

University of Florida
SPORT MARKETING
Fall 2024

Instructor: Yonghwan Chang, PhD

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Course: SPM 5309

Location: FLG 235

Time: Monday Period 3-5 (9:35AM – 12:35PM)

Office Hour: by appointment

1. Course Goals

The purpose of this course is to provide students with an introductory theoretical understanding of sport phenomena, focusing on the application of the basic principles of sport marketing. This course will provide students with an up-to-date understanding of marketing concepts and theories 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 the areas of marketing, consumer behavior and related fields.

2. Course Objectives

List of Objectives	Learning Outcomes	Assessment Tools
1. Define sport marketing and discuss the unique nature and scope of the sport industry.	Content Knowledge Critical Thinking	Exam
2. Introduce, define, and apply key marketing concepts and theories to efficiently explain the phenomena observed in the sport industry as well as other related fields.	Content Knowledge Critical Thinking Communication	Exam Group Project
3. Identify critical marketing issues that are of relevance to the contemporary (sport) consumer.	Critical Thinking	Group Project
4. Analyze case studies in the field of sports to recognize sound marketing decisions and to articulate sport marketing solutions for various constituents.	Critical Thinking Communication	Case Analysis Group Project
5. Evaluate the (sport) marketing strategies of professionals as well as of fellow students by critiquing professional work and student assignments.	Critical Thinking Communication	Article Review Group Project
6. Synthesize course material into a marketing plan for a sport organization.	Content Knowledge Critical Thinking Communication	Group Project

3. Recommended Textbook and Readings (No required textbooks)

There are no required textbooks for this class. There are three books that you may find useful for the class.

Mullin, B.J., Hardy, S., & Sutton, W.A. (2014). *Sport Marketing*. (4th ed.). Champaign, Illinois: Human Kinetics.

Hoyer, W. D., MacInnis, D. J., & Pieters, R. (2018). *Consumer behavior* (7th ed.). Mason, OH: South-Western, Cengage Learning.

Solomon, M. R. (2017). *Consumer behavior: Buying, having, and being* (12th ed.). Upper Saddle River, NJ: Pearson Education.

* Additional readings will be distributed online.

4. Technology – Canvas (E-Learning)

Course news, information, syllabus and class materials can be found online at Canvas (<http://lss.at.ufl.edu>). Each student will need to use his or her own Canvas account to log into the class link. If you are new to Canvas, watch the [Canvas Overview video \(Links to an external site.\)](#) [3:58]. If you have any questions regarding Canvas, refer to the [Canvas Guides](#)

5. Technical Issues

If you encounter a technical issue, please contact [UF Computing Help Desk \(Links to an external site.\)](#), or utilize the one of the following self-help resources:

- [Video: Canvas Student Overview \(Links to an external site.\)](#) [7:04]
- [Which Browsers Does Canvas Support? \(Links to an external site.\)](#)
- [How Can I Use Canvas on My Mobile Device? Links to an external site.](#)
- [Canvas Student Guide Links to an external site.](#)
- [Canvas Video Guide \(Links to an external site.\)](#)
- [Zoom Conferences Student Step-by-Step Guides \(Links to an external site.\)](#)

Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from the UF Computing Help Desk when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST message your instructor within 48 hours of the technical difficulty if you wish to request a make-up.

6. Office Hour and Contact Information

Virtual and face-to-face office hours are held, by scheduled appointment only, via [Zoom Conferences](#) or [at FLG 308](#). Use Canvas mail and/or UF email (yhchang@hnp.ufl.edu) ONLY for personal questions related to the course content or of a personal nature, such as grades, special circumstances, and needed accommodations. Expect a response within 48 hours. All online correspondence must have your full name in the message body, and contain your course and section number in the subject line.

