

SPM 5309 SPORT MARKETING
SPRING 2025

Course Information	Section: OS10, OS11 Credits: 3 Dates: Monday, January 13 – Wednesday, April 23 Location: Web Based
Contact Information	Instructor: Dr. Tavormina, Ph.D. Office: Florida Gym, Room 325D Phone: 352-294-3567 Email: atavor@ufl.edu Office Hours: Tuesdays and Thursdays 12:00pm – 2:00pm or by appointment
Course Website	Canvas https://elearning.ufl.edu
Course Communication	For any course inquiries, please send your questions through the Canvas messages or to atavor@ufl.edu and include the course prefix and number in the subject of the email.
Required Books	(1) Shank, M. D., & Lyberger, M. R. (2022). <i>Sports marketing: A strategic perspective</i> (6 th 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, 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, 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 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 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. 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 instruction when requesting accommodation. You must submit this documentation prior to submitting assignments and completing 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.ua.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/. Summaries of course evaluation results are available to students at gatorevals.ua.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

University of Florida students are bound by the Honor Pledge. On all work submitted for credit by a student, the following pledge is required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Student Honor Code and Conduct Code (Regulation 4.040) specifies a number of behaviors that are in violation of this code, as well as the process for reported allegations and sanctions that may be implemented. All potential violations of the code will be reported to Student Conduct and Conflict Resolution. If a student is found responsible for an Honor Code violation in this course, the instructor will enter a Grade Adjustment sanction which may be up to or including failure of the course.

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 guest 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 Policy on Course Syllabi 3 UF, Academic Affairs, September 9th, 2022 Honor Code and Student Conduct Code.

Health and Wellness Resources

U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit [U Matter, We Care website](#) to refer or report a concern and a team member will reach out to the student in distress.

Counseling and Wellness Center: [Visit the Counseling and Wellness Center website](#) or call 352-392-1575 for information on crisis services as well as non-crisis services.

Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or [visit the Student Health Care Center website](#).

University Police Department: [Visit UF Police Department website](#) or call 352-392-111 (or 9-1-1 for emergencies).

UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; [Visit the UF Health Emergency Room and Trauma Center website](#).

GatorWell Health Promotion Services: For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the [GatorWell website](#) or call 352-273-4450.

Academic Resources

E-learning technical support: Contact the [UF Computing Help Desk](#) at 352-392-4357 or via e-mail at helpdesk@ufl.edu.

Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

Library Support: Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.

Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

Student Complaints On-Campus: [Visit the Student Honor Code and Student Conduct Code webpage for more information](#).

On-Line Students Complaints: [View the Distance Learning Student Complaint Process](#).

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 ET 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 three units make up each weekly content as follows:

1. Lectures
2. Readings
3. Discussion Questions

Lectures and Readings

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 management and leadership in sport. The primary purpose of the readings is to further explore the specific topics or roles that pertain to management and leadership in sport.

Discussion Questions

Discussion questions are used to weave key concepts presented in the lectures and readings into an integrated whole 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
- React to three discussion responses by supporting/disputing the views of others (**50-100 word limit each**)

In summary, each weekly content will include four 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

Evaluation

<i>Assignment/Exam</i>	<i>Points</i>	<i>Grade Breakdown</i>	
Marketing Case Analysis	30	186 - 200	A
Sport Marketing Crisis Plan	30	180 - 185.9	A-
Marketing Industry Challenge Presentation	30	175 - 179.9	B+
Discussion Questions (5 points each)	50	167 - 174.9	B
Exams (30 points each)	60	160 - 166.9	B-
		155 - 159.9	C+
Total	200	147 - 154.9	C
		140 - 146.9	C-
		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>https://catalog.ufl.edu/graduate/regulations/</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 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 video 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.

Discussion Questions

There will be ten discussion questions throughout the semester. 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 three 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.

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 UF Computing Help Desk and email me immediately with a screenshot of the issue.

