

Eastern Illinois University
College of Education and Professional Studies
Department of Kinesiology and Sport Studies
KSS 4762: Publicity in Sport
Monday/Wednesday/Friday, 1:00pm to 1:50pm
Lantz 1160
Dr. Sarah Elizabeth Stokowski
sestokowski@eiu.edu
(217)581-8580
2220 Lantz

Office Hours: Monday 9:00am to 12:00pm, Tuesday 10:30am-12:30pm or by appointment

Course Overview

This course is designed to acquaint students with comprehensive fundamental theories and issues in sport marketing and publicity, grounded with traditional marketing principles, and emphasizing unique application to sport business.

Course Objectives

- Understand the Sport Marketing Mix and Marketing Theory
- Define marketing and understand how to use it within a sport context
- Understand and analyze consumer behavior and team identification
- Understand the importance of market research within the marketing process
- Develop, explain, and affectively utilize a marketing plan
- For students to gain applicable practitioner based sport marketing experience
- For students to improve their critical thinking, reading, writing, and communication skills

Course Overview

Through the use of reading material, classroom discussions, and experiential learning, this course seeks to provide students with a comprehensive overview of sport marketing.

Course Objectives

- To assist students in gaining the knowledge and skills required for all aspects of the sport business industry
- To provide students with applicable experience how to market a sport business
- For students to think critically as to the role sport marketing plays in all facets of society
- To examine current issues in sport marketing using marketing theory
- For students to improve their reading, writing, and communication skills

Grading Scale

A	90–100%
B	80–89%
C	70–79%
D	60–69%
F	<60%

Final grades will not be altered unless a statistical or clerical error has occurred. A student may not submit additional work, rewrite an assignment, or retake an exam to raise a final grade.

Student Evaluation Criteria:

Assignment	Grade
Question & Answer (16 total)	24%
Alternative Assignment (8 total)	16%
Sport Marketing Plan	20%
EIU Marketing (Baseball)	10%
Marketing Plan Reflection	10%
Personal Branding Assignment	5%
Marketing Experience Paper	10%
Round Table	5%
Final Grade	100%

Grades will be posted on D2L periodically throughout the semester. The instructor will post grades within a week after an assignment has been submitted. Students are responsible for checking their grades and ensuring their accuracy.

Personal Branding Presentation

In order to become a successful sport marketer, students must first create their own brand. For this assignment students will give a presentation (8 to 10 minutes) to the class about his or her own personal brand. For this assignment students should address the following:

- A personal mission statement
- Vision statement
- Core values
- A personal motto/slogan
- A logo that best represents your brand
- Roadmap/timeline as to how the student expects to achieve their professional goals
- What the student is doing to promote their personal brand (i.e. social media, community service, etc.)
- A theme song that best represents your brand

This assignment encourages students to think critically about themselves and how they want to promote their brand. Students are to creatively create an esthetically pleasing presentation that positively portrays their brand. However, successful sport marketers are constantly coming up with new and innovative ideas that require them to think outside the box. As such, students will be given complete freedom as to how they present their brand in class. Students are expected to address the above criteria through a professional presentation, students will be graded based on the university criteria for oral speaking presentations.

EIU Baseball Sport Marketing Plan, Marketing Baseball, Marketing Reflection

Sport Marketing is difficult to learn using simply a textbook, thus, a practical experiential learning element has been added to this class. Marketing Plan: Utilizing marketing theory, students will be asked to present a marketing plan to the class. Marketing Baseball: Then within groups, students will carry out the marketing, promotional, and sales aspects of that plan in

preparation for and at an EIU Baseball game. Students will be divided into two groups, and each group will promote one EIU baseball game. The games are on Friday, April 11 at 3pm and Saturday, April 12 at 1p.m. Due to weather, if the game is “rained out” students will market the game on Sunday, April 13 at 1pm. This is a great way for students to learn about marketing, as well as networking, and students can add sport marketing experience to their resumes. Students should focus on increasing attendance of EIU students.

Marketing Reflection: For the final, in groups, students will be asked to reflect upon their experience. This presentation should focus on what the students actually did to drive student attendance at the games, did the students reach their goals and objectives, what promotional efforts were done at the event, if any surveys were collected the results should be discussed during the presentation, also, how can the students improve their marketing efforts?

