

SPM3306 Sport Marketing (5033) Fall 2019

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

FLG 0285, M/W/F (1:55 PM-2:45 PM)

Instructor: Joon Sung Lee, Ph.D.
Phone: 352-294-1654
E-mail: joonsunglee@ufl.edu (the best way to contact me)
Office hours: T 2:00-4:00 PM (FLG 330E), or **by appointment (preferred)**

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.

I. Course Aims and Objectives:

The course offers a broad introduction to the basic concepts of marketing in sport. Special emphasis will be placed on the following areas: the marketing concept, the marketing mix, consumer behavior, market segmentation, positioning, strategic planning and the development of a comprehensive marketing plan. Students will be challenged to interpret these marketing concepts and to formulate creative applications to a wide range of industries including, but not limited to the sport industry and the health fitness maintenance business sectors of the economy. One of the main objectives of this course is to develop fundamental skills of marketing analysis and managerial decision making. Having completed this course, the student is expected to:

- Understand unique nature of Sport-Derived products.
- Develop skills of critical analysis and problem solving.
- Understand the role of marketing in the business of sport.
- Apply marketing theory and concepts to what marketers do in "the real world."
- Conduct primary and secondary marketing analysis to develop strategic plans.
- Clearly write and present a report with recommendations that can be incorporated into strategic plans or other marketing actions.

II. Course Textbook

- (**Required**) Grewal, D., & Levy, M. *Marketing* (4th edition), New York: McGraw-Hill. ISBN 978-0077861025
- (*Optional*) Mullin, B. J., Hardy, S., & Sutton, W. A. *Sport Marketing* (4th edition), Champaign, IL: Human Kinetics

Other Suggested Readings

Business Periodicals

Reading from current business news periodicals (e.g., *Wall Street Journal*, *Business Week*, *Harvard Business Review*, *Forbes*, *Economist*, *Fortune*, etc.) is strongly recommended. The articles will help you see how the marketing concepts you learn in the course are applied in the "real world."

Peer-reviewed Journals

Reading from journals other than those required is also very much encouraged. Consider the following as only suggestive: *Journal of Marketing*, *Journal of Consumer Research*, *Journal of the Academy of Marketing Science*, *Journal of Sport Management*, *Sport Marketing Quarterly*, *Sport Management Review*, *Journal of Advertising*, and *European Sport Marketing Quarterly*. Students should be or should become familiar with electronic databases such as ABI Inform, Business Monitor Online, EBSCO and PsycInfo. Virtually any marketing-related publication (popular press or peer-reviewed articles) is available electronically through the UF library.

Library Resources

For research help, contact Leilani Freund (leifreu@uflib.ufl.edu; 352-273-2622), Sport Management Librarian. UF Business Library resource, Statista: <http://businesslibrary.uflib.ufl.edu/statista>.

III. Grading

Grading Standards

A (94-100), A- (90-93.5), B+ (87-89.5), B (84-86.5), B- (80-83.5), C+ (77-79.5), C (74-76.5), C- (70-73.5), D+ (67-69.5), D (64-66.5), D- (60-63.5), E (00-59.5)

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:

Criteria	Points	Portion
Participation	20	10%
Current Event Presentation	20	10%
Exam 1	30	15%
Comprehensive Final Exam	40	20%
Group Project 1	20	10%
Group Project 2	40	20%
Self-Goal Setting/-Evaluations	10	5%
Guest Lecture Reflection Papers	10	5%
Short Assignments	10	5%
Total	200	100%

General Guidelines for Written Assignments

- Written Work: All written work is due at the beginning of the class period. All documents must be submitted via Canvas. Submissions late by 10 minutes will lose 30% of the assignment's total points. Any work later than that will lose 50% of the points.
- An excessive number of typos and misspellings, or multiple grammatical errors will significantly lower your final grade.
- Failure in following guidelines will significantly lower your final grade.

Participation (10%): 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, and (c) embellishing the discussion with appropriate examples. Students should come to class prepared to answer key questions associated with each assigned chapter of the textbook. Students are encouraged to post relevant articles/cases on Canvas that are discussed during class. Students will also have opportunities to participate in a marketing research as part of participation grade.

Note. Students will receive two free absences without a point reduction. However, students those who with no absence throughout this semester will obtain extra credits at the end of semester. 2 late attendances are equal to 1 absence. For the excused absences, the students must submit relevant documentations.

(IMPORTANT!!!) With more than eight absences including two free absences, you will get an E no matter what. No exception!! This rule will be STRICTLY applied.

Note. 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>.

Current Event Presentation (Oral & Written) (10%): At the beginning of the semester, students will be required to select two dates on which he/she will give **a 10-minute current event presentation (including Q&A)** to the class (<https://goo.gl/96UwsM>).

