

The University of Florida
 School of Human Health and Performance
 Department of Sport Management
Spring Semester 2025

Instructor: Jasamine Hill, Ph.D

Course: SPM 3306

Time: Tuesdays 8:30 AM – 10:25 AM / Thursdays 9:35 AM – 10:25 AM

Class Location: Florida Gymnasium 285

Office Location: Florida Gymnasium 250B

Email: jhill4@ufl.edu

Office Hours: Tuesdays and Thursdays 10:30 AM – 11:00 AM or by appointment

1. Course Goals

This course offers a comprehensive introduction to fundamental sports marketing concepts, emphasizing the marketing mix, consumer behavior, segmentation, positioning, strategic planning, and creating marketing plans. The course aims to develop crucial marketing analysis skills and improve managerial decision-making.

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	Assignments Group Project
4. Analyze and criticize the current sport marketing issues and strategies	Critical Thinking Communication	Assignments Group Project
5. Synthesize course material into a marketing plan for a sport organization.	Content Knowledge Critical Thinking Communication	Group Project

3. Course Textbook and Readings

- Required Textbook: Dees, W., Walsh, P., McEvoy, C. D., McKelvey, S., Mullin, B. J., Hardy, S., & Sutton, W. A. Sport Marketing (5th edition), Champaign, IL: Human Kinetics. ISBN: 978-1492594628
- Other materials will be provided through Canvas.

4. Technology – Canvas (E-Learning)

Course news, information, syllabus and some class materials may 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](#) [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](#) or utilize the one of the following self-help resources:

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

6. Course Grades

Letter Grade/ Overall Course Points

A: 658 - 700 pts.

A-: 630 - 657 pts.

B+: 609 - 629 pts.

B: 588 - 608 pts.

B-: 560 - 587 pts.

C+: 539 - 559 pts.

C: 518 - 538 pts.

C-: 490 - 517 pts.

D+: 469 - 489 pts.

D: 448 - 468 pts.

D-: 427 - 447 pts.

E: 0 - 426 pts.

****Final grades are NOT rounded up.**

7. Key Course Assignments

7.1. Examinations (2 × 100 pts.)

The examinations will cover lectures, discussions, material from the textbook, and handouts distributed in class. The exam format will consist of mostly short answers or essay questions and will be taken in class.

7.2 Marketing Plan Group Project (200 pts.)

Students will be partnered into groups of 5, forming their sport marketing strategies for the semester. The purpose of this assignment is to provide you with an opportunity to learn the basic overall steps and details involved in the marketing of a sport product/service. The marketing plan should enable a sport organization to establish objectives, priorities, schedules, budgets, strategies, and checkpoints to measure performance. Your group has been hired by an organization (each group will choose which sport organization hires them) to develop a marketing plan.

- Written Marketing Plan: A detailed and specific proposal for an assigned sport organization, including thorough market analysis and clear strategic planning steps.
- Marketing Plan Presentation: Each group will present their comprehensive strategic marketing plan as if they were proposing to the sport organization (no longer than 15 minutes).
- The marketing plan must include the following:
 - a) Executive Summary
 - b) Introduction and Background Information
 - c) Environmental Analysis (SWOT)
 - d) STP Analysis
 - e) Strategies and Tactics (Marketing Mix)
 - f) Strategy to Evaluate Marketing Implementation
 - g) Appendices and References

The above plan should consider competitors, trends and should be realistic with regards to budget. It may recommend replacement, modification or enhancement of an existing marketing plan.

The outline above should be considered as a minimum starting point to which additional sections may be added as needed. Your report should be concise, clearly argued, typed in MS word document, and documented in Times New Roman (12 point) font with a maximum of 4,000 words (no more than 16 pages) excluding appendices, tables, figures, and references.

Appendices, tables and figures used in this assignment are not counted in the word count and should be used to supply support material for your assignment. APA referencing is required – No footnotes. Deadline for the final report will be announced later.

*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. Students those who fail to submit the peer evaluation will be given ZERO point on their final group project grade.

7.3 Current Sport Issues Presentation (50 pts.)

Students will be partnered into groups of 2 to 3. At the beginning of the semester, students will be required to select a date on which they will give a 10-minute current event presentation to the class. Be prepared to answer questions from the instructor and classmates following the presentation. Each student should find a current event in the sport industry that relates to current course topics or sport in general. Some useful resources might be Street & Smith's Sports Business Journal, databases available through the UF Libraries, newspaper such as The New York Times, The Wall Street Journal, magazines such as Sports Illustrated, Forbes, or websites such as ESPN.com, CBSSports.com, etc. Presentation and link(s) or copy of original article(s) should be submitted on Canvas at least one day before the presentation and must include the following:

- a) Summary of the article. Include additional background information to understand the context of the issue.
- b) How it relates to the topic in the course (or the sport marketing)
- c) Three thought-provoking discussion questions on the topic
 - o d) Your own critical analysis/findings to the questions above. Include evidence or examples to support your analysis.
- e) Reference and copy of the original article

* Failure to present on the scheduled date without written notification in advance will lose 50% of the points.

7.4 Class Participation (50 pts.)

Students are required to attend each class meeting and actively participate in class activities that 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.

