

**SPM 3306- 1B30
SPORT MARKETING
University of Florida
Fall 2018**

Course information:

Sections	1B30
Credits	3
Dates	Wednesday August 22-Wednesday December 5 , 2018
Location	Online
Instructor	Dr. Kyriaki Kaplanidou (or Dr. K)
Office location	190C FLORIDA GYM
Email:	kiki@hhp.ufl.edu
Phone number	+1 352 294 1668
Skype	Upon request
Office hours	Available to meet upon email notification anytime.

Course TA	Mr. Changwook Kim
TA EMAIL	firstace777@ufl.edu
Office location	Yon Hall 8
TA Office hours	Available upon request
Course website	http://lss.at.ufl.edu

PURPOSE OF COURSE

This course will introduce students to the application of basic principles of sport marketing with emphasis on sport event marketing and 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 marketing 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 GOALS AND/OR OBJECTIVES

By the end of this course, students will:

- 1. Compare and contrast sport marketing definitions and concepts*
- 2. Apply sport consumer consumption theories in decision making*
- 3. Identify marketing plan components and their interrelationships*
- 4. Provide sport marketing strategies to solve a marketing problem*
- 5. Identify alternative sport products and how they associate with current sport marketing practices*

REQUIRED TEXT (you can choose the print or the online version)

Parkhouse, Turner & Miloch (2012). *Marketing for sport business success.* Kendallhunt Publishing Company.

<http://www.kendallhunt.com/parkhouse/>

Print ISBN: 978-0-7575-7948-6 \$103

e-Book ISBN: 978-1-4652-1385-3 \$53

ADDITIONAL READING RESOURCES

Journal articles (available in CANVAS)

1. Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing* 57 (January): 1-22.
2. Dick, R. & Turner, A.L. (2007). Are Fans and NBA Marketing Directors on the Same Page? A Comparison of Value of Marketing Techniques. *Sport Marketing Quarterly*, 16, 140-146.
3. Daniels & Norman, (2003) Estimating the Economic Impacts of Seven Regular Sport Tourism Events, *Journal of Sport & Tourism*, 8(4), 214–222
4. Mangold and Faulds, (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*.52, 357-365

Case study listing (available in CANVAS)

1. Case study 1: **Lululemon Athletica: An Iconic Canadian Sportswear Brand**, Cases Studies in Sport Marketing, 2nd edition (pp. 65-78) Cases Studies in Sport Marketing, 2nd edition (pp. 126-129)- *available in CANVAS as pdf*
2. Case study 2: **The MLS-** for case content see the url within the case study instructions
3. Case study 3: **The “Flying Pig”: building brand equity in a major urban marathon,** *Sport Marketing Quarterly* 14.3 (September 2005)— *available in canvas as pdf*
4. Case study 4: Anthony D. Pizzo, Bradley J. Baker, Sangwon Na, Mi Ae Lee, Doohan Kim, and Daniel C. Funk, **eSport vs. Sport: A Comparison of Spectator Motives,** *Sport Marketing Quarterly*, 2018, 27, 108-123 *available in CANVAS as pdf*

COURSE EVALUATION COMPONENTS

Assignments	Points
4 Quizzes	28 points
11 online discussion topics (excluding case studies)	70 points
4 Case Studies online discussions (70 points) including case studies commentary to other students (16 points)	86 points
1 Exam	100 points
Marketing portfolio Steps (74 points for all the steps in this portfolio due at different times in the semester, 10 points for peer reviews)	84 points
Total	368 points

ASSIGNMENT DETAILS

Quizzes: There are four multiple choice and T/F quizzes in this course. Quizzes are open book and notes, but they are time sensitive. Once you start the quiz you will have to complete it within a timeframe of 5 minutes depending on the quiz. Some quizzes maybe require you to respond in 3 minutes and some in 4 or 5. There is no make-up opportunity for the quizzes. You have to complete them during the module week they are assigned (see detailed course schedule further below) with an absolute due date the Friday of the module week they are assigned by 11 pm. If you do not complete them you will not get the points assigned for the quiz for that week.

Online weekly discussions: You have to complete the online discussions weekly. If you post your discussion points after the weekly deadline (Sunday of the Module week at 11 pm), you will incur 50% penalty for late submission. After 2 weeks beyond the deadline the submissions will NOT BE CONSIDERED for points.