****Graduate Final Exam Requirement**

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 2025 COURSE SCHEDULE

MODULE I		
Week 1		
Watch	Introduction Lecture	Wednesday, January 15
Read	Chapter 1	Wednesday, January 15
Post	Student Introduction Video in Canvas <i>Discussions</i>	Friday, January 17
Watch	Student Introductions	Sunday, January 19
Week 2		
Watch	Lecture 1 – Strategic Sport Marketing	Wednesday, January 22
Read	Chapter 2 & Articles on Canvas	Wednesday, January 22
Post	Discussion Question 1 Response	Friday, January 24
Post	Reaction to Other Students' Discussion Answer	Sunday, January 26
Week 3		
Watch	Lecture 2 – Sport Marketing Research	Wednesday, January 29
Read	Chapter 3 & Articles on Canvas	Wednesday, January 29
Post	Discussion Question 2 Response	Friday, January 31
Post	Reaction to Other Students' Discussion Answer	Sunday, February 2
Submit	Topic for Marketing Case Analysis	Sunday, February 2
Week 4		
Watch	Lecture 3 – Sport Consumer Behavior	Wednesday, February 5
Read	Chapter 5 & Articles on Canvas	Wednesday, February 5
Post	Discussion Question 3 Response	Friday, February 7
Post	Reaction to Other Students' Discussion Answer	Sunday, February 9
Week 5		
Watch	Lecture 4 – Target Markets	Wednesday, February 12
Read	Chapter 6 & Articles on Canvas	Wednesday, February 12
Post	Discussion Question 4 Response	Friday, February 14
Post	Reaction to Other Students' Discussion Answer	Sunday, February 16
Week 6		
Watch	Lecture 5 – Product	Wednesday, February 19
Read	Chapter 7, 8 & Articles on Canvas	Wednesday, February 19
Post	Discussion Question 5 Response	Friday, February 21
Post	Reaction to Other Students' Discussion Answer	Sunday, February 23
Week 7		
Complete	Exam 1	Wednesday, February 26
Submit	Marketing Case Analysis	Sunday, March 2
Submit	Teammate for Marketing Industry Challenge Presentation	Sunday, March 2

MODULE II		
Week 8		
Watch	Lecture 6 – Promotion	Wednesday, March 5
Read	Chapter 9, 10 & Articles on Canvas	Wednesday, March 5
Post	Discussion Question 6 Response	Friday, March 7
Post	Reaction to Other Students' Discussion Answer	Sunday, March 9
Submit	Topic for Sport Marketing Crisis Plan	Sunday, March 9
Week 9		
Watch	Lecture 7 – Sponsorships	Wednesday, March 12
Read	Chapter 11 & Articles on Canvas	Wednesday, March 12
Post	Discussion Question 7 Response	Wednesday, March 12
Post	Reaction to Other Students' Discussion Answer	Friday, March 14
Week 10		
Enjoy	<i>No Classes – Spring Break</i>	March 15-22
Week 11		
Watch	Lecture 8 – Price	Wednesday, March 26
Read	Chapter 12 & Articles on Canvas	Wednesday, March 26
Post	Discussion Question 8 Response	Friday, March 28
Post	Reaction to Other Students' Discussion Answer	Sunday, March 30
Week 12		
Post	Marketing Industry Challenge Presentation	Wednesday, April 2
Watch	Other Group's Marketing Industry Challenge Presentations	Sunday, April 6
Post	Responses to Marketing Industry Challenge Presentations	Sunday, April 6
Week 13		
Watch	Lecture 9 – Place (Distribution)	Wednesday, April 9
Read	Articles on Canvas	Wednesday, April 9
Post	Discussion Question 9 Response	Friday, April 11
Post	Reaction to Other Students' Discussion Answer	Sunday, April 13
Week 14		
Watch	Lecture 10 – Implementation and Control	Wednesday, April 16
Read	Chapter 13 & Articles on Canvas	Wednesday, April 16
Post	Discussion Question 10 Response	Friday, April 18
Post	Reaction to Other Students' Discussion Answer	Sunday, April 20
Submit	Sport Marketing Crisis Plan	Sunday, April 20
Week 15		
Complete	Exam 2	Wednesday, April 23