- o **I NEED A DAY POLICY**
 - o Students are allowed to miss one day of class per semester without explaining by utilizing the "I Need a Day" policy. To use this policy, students must email Dr. Hill no more than 24 hours after the missed class with the subject line "I Need a Day" to ensure proper communication. Dr. Hill will confirm the allowance hasn't already been used and respond with "Received." This allowance cannot be used on **quiz, test, guest speaker, or presentation days**. It is the student's responsibility to catch up on any missed work or announcements from the missed class. Any misuse will not be honored.

7.5 Quizzes (3 X 50 pts.)

3 quizzes will be given during the semester and will be taken in class (attempts to take outside of class will result in a zero, this clause exempts approved individuals taking their quiz in the disability resource center. Quizzes will cover material from the previous two weeks' lessons from the class. Make-up opportunities will only be available for excused absences.

7.6 Research and Analysis of AI Applications in Sport Marketing (50 pts.)

For this assignment, you will prepare a 3-5 page paper detailing the applications of Artificial Intelligence (AI) in sport marketing, with a focus on the various data sources available in the sport industry and the role of analytics in informing business decisions. Begin by providing an overview of AI technologies and their relevance to sport marketing. Then, identify and describe key data sources used in the sport industry and explain how these data are collected. Next, detail specific AI applications in sport marketing, make sure that they are supported by real-world examples. Discuss the benefits and challenges associated with using AI in sport marketing, emphasizing the practical implications for decision-making. Conclude by summarizing your key findings and reflecting on the future potential of AI in sport marketing. The paper should include a title page, Times New Roman (12 point), and follow APA formatting guidelines (https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html)

****AI USAGE POLICY****

Students are permitted to use AI tools such as Navigator or Copilot as brainstorming aids (to be built upon) and for assistance in editing final drafts of their assignments. When AI is used for brainstorming, students must cite the use of AI, including an export link with the prompts they used. However, students are strictly prohibited from using AI to develop and write their assignments. Doing so constitutes a violation of the honor code and will result in appropriate disciplinary action. Any misuse of AI tools will be addressed according to the institution's established protocols for honor code violations.

8. UF Policies

8.1. 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.

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 no later than a week after the missed class** 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.

8.2. 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><https://care.dso.ufl.edu/instructor-notifications/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.

8.3. 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.

8.4. Policy on accommodating students with disabilities

Students with disabilities requesting accommodations should first register with the [Disability Resource Center](#) (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.

8.5. 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](#), 301 Peabody Hall, 352-3921575, personal and career counseling
- [UF Student Health Care Center](#) Student Mental Health, 352-392-1171, personal counseling
 - Sexual Assault Recovery Services (SARS), 352-392-1161, sexual counseling
- [U Matter We Care](#)
- [UF Career Resource Center](#) Reitz Union, 352-392-1601, career development assistance and counseling.

8.6. University policy on academic misconduct

UF students are bound by [The Honor Pledge](#) 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](#) 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](#):

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](#)

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'."

8.7. 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](#) 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](#). Summaries of course evaluation results are available to students on the [GatorEvals Public Data](#) 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	Day	Topic	Chapters
01/14/2025	Tuesday	Introduction / Review of syllabus / Introduction to the special nature of sport marketing	Ch 1
01/16/2025	Thursday	Strategic marketing management	Ch 2
01/21/2025	Tuesday	Understanding the sport consumer	Ch 3
01/23/2025	Thursday	Market research and analytics within sport marketing	Ch 4
01/28/2025	Tuesday	Quiz	Ch 1-4
01/30/2025	Thursday	Current Events Presentation (3 groups) / AI paper due	
02/04/2025	Tuesday	Marketing segmentation and target marketing / The Sport Product	Ch 5-6
02/06/2025	Thursday	Managing sport brands	Ch 7
02/11/2025	Tuesday	Quiz	Ch 5-7
02/13/2025	Thursday	Current Events Presentation (3 groups)	
02/18/2025	Tuesday	Exam 1	
02/20/2025	Thursday	Current Events Presentation (3 groups)	
02/25/2025	Tuesday	Promotion and Paid Media / Current Events Presentation (3 groups)	Ch 8
02/27/2025	Thursday	Public relations	Ch 9
03/04/2025	Tuesday	Sponsorship, corporate partnerships, and the role of activation / Current Events Presentation (3 groups)	Ch 10
03/06/2025	Thursday	Quiz	Ch 8-10
03/11/2025	Tuesday	Social media in sports / Sales and service	Ch 11-12
03/13/2025	Thursday	Legal aspects of sport marketing	Ch 14
03/18/2025	Tuesday	Spring Break (No Class)	
03/20/2025	Thursday	Spring Break (No Class)	
03/25/2025	Tuesday	The Evolving Nature of Sport Marketing	Ch 15
03/27/2025	Thursday	No Class (Southern Doctoral Sport Management Symposium)	
04/01/2025	Tuesday	Guest Speaker: Imani Clenance	
04/03/2025	Thursday	Marketing Plan Group Work	
04/08/2025	Tuesday	Exam 2	
04/10/2025	Thursday	Presentations	
04/15/2025	Tuesday	Presentations	
04/17/2025	Thursday	Presentations	
04/22/2025	Tuesday	Presentations	

****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****