

# **SPM 5309: SPORT MARKETING**

Fall 2018 (Class# 20074; 3 credits)

Department of Tourism, Recreation and Sport Management  
College of Health and Human Performance  
University of Florida

**Professor:** Dr. Yong Jae Ko

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**Office Hours:** Monday (9:00 - 11:00PM), Wednesday (9:00 - 11:00AM), or by appointment.

**Time:** Wed.: Periods 6-8 (12:50 - 3:50PM)

**Classroom:** FLG 250

**Phone:** 352-294-1665

It is your right as a student to have full access to the instructor. I am glad to talk with you about the class or any assignments whenever you need me. Please contact me if you ever have any questions or concerns about anything related to the class.

## **Required Textbooks and Reading:**

- Shank, M.D. (2014). *Sports Marketing: A Strategic Perspective (5th Ed.)*. Routledge.
- Each student will download and read case/industry reports and academic journal articles assigned for each week (Available in Canvas).

## **I. Course Goals:**

By the end of this course, students will (a) understand theories and concepts in sport marketing, (b) know how to use them in the marketing of sport products and events, and (c) acquire skills for making strategic decisions with respect to real-world and hypothetical problems and issues in the sport industry.

## **II. Course Objectives:**

The course activities and assignments are intended to provide opportunities for students to accomplish the following:

<b>Course Objectives</b>	<b>Learning Outcomes</b>	<b>Assessment Tool</b>
1. Be able to articulate and explain the sport industry and the values of the current industry model that makes it unique.	Content knowledge, Critical thinking	Article synopsis, exam
2. Be able to define and apply theories and concepts relative to sport consumers and the marketing of sport events and product brands.	Content knowledge, Critical thinking	Article synopsis, exam
3. Be able to gain information regarding sport consumers and develop market strategies.	Content knowledge Critical thinking	Article synopsis, project, exam
4. Be able to conduct a thorough analysis of the internal and external environment of sport organizations and events.	Critical thinking	Project
5. Gain an understanding of service and brand marketing concepts and their application to the sport world.	Content knowledge Critical thinking Communication	Project
6. Gain an understanding of key concepts of a marketing mix and sport sponsorship/athlete development, and be able to develop effective strategies for real and/or hypothetical situations.	Content knowledge Critical thinking Communication	Exam, case analysis Project
7. Develop a basic understanding of E-business in sport.	Content knowledge	Exam, Project

### III. Evaluation (% breakdown):

1. Article synopsis	15
2. Case analysis	15
3. Exam	15
4. Service/fan audit (15) and presentation (5)	20
5. Marketing plan (25) and presentation (5)	30
6. In-Class Exercises/Assignments/Participation	5
<b>Total</b>	<b>100</b>

		(%)
A	= > 93	C(S) = 73-76.9
A-	= 90-92.9	C-(U) = 70-72.9
B+	= 87-89.9	D+ = 67-69.9
B	= 83-86.9	D = 63-66.9
B-	= 80-82.9	D- = 60-62.9
C+	= 77-79.9	E = 0-59.9

### IV. Assignments

#### 1. Article Synopsis

Each week, one group of two students will be assigned to present an “article synopsis” after carefully reading the assigned article (available in Sakai) and writing a synopsis of critical information found in the article. The synopsis should be three (3) pages in length and synthesize key points from the article. Make sure that you prepare approximately 15 minutes of a PowerPoint (or similar format) presentation and a 10 minute class discussion by raising challenging questions. Please prepare handouts for your classmates. At a minimum, the synopsis should include details regarding the:

- Main theme/purpose and research questions
- Methodology (for empirical study)
- Results (for empirical study)
- Discussion (i.e., important points and conclusions drawn by the author(s))
- Your assessment of how the information would be relevant to sport marketing professionals

Ask three (3) questions about the main idea of the article, application, and future opportunities/implications for class discussion.