7. Course Grades & Grade Determination

Overall Course Points	Letter Grade
630 pts. – 700.0 pts.	A
616 pts. – 629.9 pts.	B+
560 pts. – 615.9 pts.	B
553 pts. – 559.9 pts.	B-
546 pts. – 552.9 pts.	C+
490 pts. – 545.9 pts.	C
483 pts. – 489.9 pts.	C-
476 pts. – 482.9 pts.	D+
420 pts. – 475.9 pts.	D
413 pts. – 419.9 pts.	D-
412.9 pts. or less	E

List of Determinants	Points
Exams (I & II)	400 pts.
Marketing Plan Paper	200 pts.
Journal Article Review	100 pts.
Overall Course Points	700 pts.

More information on the Graduate School grading policies may be found at:

<https://catalog.ufl.edu/graduate/regulations/>

8. Mid-Course Evaluation Survey

This survey is anonymous and is a way for you to provide honest feedback on the course. This feedback is essential to provide the best quality instruction and give you, the learner, the best learning experience. You are asked to give your honest opinion and to share any advice you have to make the course better. You will be asked questions regarding lectures, assignment quality, etc. The survey will take place during the 6th week of the course.

9. Key Course Assignments

9.1. Examinations (2 × 200 pts.)

(Individual Work) The examinations will cover lecture, discussion, and material from the textbook as well as handouts electronically distributed in class. Exam format will consist of true/false, multiple choice, short answers and essay.

9.2. Marketing Plan Paper (200 pts.)

(Group Work) Each student will be assigned to a group of four or five. Each group will pick an organization, and review the organization's current business circumstances and promotional strategies, and then will propose a comprehensive marketing plan for the organization. **The proposed plan should detail:** 1) current business circumstances, 2) critiques of current marketing strategies, 3) proposed marketing strategies based on clear objectives, 4) proposed schedules and expected budgets to implement the proposed marketing strategies, 5) theoretical justifications of the proposed marketing strategies, and 6) checkpoints to measure the outcomes of the proposed marketing strategies. Each group will submit a marketing plan paper.

9.3. Journal Article Review (100 pts.)

(Individual Work) Each student will be assigned to a specific article published in highly respected (sport) marketing journals. Your review must provide a brief summary and critique of the article. Your review must include the following sections: a brief overview, unique aspect,

methods, results, discussion, future implications, and your reactions to the article. Page length will not be considered on the evaluation of your review. Theoretical and practical justifications of your arguments as well as overall logics of your writing will be critical for the success of this assignment.

Detailed instructions for each assignment will be posted on Canvas

10. UF Policies

10.1. Attendance

In general, acceptable reasons for absence from or failure to participate in class include illness, serious family emergencies, special curricular requirements (e.g., judging trips, field trips, professional conferences), military obligation, severe weather conditions, religious holidays, and participation in official university activities such as music performances, athletic competition or debate. Absences from class for court-imposed legal obligations (e.g., jury duty or subpoena) will be excused. Other reasons also may be approved. This course will follow [the UF Guideline](#) on absences, religious holidays, and so forth.

Students will have 100 points deducted off their final grade for each class missed. Instructor will randomly check the attendance. **Arriving to class after the instructor has started class will be considered an “unexcused” absence.** Excused absences include documented illness, deaths in the immediate family and other documented crises, call to active military duty or jury duty, religious holy days, and official University activities. **Documentation must be provided** in order for an absence to be excused. These absences will be accommodated in a way that does not arbitrarily penalize students who have a valid excuse. Consideration will also be given to students whose dependent children experience serious illness.

For university-related absences, notice of and documentation pertaining to the absence must be provided to the instructor before the date on which a student will be gone. The absence will only be excused when documentation is provided prior to the absence.

Other reasons also may be approved. This course will follow [the UF Guideline](#) on absences, religious holidays, and so forth.

10.2. Illness

A student experiencing an illness should visit the UF Student Health Care Center or their preferred healthcare provider to seek medical advice and obtain documentation. If you have an illness, family emergency or death, please contact the Dean of Students Office (www.dso.ufl.edu) and follow the DSO Care Team procedures for documentation and submission of a request for make-up assignment (<https://care.dso.ufl.edu/instructor-notifications/>). The DSO will contact the instructor. Alternatively, in the case of illness and family emergency other forms of documentation such as a medical appointment notice or funeral notice are acceptable. For UF related excused absences such as athletics, conference attendances emails and letters from team officials and other academic supervisors are acceptable.

