

SPM 3306 SPORT MARKETING (Section 6565)

Fall 2019 Course Syllabus

Instructor	Inje Cho	Location	FLG 285
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		Chair	msagas@ufl.edu

1. COURSE PURPOSE

The purpose of this course is to introduce an overview of various aspects of sport marketing and the application of basic principles of sport marketing with emphasis on intercollegiate athletics and professional sports. This course will provide students with an up-to-date understanding of marketing concepts as they are currently being applied in various sport management contexts. 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.

2. COURSE OBJECTIVES

After successfully completing the course, students will be able to

- 1) Define and apply sport marketing key concepts.
- 2) Discuss the nature and scope of opportunities in the sport industry.
- 3) Evaluate sport marketing strategies.
- 4) Identify future trends and challenges in the sport industry.
- 5) Construct a sport marketing report.

3. TEXTBOOK

- 1) **(Required)** Mullin, B. J., Hardy, S., & Sutton, W. A. Sport Marketing (4th edition), Champaign, IL: Human Kinetics.

4. E-LEARNING (CANVAS)

Course news, information, syllabus and class presentations can be found online at <http://elearning.ufl.edu/>. Students will need to use their GATORLINK account to log into the class site. Please check your e-Learning account on a daily basis.

5. STUDENT SELF-INTRODUCTION CARD

Students are responsible for submitting an introduction card that includes an up-to-date picture, names, and other information they want to tell me. **Microsoft Word** is recommended for this assignment. Please find the attached form through CANVAS. Students must submit the information card on Canvas *by August 26th*.

6. GRADING

1) Grading Standards (points/2=%)

A (93-100%), A- (90-92.9%), B+ (87-89.9%), B (83-86.9%), B- (80-82.9%), C+ (77-79.9%), C (73-76.9%), C- (70-72.9%), D+ (67-69.9%), D (60-66.9%), E (00-59.9%)

For more on grading please visit: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

2) Grade Composition

Final course grades will be based on the accumulated points, out of a total of 200, based on the individual weight of each of the following:

Category	Criteria	Points	Portion
Participation	Attendance, Class Participation	20	10%
Individual Assignments	Current Event Written Document	10	5%
	Current Event Presentation	10	5%
	SWOT Analysis	10	5%
	Reflection Notes	10	5%
Quizzes	Quiz 1	10	5%
	Quiz 2	10	5%
	Quiz 3	10	5%
Exam	Exam I	30	15%
	Exam II	30	15%
Group Project	Marketing Plan & Peer Evaluation	40	20%
	Marketing Plan Presentation	10	5%
Total		200	100%

3) Guidelines for Written Assignments

- a. APA Format: Your written work (current event and marketing plan) should be concise, clearly argued, typed in MS word document, and documented in **Times New**

Roman font (12 point) with appendices, tables, figures, and references. Instructor will provide you further guidelines for writing in an APA format. For more detailed information on proper APA formatting, please visit the Purdue Owl website at: https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html.

- b. **Written Work:** All documents must be submitted via CANVAS. **All assignments (individual and group project) are due by specific timeline. Late assignments will be accepted with a penalty of 20% for 7 days after the deadline.**
 - c. An excessive number of typos and misspellings, or multiple grammatical errors will significantly lower your final grade. Failure in each of the guidelines will significantly lower your final grade.
- 4) Guidelines for each Category
- a. **Participation (10%):** Students are required to attend each class meeting and actively participate in class activities and article discussions that reinforce the learning of marketing principles. **It is essential that students participate discussions, activities and group project in class.** Students will have **THREE free absences without point reduction.** One late attendance results in 1 point deduction, and 1 absence results in 2 points deduction (1% of total grade). For excused absences, the students must submit relevant documentations. Based on the total attendance score and your class participation in class, the instructor will evaluate your score.
 - b. **Individual Assignment I: Current Event Presentation (5%) & Written (5%):** At the beginning of the semester, students will be required to select a date on which individual will give a **10-15 minute current event presentation** (including 3-5 minute Q&A) to the class. Each student will find and present a current event (article published after May 31st, 2019) in the sport industry that relates to either 1) sports fan behavior 2) sales and promotion 3) sponsorship 4) public relations and media; or 5) branding. **By September 9th**, each student is required to **submit the title and link of original article to** (<https://docs.google.com/spreadsheets/d/17loFmPN8iqOqrZa-KO0BGJvpjYbnZjgBZ9-NMwrrRg4/edit?usp=sharing>). **Late submission of the title and link will be accepted with a penalty of 20% for 7 days after the deadline. If instructor decides that the topic is not relevant to marketing discipline,**

students will receive an email shortly. In addition to the presentation, a **written assignment** (600 to 1,000 word excluding appendix, references) should be submitted and must include the following:

a) Summary of the article	1/10
b) How it relates to the topic in the course	3/10
c) Three thought-provoking discussion questions on the topic	2/10
d) Your own critical analysis/findings to the questions above	3/10
e) Reference and copy of the original article in appendix	1/10
Total	10