#### 2. Case Analysis

A group of 3-4 students will present a “case analysis” that relates to marketing issues and challenges in the sport industry. This can be anything in the current news that interests you related to sport consumers, events, athletes, product brands, organizations, etc. The case analysis requires a 3 page write-up of the case (and citation of your source). You must include a short 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). Please prepare a 15 minute presentation of the background of the case and how it applies to prospective sport marketers and researchers. Additionally, you will lead a 10 minute class discussion. Most of the grade for this assignment will be based on your ability to communicate the problem, relate it to relevant class topics, and lead the class in discussing ways to address this problem from a sport marketer’s point of view.

#### 3. Exams

The exam will cover lecture, discussion and material from the textbook. Exam format will consist of short answer and essay type questions. The questions must be answered using complete sentences and in appropriate paragraph form (i.e., no response listing). Review sheet will be provided and the exam must be taken on assigned dates. The exam may be taken early for prior approved, extenuating circumstances.

#### **4. Service/Fan Audit**

This is a group assignment (3-4 students, assigned) which will be completed during the first half of the course. You are required to conduct a service or fan audit of a sport facility (e.g., arena/stadium, fitness club, golf course, swimming pool, etc.) to evaluate the facility's customer service orientation and the quality of their service. You must have your choice of facility approved by the instructor prior to the audit. You will act as a customer receiving the service by touring the facility on at least two occasions (specify in your report the times and dates you visited) and carefully observing its operation. The impressions of employees, other customers, and people who have never visited the establishment may all offer useful insight.

Summarize your impressions (both good and bad), and give factual and detailed information. Also, your comments should be analytical - not descriptive. Use figures, diagrams, or plans to illustrate points if this helps clarify your analysis. *Tie your comments back to reading materials and class discussion whenever possible.* Structure your analysis section of the report around the cycle of (1) the nature of services offered, (2) the service delivery process, and (3) the evaluation of service quality based on the frameworks Dr. Ko developed. The service delivery process is defined as "a period of time during which a consumer interacts with a service." It encompasses all aspects of the service including personnel, physical facilities, and other tangible elements. Please give ratings (e.g., A, B, C; or 5 stars, 4 stars, and 3 stars). Identify each stage in the total cycle of service which makes up the consumer's total experience. The cycle starts with the first contact a customer or potential customer has with the sport organization.

Your final report should be 8-10 pages and should be organized so that related observations are clustered and discussed together. The last quarter of your report should consist of a set of recommendations to management on what actions should be taken to improve their business and service. Each group will give a 20-minute presentation concerning the main points of their evaluation outcome.

#### **5. Marketing Plan**

This is a group assignment (3-4 students, assigned) which will be completed during the second half of the course. Each group will develop a comprehensive marketing plan based on the area of sport business you aspire to go into. Example: If you want a career in college athletics, your plan should be for some area of college athletics. If you want to start your own company, write the marketing plan for the hypothetical company. Every aspect of the plan must be as realistic as possible. You must research thoroughly and present data where applicable throughout the paper. Professor must approve the topic. Specific details will be given in class, and topics must be approved by the instructor.

#### **6. Marketing Plan Presentation**

Each group will give a 20-minute presentation covering the main points of their marketing plan. You should prepare appropriate slides/overheads/PowerPoint (or similar format) to facilitate a clear and concise presentation and handouts for your classmates. All students must attend all presentation days if they want to receive credit for their own presentation.

### **IV. Course Policies and Requirements:**

#### **1. Attendance and Participation**

Your attendance and participation are expected as a natural expression of your commitment to your academic major and, most importantly, your desire to succeed. In addition, it provides you with the opportunity to contribute to our class discussions. If you are absent for any reason, you are expected to check with other students to find out about lecture assignments or announcements. Each absence will result in 2 point reduction in the final grade (100 points – maximum point you can earn). Excused absences are consistent with university policies in the undergraduate catalog (<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>) and require appropriate documentation.

## **2. Class Demeanor**

Students are expected to arrive to class on time and behave in a manner that is respectful to the instructor and to fellow students. Please avoid the use of cell phones and restrict eating to outside of the classroom. Opinions held by other students should be respected in discussion, and conversations that do not contribute to the discussion should be held at minimum, if at all

## **3. Assignment Policies:**

Assignments are due in class on the specified day. Anytime thereafter the assignment is considered late. It is your responsibility to turn in your assignments. Make arrangements with someone to deliver your assignment if you must be absent. Assignments turned in one day late will be deducted 20% of their grade. Assignments turned in two days late will receive zero points.

