

# SPM 5309: Sport Marketing

College of Health and Human Performance  
University of Florida  
(Summer 2021)

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**Course Information**            Section:        4H13, Z2YK, & Z4YK  
   Credits:        3  
   Dates:         June 28 – August 21  
   Location:      Web Based

**Contact Information**        Professor:      Dr. Yong Jae Ko  
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   Phone:        352-294-1665

**Course Website**                Canvas (<https://elearning.ufl.edu>)

**Course Communication**      For any general course inquiries, please post your questions in the “General Course Questions” discussion link on Canvas. For all other inquiries, please send your questions to [yongko@ufl.edu](mailto:yongko@ufl.edu) and include “SPM 5309” in the email.

**Required Book & Readings**    (1) Shank, M. D., & Lyberger, M. R. (2014). *Sports Marketing: A Strategic Perspective (5th ed.)*. New York: Routledge.  
   (2) Articles and videos in Canvas.

## Course Description

This course examines marketing information systems, pricing strategies, media relations, promotional methods, and endorsements as they relate to marketing theories. Practical applications and principles.

## Purpose of the Course

This course is designed to provide students with (1) a deep understanding of theories and concepts in sport marketing, (2) an up-to-date understanding of them as they are currently being applied to solve problems and issues in various sport business contexts, (3) strategies of making effective decisions with respect to the marketing of sport products and brands, (4) a foundation for advanced study and work in marketing, consumer behavior, and related fields.

## Course Objectives

After successfully completing this course, students will be able to:

1. Articulate the sport industry’s significance by integrating the unique values of the current industry model
2. Analyze the key concepts relative sport marketing to formulate, design, and implement an effective marketing plan
3. Research and analyze theories that underline sport consumers to report upon the findings of their decision process
4. Formulate market segmentation and selection strategies
5. Analyze, classify, and differentiate between services and goods and conduct systematic evaluation of their quality
6. Analyze and differentiate various sport brands identified in this course, in doing so construct new effective branding strategies and report on them
7. Examine the concepts of relationship building in profit and non-profit sport businesses to develop and present upon new and effective sponsorship/partnership, and endorsement strategies
8. Articulate the keys to effectively use social media and technology in e-business
9. Utilizing concepts learned in this course research and conduct a thorough environmental analysis in order to forecast future trends and opportunities

## Course Information and Policies

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1. Please be aware that the online learning platform can sometimes present significant challenges. 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 class to their schedule. Please note, however, this course is not entirely self-paced.
2. There are select times during which modules and course materials will be available to you. You can view each module's lectures at any time during the dates in which the module is open. However, quizzes, exams, discussion questions and other assignments will only be made available to you until the due date(s) listed. 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.
3. All assignments, discussions, quizzes, exams, etc. are to be submitted by 11:59pm ET on the date for which the item is due. Discussions, quizzes, and exams submitted after this time will not be eligible for credit.
4. There may be interactive meeting times schedule throughout the semester. These dates and times will be determined according to student and instructor availability.
5. If personal circumstances arise that interfere with your ability to meet a deadline, please let me know as soon as possible prior to the deadline. Only university accepted excuses will be accepted and documentation must be provided before make-up work is accepted. Requirements for make-up quizzes, assignments, and other work are consistent with university policy:  
<http://gradcatalog.ufl.edu/content.php?catoid=5&navoid=1054#attendance>.
6. You have up to three (3) days after the posting grade to contact me regarding any issues or concerns, after which the grade is final. Grades are based on a point scale and will not be rounded.
7. This syllabus represents the tentative plans and objectives for this course. As we go through the semester, plans may need to change to enhance the learning opportunity. Such changes will be communicated clearly.

### Academic Integrity

Any individual who becomes aware of an honor code violation is committed to take corrective action. Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <https://www.dso.ufl.edu/students.php>.

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 by abiding the Honor Code."

### U Matter, We Care

Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1.

### 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. Click on the Setting in the top right of Canvas, then click on Edit Settings in the right column, and then click on the profile pic icon to change it. You will then be able to "upload a photo" or "take a photo" and then click Save.

## **Written Paper Policies**

1. Written papers are to be submitted via Canvas by 11:59pm ET on the date for which the paper is due. Ten percent will be deducted for each day any paper is late, and the paper is considered late after 11:59pm on the due date.
2. Plagiarism includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full or clear acknowledgement. It also includes unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials. Plagiarism includes cutting and pasting articles from any website without acknowledging the exact web page, as well as, cutting and pasting from a student's own work submitted in another course.
3. Use an APA cover page with: your name, course name, title, and signature.
4. All papers MUST be APA Style. All references must be cited in-text and appear in a reference list at the end of the paper. Assignments must be paginated, 1-inch margins, double spaced and use Times New Roman 12 point font.