Note. Written assignment is due **two days before** the student is scheduled to present (For example, if the presentation is on Friday, an electronic submission to the eLearning website should be made by **11:59PM on Wednesday**).

c. Individual Assignment II SWOT Analysis (5%): Students will be required to select a sports organization and conduct SWOT analysis for the selected organization. The assignment (1,000-word limit excluding appendix, references) should be submitted and must include the following:

a) A brief description of the industry in which the selected organization resides (characteristics, past and current trends, etc.)	2/10
b) SWOT analysis – strength, weakness, opportunity, and threats characteristics.	5/10
c) Discussion regarding future marketing efforts for the selected organization.	3/10
Total	10

d. Individual Assignment III Reflection Notes (5%): During the semester, we will have several chances to invite guest lecturers to share their knowledge and experiences as for sport marketing. Also, students will have a chance to watch relevant video clips during an individual work day. After watching, students will be asked to submit 1-2 paragraph (150-200 words) reflection notes for each guest lecture/ video clip. Reflection notes are expected to include, but not limited to: **1)** issues that guest speakers/ video clip cover during the lecture/ video, **2)** implications based on the topics that we have covered during classes, and **3)** any personal thoughts and feelings. Specific timeline will be announced by the instructor, but students will have approximately 7 days to complete the submission.

e. Quizzes (5% each): Three times of quizzes will be given at the beginning of class. Quizzes will cover material from the most recent lessons from the class, and/or from readings assigned for a particular day's topic. There is no make up for quizzes missed due to lateness or absences.

g. Exam I (15%) & Exam II (15%): There will be two exams and will comprise 30% of your final grade. Everything discussed in class (e.g., peer's current event presentation, marketing plan, and guest lectures) and in the assigned readings may appear on the exam. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>. All examinations, including quizzes and the exam, must be completed within the assigned time. Therefore, do not be late to class on the day of any exams. If a student arrives late for an exam and quizzes, the late student will have to take the exam/quizzes in the remaining time.

f. Group Project: Marketing Plan Presentation (5%) & Written (20%): The purpose of this assignment is to provide you with an opportunity to learn the basic overall steps and detail 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. Please find the marketing plan guideline in Canvas for more details.** The written document of marketing plan must include the following:

a) Executive Summary	3/40
b) Introduction and Background Information	5/40
c) Environmental Analysis (SWOT)	6/40
d) STP Analysis	8/40
e) Strategies and Tactics (Marketing Mix)	10/40
f) Strategy to Evaluate Marketing Implementation	6/40
g) Appendices and References	2/40
Total	40

Times New Roman (12 point) font with a maximum of **4,000 words (no more than 16 pages) excluding appendices, tables, figures, and references** are required. 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.

***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.

***Working as a Team:** All team members will receive the same mark for both oral and written group work unless a specific request is lodged with the instructor outlining an unequal distribution of points. This should be submitted with the project. Supporting evidence for an unequal distribution must be provided, including but not limited to meeting notes and attendance, drafts, collected secondary data and analysis.

7. Academic Integrity Statement

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 (<http://www.dso.ufl.edu/sccr/process/student-conduct-honorcode/>) 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 in this class.

Each student has a responsibility to understand, accept, and comply with the University and College’s standards of academic conduct. Examples of academic misconduct: - Cheating: Use or attempted use of unauthorized materials, student aids or information in any academic exercise. - Collusion: Aid or attempt to aid another student in committing academic misconduct. - Interference: Preventing another student’s work from being completed. - Plagiarism: Use of ideas, words or statement of another person without giving credit to that person.

8. Class Etiquette

It is expected that all students arrive on time, behave professionally to HHP policy, prepared for class and that all cellular phones and Internet connections are turned off during class unless students are invited to use the computer/mobile for class project.

9. Religious Holiday Statement

At the University of Florida, students and faculty work together to allow students the opportunity to observe the holy days of his or her faith. A student should inform the

faculty member of the religious observances of his or her faith that will conflict with class attendance, with tests or examinations, or with other class activities prior to the class or occurrence of that test or activity. The faculty member is then obligated to accommodate that particular student's religious observances. Because students represent a myriad of cultures and many faiths, the University of Florida is not able to assure that scheduled academic activities do not conflict with the holy days of all religious groups. Accordingly, individual students should make their need for an excused absence known in advance of the scheduled activities. The Florida Board of Education and state law govern university policy regarding observance of religious holidays.

The following guidelines apply:

- Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith.
- Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence.
- Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances.

If a faculty member is informed of or is aware that a significant number of students are likely to be absent from class because of a religious observance, the faculty member should not schedule a major exam or other academic event at that time.

A student who is to be excused from class for a religious observance is not required to provide a second party certification of the reason for the absence. Furthermore, a student who believes that he or she has been unreasonably denied an education benefit due to religious beliefs or practices may seek redress through the student grievance procedure.