All assignments and papers must be typed, proofread, and spell checked. All referencing and formatting of papers must be in APA form (6th edition; e.g., double-spaced, 1" margins, 12-point font, and list of references). Failure to do so will result in a lower score on the assignment. If you need extra help in preparing for classes, writing your papers, or any other type of academic development, please go to the Reading and Writing Center (<http://www.at.ufl.edu/rwcenter>). They have excellent resources to help you.

## **4. University Honesty Policy**

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 honor 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 (<https://www.dso.ufl.edu/sccr/process/student-conduct-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.

Violations will not be tolerated and may result in penalties may include (but are not limited to): *A zero on the exam/project, a failing class grade, community service, and university expulsion.* If you have any questions or concerns, please consult with the instructor in this class.

## **5. Course Evaluation**

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/>

## **6. Disability Statement:**

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, [www.dso.ufl.edu/drc/](http://www.dso.ufl.edu/drc/)) 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. For optimal consideration, you must see the professor within the first three (3) days of class.

## **7. Counseling and Wellness Center**

Contact information for the Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc/Default.aspx>, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

## **V. Class Schedule:**

### **Introduction to Sport Marketing and the Sport Industry**

Week 1 – Aug. 22

- \* *Course Introduction*
- \* *Introduction to Sport Industry*
- \* *Review of Core Concepts of Sport Marketing*

READING: Chapter 1: Emergence of Sports Marketing and Articles

Week 2 – Aug. 29

- \* *Strategic Sport Marketing*

READING: Chapter 2: Contingency Framework for Strategic Sports Marketing; articles

### **Market Research and Sport Consumer Behavior**

Week 3 – Sept. 5

- \* *Sport Consumer Behavior*

READING: Chapter 4: Understanding Participants as Consumers  
Chapter 5: Understanding Spectators as Consumers; articles

Week 4 – Sept. 12

- \* *Target Markets/Segmentation*

READING: Chapter 6: Segmentation, Targeting, and Positioning in Sport Business; articles

### **Sport Marketing Strategies**

Week 5 – Sept. 19

- \* *Case analysis presentation*

**(Due: Case Analysis)**

Week 6 – Sept. 26

- \* *Sports Product/Service Concepts and Management*

READING: Chapter 7: Sports Product Concepts and articles

Week 7 – Oct. 3

- \* *Service Quality/Customer Satisfaction*

READING: Articles

Week 8 – Oct. 10

- \* *Branding Sport Products*

READING: Chapter 8: Managing Sports Products and articles

Week 9 – Oct. 17

- \* *Promotion/Sponsorship/Athlete Endorsement Strategies*

READING: Chapter 9: Promotion Concepts  
Chapter 10: Promotion Mix Elements  
Chapter 11: Sponsorship Programs and articles

Week 10 – Oct. 24

\* *Presentation of Service Audit*

**(Due: Service Audit)**

Week 11 – Oct. 31

\* *Pricing Strategies*

READING: Chapter 12: Pricing Concepts and Strategies and articles

\* *Distribution Strategies*

READING: Articles

\* *Exam review*

Week 12 – Nov. 8

\* *Presentation at Orlando Magic*

### **E-business in the Sport Industry**

Week 13 – Nov. 15

\* *Coordinating and Controlling the Marketing Mix*

READING: Chapter 13: Implementing and Controlling the Strategic Sports Marketing Process

\* *E-business, technology, and social media in the Sport Industry*

READING: Articles

\* *Future Trends*

READING: Articles

Week 14 – Nov. 21

\* *Thanksgiving (No class)*

### **Marketing Plan & Presentation**

Week 15 – Nov. 28

\* *Group work*

Week 16 – Dec. 5

**(Due: Marketing Plan-Final Draft)**

\* *Group Marketing Plan Presentation*