

SPM 5309: Sport Marketing

(Spring 2024)

Course Information	Section: SM25 Credits: 3 Dates: January 8 – April 24 Location: FLG225
Contact Information	Professor: Dr. Yong Jae Ko Office: Florida Gym, Room 325C E-Mail: yongko@ufl.edu Phone: 352-294-1665 Office Hours: Thursday 9:30AM – 12:35PM
Course Website	Canvas (https://elearning.ufl.edu)
Course Communication	For any general course inquiries, please send your questions to yongko@ufl.edu and include “SPM 5309” in the email.
Required Readings	Articles and videos in Canvas.
Recommended Book	Shank, M. D., & Lyberger, M. R. (2022). <i>Sports Marketing: A Strategic Perspective (6th ed.)</i> . New York: Routledge. (5th edition is also acceptable)

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 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 in order to forecast future trends and opportunities

Course Information and Policies

1. This course is a flipped course. Students are expected to read assigned articles and book chapters before attending the class. Additionally, you need to submit your reflection papers the day before the class. 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 lectures 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. 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>.
4. 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.
5. 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.

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 no late work will be accepted after one week of 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. (visit below Academic Integrity website for more information)
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. Specific guidelines for each assignment are available on Canvas.

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."

Online Profile

Please update your Canvas profile with information and a photo by the end of the first week. 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.

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

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. The UF Religious Holidays Policy is available at [Attendance Policies < University of Florida \(ufl.edu\)](#).

Student Support

- U Matter, We Care: If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575.
- Counseling and Wellness Center: <https://counseling.ufl.edu/>, 352-392-1575.
- Crisis Lifeline: 988
- Sexual Assault Recovery Services (SARS): Student Health Care Center, 392-1161.
- University Police Department: 392-1111 (or 911 for emergencies) <http://www.police.ufl.edu/>.
- Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need or visit shcc.ufl.edu.
- UF Health Shands Emergency Room/Trauma Center: For immediate medical care in Gainesville, call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608: <http://ufhealth.org/emergency-room-trauma-center>

Academic Support

- eLearning Technical Support: UF HELP Desk - 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu. <https://lss.at.ufl.edu/help.shtml>
- Career Connections Center, Reitz Union: 392-1601. Career assistance and counseling. <https://career.ufl.edu/>
- Library Support: <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using libraries or finding resources.
- Teaching Center, Broward Hall: 392-2010 or 392-6420. General study skills and tutoring. <http://teachingcenter.ufl.edu/>
- Writing Studio, 302 Tigert Hall: 846-1138. Help brainstorming, formatting, and writing papers. <http://writing.ufl.edu/writing-studio/>
- Student Complaints On-Campus: <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>
- On-Line Students Complaints: <http://distance.ufl.edu/student-complaint-process/>

Accommodations for Students with Disabilities

Accommodating students with disabilities is especially important to me. If you are aware of your disability or might be concerned you have a disability, please register with the Disability Resource Center by visiting their Get Started, call them at 352-392-8565 or visit the Dean of Students Office. Once registered, please visit me or send me an email during the first two weeks of class to provide me with a copy of your accommodation letter to ensure I fully understand your needs. It is my goal to provide you with the tools necessary to ensure you are successful in the classroom.

Course Format

The course is organized around modules with the following units:

1. Lectures
2. Readings: Read the assigned readings/problems/questions

3. Assignments; reflection papers, case analysis (Branding & CSR), and marketing plan
4. Class discussion

Lectures and Readings

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

Reflection papers and 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. The discussion questions will pertain to both lecture and reading materials for that week. To successfully complete and fully participate in the discussion questions, students will have to do the following:

- Read and understand the assigned readings prior to the class
- Submit a reflection paper that includes (1) a brief summary of key concepts from the chapters and articles AND (2) your answers and suggestions and personal application – 500 words limit or 1 page. Engage in class discussion.

Course Evaluations

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing online evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in their Canvas course men under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

Evaluation

1. Reflection papers (6 x 5 points)	30
2. Case analysis 1 (Branding)	10
3. Case analysis 2 (CSR)	20
4. Marketing plan	25
5. Presentation	5
6. Participation	10
Total	100

Grading Scale

Final grades are based on the accumulation of points the student earns throughout the semester. Total points are converted to letter grades using the grading scale below. More detailed information regarding current UF grading policies can be found here: <https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>

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

Success and study tips

- Snowball the lecture notes. Begin studying lecture material immediately after the first lecture. Then, after the second lecture, begin your studies with day one lecture material. Continue this all the way up to the development of Marketing Plan. Engage your classmates. This material is meant to be discussed, and you cannot do that well with just yourself. Share your answers to the discussion questions in the class and raise follow-up challenging questions in the topical areas. Also share cool videos or relevant articles you find. ENGAGE!
- Calendar all due dates and set reminders. Google Calendar is a great resource for this. You are all busy and you might understandably forget to submit a discussion post. This happens every semester and unfortunately, your grade will suffer unnecessarily.

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

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

The course schedule is tentative and might change based on the pace of the lectures and student needs.

Module	Week	Topic	Assignment	Due	Points (100)
Module 1 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 (1/10, 1/17)	1.Course Introduction & Sport Industry	Update Canvas user profile; Syllabus Quiz	1/17	
		2. Marketing Concept & Strategic Sport Marketing	Reflection Paper (RP#1)	1/16	5
Module 2 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 (1/24, 1/31)	3. Sport Consumers	RP #2	1/23	5
		4. Market Segmentation	-	1/30	
Module 3 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 (2/7, 2/14)	5.Sports Products & Branding	RP #3	2/6	5
		6.Service Quality	Branding Case Analysis	2/14	10
	7-10 (2/21, 2/28, 3/6, 3/20)	7.Promotion Concepts/Mix	RP #4	2/20	5
		8.Sponsorship/ Endorsement	RP #5	2/27	5
		9.CSR	-	3/5	
	11-12 (3/27, 4/3)	10.Social Media	-	3/19	
11.Pricing Strategy		CSR Case Analysis	3/27	20	
		12.Coordinating & Controlling the Mix	Marketing Mix Grid	4/3	5
Module 4 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 (4/10, 4/17, 4/24)	13.Technology	RP #6	4/9	5
		14. Future trends 15. Final Assignment	Marketing Plan/ Presentation	4/16	20 5