10.3. 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 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 Honor Code and Student Conduct Code.

10.4. Policy on accommodating students with disabilities

Students with disabilities requesting accommodations should first register with the [Disability Resource Center \(Links to an external site.\)](#) (352-392-8565) 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. The instructor should be notified of any special accommodations required by the student when they begin their course.

10.5. UF counseling services

Resources are available on campus for students having personal problems or lacking a clear career and academic goals which interfere with their academic performance. These resources include:

- [UF Counseling & Wellness Center \(Links to an external site.\)](#), 301 Peabody Hall, 352-392-1575, personal and career counseling
- [UF Student Health Care Center \(Links to an external site.\)](#)
 - Student Mental Health, 352-392-1171, personal counseling
 - Sexual Assault Recovery Services (SARS), 352-392-1161, sexual counseling
- [U Matter We Care \(Links to an external site.\)](#)
- [UF Career Resource Center \(Links to an external site.\)](#), Reitz Union, 352-392-1601, career development assistance and counseling.

10.6. University policy on academic misconduct

UF students are bound by [The Honor Pledge \(Links to an external site.\)](#) which states:

"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 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 [Honor Code \(Links to an external site.\)](#) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

From [Regulations of the University of Florida, 4.041 Student Honor Code and Student Conduct Code: Scope and Violations \(Links to an external site.\)](#):

Plagiarism. A student shall not represent as the student's own work all or any portion of the work of another. Plagiarism includes but is not limited to:

- Quoting oral or written materials including but not limited to those found on the internet, whether published or unpublished, without proper attribution.
- Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authored by the student.
 - From [Regulations of the University of Florida, 6C1-4.047 Student Honor Code and Student Conduct Code: Sanctions \(Links to an external site.\)](#).

For a violation or violations of the Honor Code, a student may receive any of the sanctions that can be imposed for Student Conduct Code violations, including but not limited to conduct probation, suspension and expulsion as well as any educational sanctions. In addition, students may receive the following:

Assignment grade penalty. The student is assigned a grade penalty on an assignment including but not limited to a zero.

Course grade penalty. The student is assigned a grade penalty in the entire course including but not limited to an 'E'."

10.7. Course evaluation

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 the [GatorEvals \(Links to an external site.\)](#) website. 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 the [GatorEvals portal \(Links to an external](#)

[site.](#)) Summaries of course evaluation results are available to students on the [GatorEvals Public Data \(Links to an external site.\)](#) website.

** 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. **

Course Schedule (*tentative*)

Date	Topics	Assignments/Comments
W1 1/9	Nature of Sport Marketing, Perspectives in Sport Consumer Behavior, Memory & Cognition	Marketing Plan Grouping
W2 1/16	Martin Luther King, Jr. Day (no class)	
W3 1/23	Normative & Behavioral Decision Making	
W4 1/30	Social Desirability Bias & Implicit Memory	Marketing Plan: Idea Sketch
W5 2/6	Market Segmentation, International Sport Marketing	
W6 2/13	Exam I	
W7 2/20	Market Research in the Sport Industry	
W8 2/27	Sport Marketing Analytics; Open-Source Data Analysis	Marketing Plan: 1st Submission
W9 3/6	Sport Sponsorship & Athlete Endorsement, Human Branding	Journal Article Review
W10 3/13	Spring Break (no class)	
W11 3/20	Sport Luxury Marketing	
W12 3/27	Health and Status Seeking in Spectatorship Sports	Marketing Plan: 2nd Submission
W13 4/3	Exam II	
W14 4/10	Directed Instruction – Marketing Plan Paper	
W15 4/17	Directed Instruction – Marketing Plan Paper	
Final Marketing Plan Paper Submission Due: April 24, 11:59pm		

****Readings will be distributed online***

*****This schedule is tentative, and it could be changed based on the pace of the lectures and assignment needs. Changes will be announced in class and the instructor bears no responsibility of announcing these changes individually*****