

SPM 5309: Sport Marketing

(Summer 2023)

Course Information Section: 13554 (OS21) & 16303 (OS22)
Credits: 3
Dates: July 3 – August 11
Location: Web Based

Contact Information Professor: Dr. Yong Jae Ko
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Course Website Canvas (<https://elearning.ufl.edu>)

Course Communication For any general course inquiries, please post your questions in the “General Course Questions” discussion link on Canvas. For all other inquiries, please send your questions to yongko@ufl.edu and include “SPM 5309” in the email.

Required Book & Readings (1) Shank, M. D., & Lyberger, M. R. (2022). *Sports Marketing: A Strategic Perspective (6th ed.)*. New York: Routledge. (5th edition is also acceptable)
(2) Articles and videos in 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 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. Please be aware that the online learning platform can offer flexibility while 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 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, 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. There may be interactive meeting times schedule throughout the semester. These dates and times will be determined according to student and instructor availability.
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.

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 modules with the following units and tasks:

1. Lectures; watch the lecture videos
2. Readings; read the assigned readings/problems/questions
3. Discussion Questions
4. Assignments; Conduct CSR case analysis and develop marketing plan

Lectures and Readings

Key concepts will be presented through very brief 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.

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:

- View the lectures
- Read and understand the assigned readings prior to the beginning of a discussion
- Prepare and post answers (150-200 words limit) to the posted discussion questions by Thursday 11:59PM
- Respond to two other students' answers by supporting/disputing the views of others (50-100 words limit) by Sunday 11:59PM

In summary, the modules will include five 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

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 can't do that well with just yourself. Post your answers to the discussion questions and raise follow-up challenging questions in the topical areas. Post cool videos or relevant articles you find regarding related materials whenever possible. ENGAGE!
- **Calendar all due dates and set reminders.** Google Calendar is a great resource for this. Please take the needed 15-20 minutes to set the dates on a calendar with appropriate reminds. 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.

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. (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. 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.

Grading

1. Industry segment	10
2. Case analysis	20
3. Discussion Questions (6 x 5 points)	30
4. Marketing plan + presentation (5 points)	30
5. Exam	10
Total	100

Grading Scale

Grades will be posted in the CANVAS gradebook. Grades are dependent on the student’s performance measured by assignments, discussion boards, voicethreads, and paper. 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/.](https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/)”

Letter Grade	Percent Associated with Each Letter Grade	GPA Impact of Each Letter Grade
A	94.00-100%	4.0
A-	90.00-93.99	3.67
B+	87.00-89.99%	3.33
B	80.00-86.99%	3.0
C+	77.00-79.99%	2.33
C	70.00-76.99%	2.0
D+	67.00-69.99%	1.33
D	60.00-66.99%	1.0
E	0-59.99%	0

Course Evaluations

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 <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 menu 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/>.

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: 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.

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>




Tentative Course Schedule

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	1. Course Introduction	Update Canvas user profile	7/9	-
		2. Sport Industry & Marketing Concept	Industry Assignment Discussion Question. (#1)	7/9	10 5
		3. Strategic Sport Marketing	-	-	-
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.	2	4. Sport Consumers	Discussion Question. (#2)	7/16	5
		5. Market Segmentation	Exam (7/12 – 7/14)	7/14	10
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.	3	6. Sports Products	-	-	-
		7. Service Quality	-	-	-
		8. Branding	Discussion Question. (#3)	7/23	5
	4	9. Promotion Concepts/Mix	Discussion Question. (#4)	7/30	5
		10. Sponsorship/ Endorsement/ Partnership	Discussion Question. (#5)	7/30	5
		11. Social Media/ WOM	-	-	-
	5	12. Pricing Strategy	-	-	-
13. CSR; Green-Marketing		Case Analysis	8/6	20	
14. Coordinating & Controlling the Mix		-	-	-	
Module 4 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.	6	15. Technology/ Metaverse	Discussion Question. (#6)	8/6	5
		16. Future Trends	-	-	-
			Marketing Plan + Presentation	8/10	30

*The course schedule below is tentative and might change based on the pace of the lectures and student needs; however, changes will be announced through CANVAS. The instructor bears no responsibility for announcing the changes to each individual student. All times are in Eastern Standard Time (EST).

APPENDIX B

Discussion Post Grading Rubric

Discussion Grading Rubric   						
Criteria	Ratings					Pts
Quality of Post	40 pts Full Marks Appropriate comments: thoughtful, reflective, and respectful of others postings	30 pts Partial Marks Appropriate comments and responds respectfully to others postings	20 pts Partial Marks Responds with average effort providing obvious information without further analysis	10 pts Partial Marks Responds, but with minimum effort. (e.g. "I agree with Bill)	0 pts No Marks No Posting	40 pts
Relevance of Post	40 pts Full Marks Post topics related to discussion topic; prompts further discussion of topic	30 pts Partial Marks Posts topics that are related to discussion content	20 pts Partial Marks Posts topics which do not relate to the discussion content	10 pts Partial Marks Makes short or irrelevant remarks	0 pts No Marks No Posting	40 pts
Contribution to the Learning Community	20 pts Full Marks Aware of needs of community; attempts to motivate the group discussion; presents creative approaches to topic. Two clear, respectful replies and critique using proper grammar and spelling.		10 pts Partial Marks Makes little effort to participate in learning community as it develops.	0 pts No Marks No feedback provided to fellow student(s)		20 pts
Total Points: 100						