## **Accommodations for Students with Disabilities**

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

## **Course Evaluations**

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/>.

## **Counseling and Wellness**

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.

## **Course Format**

This course is an online course and all class sessions (including discussion sessions) will be delivered through Canvas. The course is organized around modules with the following units:

1. Lectures
2. Readings
3. Discussion Questions

### *Lectures and Readings*

Key concepts will be presented through very brief lectures at the beginning of each module. Each lecture will provide an overview of the central ideas associated with specific concepts for each module. The primary purpose of the lecture is to lay the foundation of the various concepts and topics of sport marketing and consumers. The primary purpose of the readings is to further explore the current topics that pertain to sport consumers and strategic marketing decisions.

### Discussion Questions

Discussion questions are used to weave key concepts presented in the lectures and readings into an integrated whole in order to further develop an understanding of the phenomenon in sport. The discussion questions will pertain to both lecture and reading materials for that week. To successfully complete and fully participate in the discussion questions, students will have to do the following:

- View the lectures
- Read and understand the assigned readings prior to the beginning of a discussion
- Prepare and post answers (150-200 words limit) to the posted discussion questions by Friday 11:59PM
- Respond to two other students' answers by supporting/disputing the views of others (50-100 words limit) by Sunday 11:59PM

In summary, the modules will include five key tasks:

1. *Watch* the lecture
2. *Read* the assigned readings
3. *Post* written responses to the discussion questions
4. *Post* your reaction to other student's discussion answer and interact with other students

### Evaluation

1. Industry segment	5
2. Case analysis	10
3. Discussion Questions (6 x 5 points)	30
4. Service/fan audit	10
5. Marketing plan	20
6. Presentation	5
7. Quiz (2)	20
<b>Total</b>	<b>100</b>

### Grade Breakdown

A = 93-100	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

\* Specific guidelines for each assignment are available on Canvas.

## Tentative Course Schedule

Module	Week	Topic	Assignment	Due	Points (100)
<b>Module 1</b> In this module, students will gain a clear understanding of what sport marketing is and why relationship building is important in the sport business. We will also explore the nature of the sport industry and specific components of strategic marketing plan.	1	1. Course Introduction	Update Canvas user profile	7/4	-
		2. Sport Industry & Marketing Concept	Industry Assignment; Discussion Q. (#1): Relationship marketing	7/4	5 5
		3. Strategic Sport Marketing	-	7/4	-
<b>Module 2</b> In this module, students will gain a better understanding of sport consumers including fans, participants, and donors, and explore key factors that influence their decision-making process. Students will also learn how to develop effective market (segmentation) strategies.	2	4. Sport Consumers	Discussion Q. (#2) – Consumer Behavior	7/11	5
		5. Market Segmentation	-	-	-
			Quiz #1	7/11	10
<b>Module 3</b> In this module, students will learn strategic components (4Ps) of marketing; sport product, promotion, price, and place. Specific topics include; (a) branding sport products, teams, and athletes, (b) developing effective promotional strategies of sport brands and their applications to partnership, sponsorship, and endorsement, (c) developing effective pricing strategies for luxury and non-luxury sport brands, and (d) coordinating the marketing mix.	3	6. Sports Products	-	7/18	-
		7. Service Quality	Service Audit	7/18	10
		8. Branding	Discussion Q. (#3) – Managing sport brands	7/18	5
	4	9. Promotion Concepts/Mix	Discussion Q. (#4) – Promotion concepts	7/25	5
		10. Sponsorship/ Endorsement	Discussion Q. (#5) – Sponsorship/Endorsement	7/25	5
		11. Social Media	-	-	-
	5	12. Pricing Strategy	-	-	-
		13. CSR; Cause-Marketing	Case Analysis	7/30	10
14. Coordinating & Controlling the Mix		Marketing Mix Grid	7/30	-	
<b>Module 4</b> Students will explore key issues of technology and e-business and the future sport industry. Students will apply what they have learned throughout the semester with a culminating project and a final examination.	6	15. E-business & Technology	Discussion Q. (#6) – E-Business/Technology	8/6	5
		16. Future Trends	-	-	-
		-	Quiz #2	8/6	10
		-	Marketing Plan + Presentation	8/6	20/5