- Each student should find a current event in the sport marketing industry that relates to current course topics. 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.
- **(VERY IMPORTANT)** Each student **should upload the title and original link of the article to the spreadsheet by Friday noon in the week before.** Students will be contacted by Monday if they need to find another article. After being confirmed by the instructor, students can work on their presentation. **Failure to comply this rule will cause a 2-point reduction.**
- In addition to the presentation, a written assignment (**1,000-word limit excluding appendix, references**) should be submitted and must include the following:

1. Summary of the article	2/20
2. How it relates to the topic in the course	4/20
3. Three thought-provoking discussion questions on the topic	6/20
4. Your own critical analysis/findings to the questions above	6/20
5. Reference and copy of the original article in appendix	2/20
	Total 20

Note. Written assignment is due on the day he/she is scheduled to present (a hard copy and an electronic submission to eLearning site). Failure to present on the scheduled date without written notification in advance will lose 50% of the points.

Exams I (15%) & Comprehensive Exam (20%): There will be two exams and will comprise 35% of your final grade. Everything discussed in class (including current event presentation and guest lectures) and in the assigned readings may appear on the exam. A makeup exam must be requested in writing and will require written medical proof. No requests to retake the exam will be granted. **Do not take the course unless you can sit for the exam indicated on the course outline.**

Group Project I: Target Analysis (10%): After the course discusses about the topic of Segmentation, Targeting, and Positioning (STP), each group will be asked to select a target product/service, and then to conduct a target analysis for the target product/service. Each group should utilize various market research tools (focus groups, surveys, in-depth interviews, secondary data, etc.) to identify core target consumer segments for the target product/service. A written report (**1,000-word limit excluding appendix, references**) should be based on the segmentation criteria (e.g., demographic, lifestyle, psychographic, etc.) discussed in the class. Each group should submit a written report and will be given **20 minutes to present (subject to change)** their final report. **Deadlines for presentation and the written assignment will be announced later.**

Group Project II: Strategic Marketing Plan (20%): The group project will be presented orally during class time and in written format. Imagine that you and your colleagues (4-5 newly minted graduates) have been hired by a marketing research firm in their new Buzz Research division and you have been asked to develop marketing plan for a client (of your choosing). You are just getting started in your careers and so turn to your class notes to refresh your memory. Your boss is delighted with your initiative and suggests the following outline for your project.

1. Executive Summary
2. Clear Identification of the Problem
3. Current Situation Analysis (SWOT)
4. STP Analysis
5. Implementation of Marketing Mix
6. Strategies and Tactics for Value Creation
7. Timing of Events/Activities
8. Planned Evaluation for Effectiveness

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 printed on standard paper 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.**

Oral Presentation Evaluation Criterion (10%)

Presentation is "in role" and professional and thus persuasive and compelling	2/10
The presentation includes relevant information and recommendations at an appropriate level of detail	3/10
Analysis and synthesis is evident, as is a clear understanding of the goals of the presentation	3/10
All group members have a role, the audience is involved and visual support is used to advantage	1/10
Time is used effectively	1/10
	10/10

Written Presentation Evaluation Criterion (10%)

Identification of opportunities and related problem(s)/issues	1/10
Research relevant to the problem (including use of primary and secondary sources of information and supporting documentation)	2/10
Analysis and synthesis (critical thinking, depth of understanding, application of theory, evaluation of options)	3/10
Recommendations (based on the analysis, viability and limitations discussed)	3/10
Quality of Writing (logic, flow, grammar)	1/10
	10/10

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.

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.** Thus, teams with equal distribution will receive 100% of the available points for each person. Groups choosing an unequal distribution of points should express the contribution of members in a percentage ("contributed but didn't give it their all" 90%, "more than duty required" 110%), however, percentage allocations across members must average 100. For example, a group of four might view team member 1 as not having done their part in a rather significant way, while members 2 and 3 did their part and no more, while group member 4 contributed more than the others. Points might be allocated as follows: Member 1: 80%, Member 2: 100%, Member 3: 100%, Member 4: 120% with a resulting average of 100%. These percentages will then be set against the grade obtained by the group on the project. All group members must agree in writing to any uneven distribution of points. If groups cannot come to agreement, the instructor will make the point allocation and will extract for this service a 5% penalty from each member. Supporting evidence for an unequal distribution must be provided, including but not limited to meeting notes and attendance, drafts, collected secondary data and analysis.

