

SPM3306: Sport Marketing

(Spring 2026)

Course Information	Section: UF70 (17713); SM78 (28310) Credits: 3 Dates: January 12 – April 22 Location: Web Based
Contact Information	Professor: Dr. Yong Jae Ko Office: Florida Gym, Room 325C E-Mail: yongko@ufl.edu 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 and include “SPM 3306” in the email.
Required Book & Readings	Shank, M. D., & Lyberger, M. R. (2022). <i>Sports Marketing: A Strategic Perspective (6th ed.)</i> . New York: Routledge. 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 basic understanding of strategic components of sport marketing such as marketing information systems about sport consumers, sport products and brands, pricing strategies, promotional methods, and sport sponsorships/endorsements, (2) an up-to-date understanding of them as they are currently being applied to solve problems and issues in various sport business contexts, and (3) strategies of making effective decisions with respect to the marketing of sport products and brands.

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
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

1. Please be aware that the online learning platform can offer flexibility while 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, exams, discussion questions and other assignments will only be made available to you until the due date(s) listed. Please be sure to reference the syllabus to familiarize yourself with these critical deadlines.
3. 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 assignments and other work are consistent with university policy:
<http://gradcatalog.ufl.edu/content.php?catoid=5&navoid=1054#attendance>.
4. 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.
5. 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.

Course Format

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

1. Lectures; watch the lecture videos
2. Readings; read the assigned readings/problems/questions
3. Quiz; take quiz after reading the book chapters and watching lecture videos
4. Assignments; conduct individual and group projects (e.g., case analyses and marketing plan)

Lectures and Readings

Key concepts will be presented through 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 purpose of the readings is to further explore the current topics that pertain to sport consumers and strategic marketing decisions.

Success and study tips

- Snowball the lecture notes. Begin studying lecture material immediately after the first lecture. Then, after the second lecture, begin your studies with day one lecture material. Continue this all the way up to the development of Marketing Plan.
- Engage your classmates. This material is meant to be discussed for group assignments...and you can't do that well with just yourself. Raise challenging questions in the topical areas. Post cool videos or relevant articles you find regarding related materials whenever possible. ENGAGE!
- Calendar all due dates and set reminders. Google Calendar is a great resource for this. Please take the needed 15-20 minutes to set the dates on a calendar with appropriate reminds. You are all busy and you might understandably forget to submit assignments. This happens every semester and unfortunately, your grade will suffer unnecessarily.

Grading

1. Industry analysis	5
2. SWOT analysis	5
3. Discussion questions (3 x 5 points)	15
4. Quizzes (6 x 5 points)	30
5. Case analysis	10
6. Marketing mix grid	5
7. Marketing plan (20 points) & presentation (5 points)	25
8. Peer evaluation	5
Total	100

Grading Scale

Final grades are based on the accumulation of points the student earns throughout the semester. Total points are converted to letter grades using the grading scale below. More detailed information regarding current UF grading policies can be found here: <https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>

Letter Grade	Percent Associated with Each Letter Grade	GPA Impact of Each Letter Grade
A	93.00-100%	4.0
A-	90.00-92.99	3.67
B+	87.00-89.99%	3.33
B	80.00-86.99%	3.0
C+	77.00-79.99%	2.33
C	70.00-76.99%	2.0
D+	67.00-69.99%	1.33
D	60.00-66.99%	1.0
E	0-59.99%	0

Student Course Evaluations

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.ua.ufl.edu/students/>. Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluer.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.ua.ufl.edu/public-results/>.

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 no late work will be accepted after one week of 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. (visit below Academic Integrity website for more information)
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.
5. Specific guidelines for each assignment are available on Canvas.

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."

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.

Student Support

- U Matter, We Care: If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575.
- Counseling and Wellness Center: <https://counseling.ufl.edu/>, 352-392-1575.
- Crisis Lifeline: 988
- Sexual Assault Recovery Services (SARS): Student Health Care Center, 392-1161.
- University Police Department: 392-1111 (or 911 for emergencies) <http://www.police.ufl.edu/>.
- Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need or visit shcc.ufl.edu.
- **UF Health Shands Emergency Room/Trauma Center:** For immediate medical care in Gainesville, call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608: ufhealth.org/emergency-room-trauma-center.

Academic Support

- eLearning Technical Support: UF HELP Desk - 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu. <https://lss.at.ufl.edu/help.shtml>
- Career Connections Center, Reitz Union: 392-1601. Career assistance and counseling. <https://career.ufl.edu/>
- Library Support: <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using libraries or finding resources.
- Teaching Center, Broward Hall: 392-2010 or 392-6420. General study skills and tutoring. <http://teachingcenter.ufl.edu/>
- Writing Studio, 302 Tigert Hall: 846-1138. Help brainstorming, formatting, and writing papers. <http://writing.ufl.edu/writing-studio/>
- Student Complaints On-Campus: <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>
- On-Line Students Complaints: <http://distance.ufl.edu/student-complaint-process/>

Accommodations for Students with Disabilities

- Accommodating students with disabilities is especially important to me. If you are aware of your disability or might be concerned you have a disability, please register with the [Disability Resource Center](#) by visiting their [Get Started](#), call them at 352-392-8565 or visit the Dean of Students Office. Once

registered, please visit me or send me an email during the first two weeks of class to provide me with a copy of your accommodation letter to ensure I fully understand your needs. It is my goal to provide you with the tools necessary to ensure you are successful in the classroom.

In-Class Recording

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor. Please check UF Regulation 4.040 Student Honor Code and Student Conduct Code for more information.

Respect for Diversity and Inclusion

It is my intent to create a learning environment for my students that supports a diversity of thoughts, perspectives, and experiences, and honors your identities (including race, ethnicity and national origins, gender/gender identity, class, sexuality, religion, ability, etc.). Diversity that students bring to this class be viewed as a resource, strength, and benefits. Please visit this link for more resources;

<https://ufl.instructure.com/courses/414526/pages/teaching-and-classroom-resources>

UF Sport Management
UNIVERSITY of FLORIDA
Course Schedule

Theme	Week	Module	Assignment	Due	Points (100)
Theme 1 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.	1-2	1. Course Introduction & Sport Industry	Update Canvas user profile; Syllabus Quiz	1/18	
		2. Marketing Concept & Strategic Sport Marketing	Industry Analysis SWOT Analysis	1/25	5 5
Theme 2 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.	3-4	3. Sport Consumers	Quiz 1	2/1	5
		4. Market Segmentation	Quiz 2	2/8	5
Theme 3 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.	5-6	5. Sports Products	Quiz 3	2/15	5
		6. Managing Sport Brands	Discussion Question 1	2/22	5
	7-10	7. Promotion Concepts/Mix	Quiz 4	3/1	5
		8. Sponsorship/Endorsement	Quiz 5	3/8	5
		9. Social Media	Discussion Question 2	3/15	5
		Spring Break			
	11-12	10. CSR	Case Analysis	3/29	10
		11. Pricing Strategy	Quiz 6	4/5	5
Theme 4 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.	13-14	12. Coordinating & Controlling the Mix	Marketing Mix Grid	4/12	5
		13. Technology	Discussion Question 3	4/19	5
		14. Final Assignment	Marketing Plan / Presentation	4/21	25

*The course schedule is tentative and might change based on the pace of the lectures and student needs; however, changes will be announced through CANVAS. The instructor bears no responsibility for announcing the changes to each individual student. All times are in Eastern Standard Time (EST).