

SPM 3306 SPORT MARKETING

Spring 2020 Course Syllabus

Instructor	Inje Cho	Location	WEIM 1070
Office	FLG 206B	Time	MWF 09:35 a.m. – 10:25 a.m.
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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) (**Recommended**) Mullin, B. J., Hardy, S., & Sutton, W. A. *Sport Marketing* (4th ed.), 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. Please find the attached form through CANVAS. Students must submit the information card *by January 13th*.

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	First Current Event Presentation	10	5%
	Second Current Event Presentation	10	5%
	Second Current Event (Written)	10	5%
	Reflection Notes	10	5%
Online Quizzes	Quiz I	10	5%
	Quiz II	10	5%
	Quiz III	10	5%
	Quiz IV	10	5%
Exams	Exam I	25	12.5%
	Exam II	25	12.5%
Team Project (Marketing Plan)	First Draft	10	5%
	Final Plan & Peer Evaluation	30	15%
	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:
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. **Late submission of every assignment will be accepted with a penalty of 30% for 7 days after the deadline. After 7 days beyond the deadline, the submissions will NOT BE CONSIDERED for points.**
- c. Requirements for 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>. Individual circumstances will be considered on a case-by-case basis if communicated with me.
- d. 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 **3 free absences** without point deduction (EXCEPT other teams' marketing portfolio and guest lectures). 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: TWO Current Event Presentations (5% each) & Written Document (5%)**: At the beginning of the semester, students will be required to select a date on which individual will give a **13-15 minute current event**

presentation (including Q&A) to the class. For the first presentation, specific articles will be assigned to the students. For the second presentation, each student will find and present a current event (article published after August 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. Each student is required to **submit the title and link of original article by February 24** (<https://docs.google.com/spreadsheets/d/18hITguyf6umDeEKJZib2qVgQaNETvib9K-WrwhHGswIw/edit?usp=sharing>). **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**). Any presentation material (e.g., Google Slides, PowerPoint) must be submitted to either eLearning website or through e-mail prior to the presentation.

c. 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 workday. 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.

d. Quizzes (5% each): Four times of quizzes will be given online. Quizzes will cover syllabus and material from the most recent lessons from the class.

e. Exam I (12.5%) & Exam II (12.5%): There will be two exams which comprise 25% of your final grade. Anything discussed in class (e.g., lectures, peer's current event presentation, marketing plan, and guest lectures) may appear on the exam. All examinations 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, the late student will have to take the exam in the remaining time.

f. Group Project: Marketing Plan Presentation (5%) & Written (20%): The purpose of this assignment is to provide students 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 professional sport team (each group will choose which team 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:

1) First Draft	<i>*Brief version- bullet points preferred</i>	
a) Introduction		2/10
b) Environment Analysis (SWOT)		2/10
c) STP Analysis		3/10
d) Brief description of main idea (e.g., sport product)		3/10
	Total	10

2) Final Plan		
a) Executive Summary		1/30
b) Introduction and Background Information		4/30
c) Environmental Analysis (SWOT)		5/30
d) STP Analysis		8/30
e) Strategies and Tactics (Marketing Mix)		8/30
f) Strategy to Evaluate Marketing Implementation		3/30
g) Appendices and References		1/30
	Total	30

Times New Roman (12 point) font with a minimum of 2,500 words and 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 after the deadline of your final group project. **A lack of contribution to your team project will significantly affect your grade.** 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	Jan 6	Course Introduction & Overview		<i>Syllabus</i>
	Jan 8	Special Nature of Sport Marketing		<i>Ch. 1</i>
	Jan 10	Strategic Marketing Management		<i>Ch. 2</i>
W 2	Jan 13	Strategic Marketing Management	Introduction Card Due	<i>Ch. 2</i>
	Jan 15	Marketing Plan Introduction	Quiz I	<i>Marketing Plan Guideline</i>
	Jan 17	Understanding Sport Consumer	Brand/Team Choice Due	<i>Ch. 3</i>
W 3	Jan 20	Martin Luther King Jr. Day	1st Current Event Choice Due	
	Jan 22	Understanding Sport Consumer		<i>Ch. 3</i>
	Jan 24			
W 4	Jan 27	Guest Lecture (TBD)		
	Jan 29	Understanding Sport Consumer		<i>Ch. 3</i>
	Jan 31	<i>Current Event Presentation</i>		
W 5	Feb 3	Market Research		<i>Ch. 4</i>
	Feb 5	<i>Current Event Presentation</i>	Quiz II	
	Feb 7	STP Model		<i>Ch. 5</i>
W 6	Feb 10	STP Model		<i>Ch. 5</i>
	Feb 12	<i>Current Event Presentation</i>		
	Feb 14	<i>Current Event Presentation</i>		
W 7	Feb 17	Guest Lecture (TBD)		
	Feb 19	<i>Current Event Presentation</i>		
	Feb 21	STP Model		<i>Ch. 5</i>
W 8	Feb 24	Exam I Wrap-up	2nd Current Event Choice Due	
	Feb 26	EXAM I		
	Feb 28	Marketing plan discussion	Marketing Plan Draft Due	
W 9	Mar 2	Spring Break		
	Mar 4			
	Mar 6			
W 10	Mar 9	Sport Product		
	Mar 11		<i>Ch. 6</i>	
	Mar 13			
W 11	Mar 16	Pricing & Promotion		<i>Ch. 10</i>
	Mar 18	<i>Current Event Presentation</i>	Quiz III	
	Mar 20	Pricing & Promotion		<i>Ch. 10</i>
W 12	Mar 23	<i>Current Event Presentation</i>		
	Mar 25	Pricing & Promotion		<i>Ch. 10</i>
	Mar 27	Sponsorship & Activation		<i>Ch. 9</i>
W 13	Mar 30	<i>Current Event Presentation</i>		
	Apr 1	Sponsorship & Activation		<i>Ch. 9</i>
	Apr 3	<i>Current Event Presentation</i>		
W 14	Apr 6	Sport Branding		<i>Ch. 7</i>
	Apr 8	<i>Current Event Presentation</i>	Quiz IV	
	Apr 10	Public Relations and Media		<i>Ch. 11, 12</i>
W 15	Apr 13	Marketing Plan Showcase		
	Apr 15			
	Apr 17			
W 16	Apr 20	EXAM II Wrap-up		
	Apr 22	EXAM II		
	Apr 24	Reading day		
W 17	Apr 27		Marketing Plan Final Submission	
	Apr 29		<i>Peer Evaluation Due</i>	