Case studies: this course has four case studies that will be evaluated by the students. The students will have to answer a number of questions and also comment on two other students within the discussion group they belong (the instructor will assign this). ALL students have to post their OWN individual comments by Wednesday 11 pm of the module week. Commentaries to the other students have to take place from Thursday to Friday of the module week. *The student has to offer one strength and one weakness (n=2) related to the posting of two students (n=2) (for a total of four comments) PER CASE STUDY.* I expect to see professionalism in your answers and well documented thoughts and responses. The case study questions will need preparation, critical thinking and some background research. Please be prepared.

Marketing portfolio ASSIGNMENT- 5 STEPS: You will have to provide answers in five critical thinking questions called the marketing portfolio components THROUGHOUT THE

SEMESTER. The steps are due in different times throughout the semester. See the **marketing portfolio assignment for dates and your assignment list**. You will also have to submit a **peer review** for each of the five parts for another students' portfolio as the semester evolves offering one strength and one weakness for each part/step posted (2X5 =10 points). You will be assigned to a "discussion group" to comment on one of these students' postings. **Details are provided in the pertinent link in canvas called "marketing portfolio assignments steps"**.

Exam: The exam is a comprehensive short answer essay exam on the topics covered in the course. A study guide will be provided to the students. You will have approximately 2 ½ hours to complete the exam. You will not be able to make up the exam once you start it. If you have a university acceptable excuse (that needs to be documented) with the examination timeframe, then please contact me as soon as possible to make arrangements for a feasible exam timeframe.

GRADING SCALE

Points	368-342	341-331	330-320	319-305	304-294	293-283	268-257	256-246	245-231	230-220	219-217	<217
Letter grade	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	E
Grade points	4	3.67	3.33	3	2.67	2.33	2	1.67	1.33	1	0.67	0

COURSE INFORMATION AND POLICIES

The Online Learning Environment:

Please be aware that the online learning platform can sometimes present significant challenges, particularly to students who are not 'self-starters' nor possess good time management skills. 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 the class to their schedule. Please note, however, this course is not entirely self-paced.

The modules and course materials will be available to you throughout the course. You can view each module's lectures at any time. However, quizzes, exams, discussion boards and other assignments will be made available to you on the listed date(s). For the online discussion posts the student will have two weeks to complete the posting with a 50% penalty. After two weeks from the due date, there will be no points allotted. Given the online nature of this course, 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.

If personal circumstances arise that may interfere with your ability to meet a deadline, please let me know as soon as possible. Only university accepted excuses will be accepted and documentation must be provided. Requirements for class attendance and make-up exams, assignments, and other work are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

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 (<http://helpdesk.ufl.edu/>).

Please email me immediately if you have any questions or concerns of a personal nature. I will attempt to respond to your emails within 72 hours. Please remember to include the course prefix and number in your emails and that all correspondence must be presented in a professional manner. All other general course questions should be posted to the **Discussion tab located on the left navigation column of the course page**. Be sure to check the syllabus for the answer to your question first. If the answer is not in the syllabus check to see if anyone else posted the same question on the discussion board. If you cannot find the answer in either of those two locations post your question using a descriptive subject line so that other students who may have the same question can find it.

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of assessments are available to students at <https://evaluations.ufl.edu/results/>.

Academic Integrity:

Any individual who becomes aware of an honor code violation is committed to take corrective action. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code. Please refer to the University of Florida Honor Code for a complete explanation of the UF Academic Honesty policy.

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."

Grade Appeal Policy:

You have up to three (3) days after the posting of a grade to contact me regarding any issues or concerns. After that period the grade is final. Grades are based on a point scale and will not be rounded.

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.

Testing Logistics:

Exams will be taken online via Canvas and administered by Proctor U (UF's approved online proctoring service). **Instructions for scheduling your exam can be found on the Canvas website under the pertinent module titled exam preparation.** Should you have any questions about scheduling your examination or how it will be proctored, please contact Paul Higginson at phigginson@ufl.edu or 352-294-1615.

ATTENDANCE POLICY

This is an online course, thus attendance is documented through your weekly online participation in the discussion boards and case studies.

COURSE TECHNOLOGY

You will need a microphone, video camera and a computer in good standing. Smart phones can be helpful in posting videos or pictures you took to share with the class.

UF POLICIES

University policy on accommodating students with disabilities: Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu/drc/>). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

University policy on academic misconduct: Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <http://www.dso.ufl.edu/students.php>.