Self-Goal Setting & -Evaluations (5%): There will be one self goal setting at the beginning of semester and two times of self-evaluations during the semester. The purpose of this goal setting and self evaluations is to maximize students' success in the class. By setting students' own goals at the beginning of semester, the students will be able to set their doable and feasible goals to achieve based on their own circumstances. In addition, by assessing their own progresses on a regular basis, the students are expected to analyze their current stage during the semester and will be able to plan and revise their strategies in accomplishing their academic goals from the class. Although whether the accomplishment of goal will not be considered from the final grading, this self-analytical approach is expected to provide students with a better chance of academic achievement.

1. Initial Goal Setting (2%)
2. 1st Self-evaluation (1.5%)
3. 2nd Self-Evaluation (1.5%)

Guest Lecture Reflection Paper (5%): During the semester, we will have several chances to invite guest lecturers to share their knowledge and experiences as for Sport Marketing. Students will be asked to submit one-page reflection paper(s) for each guest lecture (12-font size; Times New Roman; 1-inch margin for Top/Bottom/Left/Right; singled line spacing without any space between paragraphs). Reflection papers are expected to include, but not limited to: 1) issues that guest speakers cover during the lecture, 2) implications based on the topics that we have covered during classes, 3) any personal thoughts and feelings, and 4) any thought-provoking questions that the student wants to share with other students and the instructor.

Short Assignments (5%): Throughout the semester the students will be assigned short assignments from time to time, which should be completed for the following week's class.

Extra Credits: There will be several chances for the extra credits throughout the semester. For instance, students will be able to obtain extra credits from research participation, extra current event presentation (if needed), and outstanding class participation, and drawing significant research questions, etc.

IV. Academic integrity statement

University of Florida Honor Code:

"We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity. On my honor, I have neither given nor received unauthorized aid in doing this assignment. The university requires all members of its community to be honest in all endeavors. A fundamental principle is that the whole process of learning and pursuit of knowledge is diminished by cheating, plagiarism and other acts of academic dishonesty."

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.

Violations will not be tolerated and may result in penalties that may include (but are not limited to): A zero on the exam/project, a failing class grade, community service, university expulsion.

Students should report any condition that facilitates dishonesty to the instructor, department chair, college dean, Student Honor Council or Student Conduct and Conflict Resolution in the Dean of Students Office.

V. 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.

VI. Accommodations for Students with Disabilities

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, 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. 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.

VII. 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 these assessments are available to students at <https://evaluations.ufl.edu/results/>.

VIII. Class 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 any changes in advance.

Course Outline (*subject to change*)

Week 1 – Aug 21, 23

Course Introduction & Overview; Class Organization.
Overview of Marketing (Ch. 1; **Short Ass. #1**)

Week 2 – Aug 26, 28, 30

The Special Nature of Sport Marketing (SM. 1*; **Self Goal-setting**)

Week 3 – Sep 4, 6

no class on Sep 2: Labor Day

Understanding the Sport-Derived Product (SM. 7)

Week 4 – Sep 9, 11, 13

Developing Marketing Strategies and a Marketing Plan (Ch. 2, SM. 2)

Guest Lecture (TBD)

Week 5 – Sep 16, 18, 20

Marketing Research (Ch. 10, SM. 4)

Analyzing the Marketing Environment (Ch. 5)

Week 6 – Sep 23, 25, 27

Segmentation-Targeting-Positioning (Ch. 9, SM. 5)

Exam Review

Week 7 – Sep 30, Oct 2

Exam I

no class on Oct 4: Homecoming

Week 8 – Oct 7, 9, 11

Target Analysis Group PT (*Self-Evaluation #1; Group Assignment*)

Week 9 – Oct 14, 16, 18

Building brand Loyalty

Guest Lecture (TBD)

Week 10 – Oct 21, 23, 25

Integrated Marketing Communication (Ch. 18, SM. 13)
Advertising, PR, and Sales Promotion (Ch. 13 & 14, SM. 10)

Week 11 – Oct 28, 30, Nov 1

Endorsement Marketing
Value Creation – Product/Branding/Packaging (Ch. 10)

Week 12 – Nov 4, 6, 8

Group Work
Value Creation – New Product/Service Development (Ch. 11)
TBD

Week 13 – Nov 13, 15

no class on Nov 11: Veterans' day
Guest Lecture (TBD)
TBD

Week 14 – Nov 18, 20, 22

Group Project Showcase I
Group Project Showcase II
Group Project Showcase III

Week 15 – Nov 25

TBD
no class on Nov 27 and 29: Thanksgiving

Week 16 – Dec 2, 4

Final exam review
Reading days (no classes) **(Group Project Report Due)**

Week 16 – Dec 12

Final Exam **(Self-Evaluation #2)**

**SM indicates Sport Marketing
Textbook*