It is the policy of the University of Florida to make every reasonable effort to allow members of the University community to observe their religious holidays without academic penalty. Absence from classes or examinations for religious reasons does not relieve you from responsibility for any part of the course work assigned while absent. If you expect to miss a class, exam, or other assignment as a consequence of religious observance, you shall be provided with a reasonable alternative opportunity to complete such academic responsibilities without penalty, unless it interferes unreasonably with the rest of the class. It is your obligation to provide me with reasonable notice of the dates of religious holidays on which you will be absent. Such notice must be given by the end of the fourth week of a full term or by the end of the third week of a half term.

10. Accommodations for Students with Disabilities

Any students who need accommodations for a disability must first register with the Dean of Students Office at <http://www.dso.ufl.edu/drc/>. The Dean of Students Office will provide documentation to the student who must then provide this documentation to me

usually within the first week of classes. Some aspects of this course, the assignments, the in-class activities, or the way I teach may be modified to facilitate your participation and progress. Be assured that I will treat any information about your disability as private and confidential.

11. Academic Resources

E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learningsupport@ufl.edu <https://lss.at.ufl.edu/help.shtml>.

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling. <http://www.crc.ufl.edu/>

Library Support, <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources

12. U Matter, We Care

At UF Every Gator Counts. U Matter, We Care serves as UF's umbrella program for UF's caring culture and provides students in distress with support and coordination of the wide variety of appropriate resources. Families, faculty, and students can contact umatter@ufl.edu, 352-392-1575 seven days a week for assistance for students in distress. 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.

Sexual Assault Recovery Services (SARS) Student Health Care Center, 392-1161. University Police Department, 391-1111 (or 9-1-1 for emergencies). <http://www.police.ufl.edu/>

13. Course Schedule Change

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 changes in advance.

Course Outline *(Subject to change)*

	Date	Topics	Assignment	Reading
W 1	Aug 21	Course Introduction & Overview		<i>Syllabus</i>
	Aug 23	Special Nature of Sport Marketing		<i>Ch. 1</i>
W 2	Aug 26	Strategic Marketing Management	<i>Introduction Card Due</i>	<i>Ch. 2</i>
	Aug 28	Marketing Plan Introduction		<i>Marketing Plan Guideline</i>
	Aug 30	Strategic Marketing Management	<i>Brand/Team Choice Due</i>	<i>Ch. 2</i>
W 3	Sep 2	Labor Day		
	Sep 4	Strategic Marketing Management		<i>Ch. 2</i>
	Sep 6	Understanding Sport Consumer	<i>Current Event Choice Due</i>	<i>Ch. 3</i>
W 4	Sep 9	Understanding Sport Consumer		<i>Ch. 3</i>
	Sep 11	Understanding Sport Consumer	<i>SWOT Analysis Due</i>	<i>Ch. 3, NBA's 2K League</i>
	Sep 13	<i>Current Event Presentation</i>		
W 5	Sep 16	Understanding Sport Consumer		<i>Ch. 3</i>
	Sep 18	<i>Current Event Presentation</i>		
	Sep 20	STP Model	Quiz 1	<i>Ch. 5</i>
W 6	Sep 23	<i>Current Event Presentation</i>		
	Sep 25	STP Model		<i>Ch. 5</i>
	Sep 27	Guest Lecture (TBD)		
W 7	Sep 30	STP Model		<i>Ch. 5, Women & Super Bowl LIII</i>
	Oct 2	<i>Current Event Presentation</i>		
	Oct 4	Homecoming		
W 8	Oct 7	Exam I Wrap-up		
	Oct 9	EXAM I		
	Oct 11	Guest Lecture (TBD)		
W 9	Oct 14	Sport Product	<i>Marketing Plan Draft Due</i>	<i>Ch. 6, Cord Cutting & Networks</i>
	Oct 16	<i>Current Event Presentation</i>		
	Oct 18	Sport Product		<i>Ch. 6</i>
W 10	Oct 21	Promotion		<i>Ch. 10</i>
	Oct 23	<i>Current Event Presentation</i>		
	Oct 25	Promotion		<i>Ch.10, Read: Bucs' Instagram</i>
W 11	Oct 28	<i>Current Event Presentation</i>	Quiz 2	
	Oct 30	Sponsorship & Activation		<i>Ch. 9</i>
	Nov 1	<i>Current Event Presentation</i>		
W 12	Nov 4	Sponsorship & Activation		<i>Ch. 9</i>
	Nov 6	Managing Sport Brands		<i>Ch. 7</i>
	Nov 8	Managing Sport Brands		<i>Ch. 7</i>
W 13	Nov 11	Veterans' Day		
	Nov 13	<i>Current Event Presentation</i>		
	Nov 15	Public Relations and Media		<i>Ch. 11, 12</i>
W 14	Nov 18	Marketing Plan Showcase		
	Nov 20	Marketing Plan Showcase		
	Nov 22	Marketing Plan Showcase		
W 15	Nov 25	Marketing Plan Showcase	Quiz 3	
	Nov 27	Thanksgiving		
	Nov 29	Thanksgiving		
W 16	Dec 2	EXAM II Wrap-up		
	Dec 4	EXAM II		
	Dec 6	Reading day		
W 17	Dec 11		Marketing Plan Final/ Peer Evaluation Due	