Netiquette: communication courtesy: All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. I expect you to communicate with each other in a respectful and timely manner. More information can be found at: <http://teach.ufl.edu/docs/NetiquetteGuideforOnlineCourses.pdf>

GETTING HELP:

For issues with technical difficulties for E-learning in Canvas, please contact the UF Help Desk at:

Learning-support@ufl.edu

(352) 392-HELP - select option 2

<http://helpdesk.ufl.edu/e-learning-support/>

Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

Other resources are available at <http://www.distance.ufl.edu/getting-help> for:

Counseling and Wellness resources

Disability resources

Resources for handling student concerns and complaints

Library Help Desk support

Should you have any complaints with your experience in this course please visit <http://www.distance.ufl.edu/student-complaints> to submit a complaint.

Class schedule

(note: all lectures are posted from the beginning of the course)

	Topic	Readings (chapters are from the Parkhouse textbook)	Assignments Due	Other comments
Introduction of the course August 22-24 (Module 1)	Course Introduction		Quiz 1 is under Module 1 on course expectations and evaluation scheme due August 24 by 11 pm—4 minutes to complete	
Module 1 August 27-August 31	Sport Marketing—Definition, Industry Profile And Importance	Chapter 1	Online discussion Quiz 2 due August 31 by 11 pm- 4 minutes to complete	
Module 2 September 3-September 7	Developing A Sport Marketing Plan and Evaluating the Environment	Chapter 2, Case study 1 Lululemon	Online discussion topic- Case study questions Due Wednesday September 5, by 11 pm EST Commentary on other students due: Friday September 7 by 5 pm	
Module 3 September 10-September 14	Sport Consumer Behavior	Chapter 3	Quiz 3—Due September 14 by 11 pm-- 4 min to complete	
Module 4 September 17-September 21	The Importance of Marketing Research in Sport Marketing	Chapter 4	Online discussion First part of your marketing portfolio DUE September 17: Upload your peer review by September 21 st , 2018	
Module 5 September 24 – September 28	Sport Market Segmentation	Chapter 5	Online discussion	
Module 6 October 1-October 5	Managing the Sport Marketing Mix	Chapter 6 Article: Dick and Turner (2007) Case study 2- MLS	Online discussion Case study questions Due Wednesday October 3, by 11 pm EST Commentary on other students due: Friday October 5, by 5 pm	
Module 7 October 8-October 12	The Nature of Sport Product and Pricing Considerations	Chapter 7 Article: Keller (2003) Case study 3- Flying pig marathon	Online discussion Case study 3 questions Due Wednesday October 10, by 11 pm EST Commentary on other students due: Friday October 12 by 5 pm	

	Topic	Readings (chapters are from the Parkhouse textbook)	Assignments Due	Other comments
Module 8 October 15-October 19	Distribution Decisions in Sport Marketing	Chapter 8	Online discussion	
Module 9 October 22-October 26	The Components and Role of the Promotional Mix, social media considerations	Chapter 9 Article: Mangold and Faulds, (2009).	Quiz 4 Due October 26 by 11 pm-- 5 min to complete Online discussion Second and third part of your marketing portfolio- DUE October 22: Upload your peer review by October 26 st , 2018 by 5pm	
Module 9A October 29-November 2	Sponsorship And Endorsement	Chapter 11	Online discussion	
Module 9B November 5-November 9	Sport Brand Management and Licensing	Chapter 12,	Online discussion	
Module 10 November 12-November 16	Strategic Planning and Sport Marketing Planning Relationships	Chapter 10	DUE November 12: Fourth and Fifth parts of your marketing portfolio- Upload your peer review by November 16 st , 2018 by 5pm	
Module 11 November 19-23	Thanksgiving Week—Exam Preparation		ARRANGE YOUR EXAM TIME WITH PROCTOR U IN ADVANCE	
Module 12 November 26-November 30	E-SPORTS – Watch the youtube videos https://www.youtube.com/watch?v=F_GxPXXLc-w https://www.youtube.com/watch?v=TabwBq3ZA18	Case study 4: e-sports	Case study questions Due Wednesday November 28, by 11 pm EST Commentary on other students due: Friday November 30 by 5 pm	TEACHING EVALS DUE ONLINE please complete
Module 13 and 14 December 3-5	EXAM: Short Answer—Essay	EXAM	EXAM OPENS Saturday December 1st at 8 am and closes Wednesday December 5 at 11:59 pm.	TEACHING EVALS DUE ONLINE

Disclaimer: This syllabus represents my current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.

Instructors' evaluation rubric of student ONLINE contributions (assigning points method):

Full points	Half points	0 points
Student shared information that generated new insights and new content to its entirety	Student shared information that generated a few new insights and content	Student shared no new information and reflected on other students' comments by agreeing with them.