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) or 352 392-1575 so that a team member can reach out to the student.

### **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 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. Quizzes
4. Discussion Questions

### *Lectures, Readings and Quizzes*

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 sport marketing. The primary purpose of the readings is to further explore the specific topics or roles that pertain to sport marketing. A quiz covering the readings for each module will be administered prior to discussions.

### *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 and can't be dropped
- React to two discussions by supporting/disputing the views of others (**50-100 word limit each**)

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

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

## Evaluation

<i>Assignment/Quiz</i>	<i>Points</i>	<i>Grade Breakdown</i>	
Marketing Case Analysis	20	186 - 200	A
Sport Marketing Crisis Plan	25	180 - 185.9	A-
Marketing Industry Challenge Presentation	25	175 - 179.9	B+
Reading Quizzes (5 points each)	40	167 - 174.9	B
Discussion Questions (5 points each)	40	160 - 166.9	B-
Exams (25 points each)	50	155 - 159.9	C+
		147 - 154.9	C
		140 - 146.9	C-
<b>Total</b>	<b>200</b>	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><a href="https://catalog.ufl.edu/graduate/regulations/">https://catalog.ufl.edu/graduate/regulations/</a></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 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.

### **Reading Quizzes**

There will be ten reading quizzes throughout the semester, and the two lowest grades will be dropped. Reading quizzes will consist of 5 questions and you will have 8 minutes to complete them. Reading quizzes 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. Reading quizzes are *open* note but to be completed individually. We are not responsible for computer/connection errors, so please make sure you use a reliable computer with a secure connection and take the quizzes earlier in the day to leave you more time in case there is an issue. If you do have technical difficulties, be sure to contact Learning Support Services and email me immediately with a screenshot of the issue.

### **Discussion Questions**

There will be ten discussion questions throughout the semester, and the two lowest grades for each student will be dropped. 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 two 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 and cannot be dropped.

### **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 2021 COURSE SCHEDULE**

<b>MODULE I</b>		
<b>Week 1</b>		
Watch	Introduction Lecture	Wednesday, January 13
Read	Chapter 1	Wednesday, January 13
Post	Student Introduction Video in Canvas <i>Discussions</i>	Friday, January 15
Watch	Student Introductions	Sunday, January 17
<b>Week 2</b>		
Watch	Lecture 1 – Strategic Sport Marketing	Wednesday, January 20
Read	Chapter 2 & Articles on Canvas	Wednesday, January 20
Post	Discussion Question 1 Response	Friday, January 22
Complete	Reading Quiz 1	Saturday, January 23
Post	Reaction to Other Students' Discussion Answer	Sunday, January 24
<b>Week 3</b>		
Watch	Lecture 2 – Sport Marketing Research	Wednesday, January 27
Read	Chapter 3 & Articles on Canvas	Wednesday, January 27
Post	Discussion Question 2 Response	Friday, January 29
Complete	Reading Quiz 2	Saturday, January 30
Post	Reaction to Other Students' Discussion Answer	Sunday, January 31
Submit	Topic for Sport Marketing Crisis Plan	Sunday, January 31
<b>Week 4</b>		
Watch	Lecture 3 – Sport Consumer Behavior	Wednesday, February 3
Read	Chapter 5 & Articles on Canvas	Wednesday, February 3
Post	Discussion Question 3 Response	Friday, February 5
Complete	Reading Quiz 3	Saturday, February 6
Post	Reaction to Other Students' Discussion Answer	Sunday, February 7
Submit	Topic for Marketing Case Analysis	Sunday, February 7
<b>Week 5</b>		
Watch	Lecture 4 – Target Markets	Wednesday, February 10
Read	Chapter 6 & Articles on Canvas	Wednesday, February 10
Post	Discussion Question 4 Response	Friday, February 12
Complete	Reading Quiz 4	Saturday, February 13
Post	Reaction to Other Students' Discussion Answer	Sunday, February 14
<b>Week 6</b>		
Watch	Lecture 5 – Product	Wednesday, February 17
Read	Chapter 7, 8 & Articles on Canvas	Wednesday, February 17
Post	Discussion Question 5 Response	Friday, February 19
Complete	Reading Quiz 5	Saturday, February 20
Post	Reaction to Other Students' Discussion Answer	Sunday, February 21
<b>Week 7</b>		
Complete	Exam 1	Wednesday, February 24
Submit	Marketing Case Analysis	Sunday, February 28
Submit	Teammate for Marketing Industry Challenge Presentation	Sunday, February 28

**MODULE II****Week 8**

Watch	Lecture 6 – Promotion	Wednesday, March 3
Read	Chapter 9, 10 & Articles on Canvas	Wednesday, March 3
Post	Discussion Question 6 Response	Friday, March 5
Complete	Reading Quiz 6	Saturday, March 6
Post	Reaction to Other Students' Discussion Answer	Sunday, March 7
Submit	Focus Area for Marketing Industry Challenge Presentation	Sunday, March 7

**Week 9**

Watch	Lecture 7 – Sponsorships	Wednesday, March 10
Read	Chapter 11 & Articles on Canvas	Wednesday, March 10
Post	Discussion Question 7 Response	Friday, March 12
Complete	Reading Quiz 7	Saturday, March 13
Post	Reaction to Other Students' Discussion Answer	Sunday, March 14

**Week 10**

Watch	Lecture 8 – Price	Wednesday, March 17
Read	Chapter 12 & Articles on Canvas	Wednesday, March 17
Post	Discussion Question 8 Response	Friday, March 19
Complete	Reading Quiz 8	Saturday, March 20
Post	Reaction to Other Students' Discussion Answer	Sunday, March 21

**Week 11**

Post	Marketing Industry Challenge Presentation	Wednesday, March 24
Watch	Other Group's Marketing Industry Challenge Presentations	Sunday, March 28
Post	Responses to Marketing Industry Challenge Presentations	Sunday, March 28

**Week 12**

Watch	Lecture 9 – Place (Distribution)	Wednesday, March 31
Read	Articles on Canvas	Wednesday, March 31
Post	Discussion Question 9 Response	Friday, April 2
Complete	Reading Quiz 9	Saturday, April 3
Post	Reaction to Other Students' Discussion Answer	Sunday, April 4

**Week 13**

Watch	Lecture 10 – Implementation and Control	Wednesday, April 7
Read	Chapter 13 & Articles on Canvas	Wednesday, April 7
Post	Discussion Question 10 Response	Friday, April 9
Complete	Reading Quiz 10	Saturday, April 10
Post	Reaction to Other Students' Discussion Answer	Sunday, April 11

**Week 14**

Submit	Sport Marketing Crisis Plan	Sunday, April 18
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**Week 15**

Complete	Exam 2	Wednesday, April 21
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