This assignment is the largest part of the students’ grade. Students will be evaluated based on the oral presentation of their marketing plan, the execution of the marketing plan, as well as critique of the marketing plan. Not only will the students be evaluated by the instructor, but his or her contributions will also be evaluated by his or her peers as well as the Sport Marketing Department at EIU.

Round Table Assignments (2 pages)

****Students will complete ONE Round Table assignment on one of the dates listed in the course schedule***

Round table is the time for students to present scholarly articles that involve sport marketing. This brief presentation will cover the following:

- Find and summarize a scholarly article that explores sport marketing or promotion (1 page)
- What did you find was interesting in the article? (1/2 Page)
- How can sport managers and sport marketers use this information? (1/2 page)
- Provide two questions for discussion

Students will orally present their assignment in seven minutes or less. Students will turn in a typed hard copy of their assignment to the instructor along with a copy of the scholarly article that explores the issue.

Students should refer to a current journal article (published within the last five years) from the following journals when selecting an article to present. Students who do not use a scholarly article will FAIL this assignment.

- Sport Business Journal
- International Journal of Sport Marketing and Sponsorship
- International Journal of Sport Management and Marketing
- Sport Marketing Quarterly
- Journal of Sport Management
- International Journal of Research in Marketing
- Journal of Business Ethics

- International Journal of Internet Marketing and Advertising
- Journal of Applied Marketing Theory

Sport Marketing Experience Paper (3 Pages)

For this assignment, students are asked to attend a sporting event **during the Spring 2014 semester** and write about how marketing is utilized at the event. **Please note: student may not use the EIU baseball marketing plan event to fulfill the requirements for this assignment.**

Students should incorporate marketing theory and connect the marketing to the sporting event to the textbook and other scholarly sources. Students should include the demographic information of those in attendance, the mission/vision statements of the organization, SWOT analysis of the event, the Ps of marketing, as well as how the marketing can be changed to better serve the venue, attract sponsorships, and better connect with spectators at the event. This assignment is also a great way for students to gather ideas and to prepare themselves for marketing an EIU Baseball game.

Alternative Assignments (AA)

This course is reading intensive, and students will have assigned reading(s) almost every class. The readings are designed to assist students in achieving a greater understanding of the course material, to encourage critical thinking, and to help students with their writing assignments and group presentations. To ensure students have prepared themselves for class, there will be 8 alternative assignments throughout the semester. Alternative assignments are simple one-page papers in which the student answers the question posed to him or her. The papers are one-page typed responses to the question listed on the course schedule. Students should use the reading to assist them in answering their question; however, additional outside research may also be required. This assignment must be done in accordance to APA guidelines and requires a cover page and a reference page. **Please note, these assignments will be graded on a pass/fail basis. Students who do not show they have done outside research will not FAIL the assignment. Although I value your opinion, your opinion alone will not allow you to pass these assignments. Your opinions need to be based in FACT, and thus, these assignments require outside research.**

Question and Answer (Q&A)

To ensure students are reading and understanding the concepts presented in the textbook, students are asked to answer questions assigned after every chapter. For this assignment, students simply need to list the question and answer the question using the textbook as a guide. No cover/references page is needed. **Please note, these assignments will be graded on a pass/fail basis. Students who do not show they have read the material and who do not refer to the book in their assignments will FAIL the assignment.**

Grading of Papers and Oral Presentations

Each assignment will be graded in accordance to the Universities suggested rubric for written and oral presentations. A copy of these expectations is can be found at:

<http://www.eiu.edu/~assess/ewpmain.php> (writing rubric) and

<http://www.eiu.edu/~assess/sac.php> (speaking rubric).

Course Requirements and Writing Resources

Throughout the course, students will be challenged through various writing assignments. These assignments are designed for students to gain a better understanding of the course material, and to encourage students to think critically. **A hard copy of each assignment is due to the instructor on the date specified below.**

All assignments must be typed, double-spaced with one-inch (1") margins, and 12-point Cambria or Times New Roman font. All written assignments must *consistently* follow the style outlined in the *Publication Manual of the American Psychological Association*. Multiple page assignments must be *stapled*. The APA Publication Manual-6th edition can be purchased at the EIU bookstore. A free APA resource guide is available online at:

<http://owl.english.purdue.edu/owl/resource/560/01/>. **Please remember that APA style requires a cover page as well as a reference page.** For additional assistance with writing, students are encouraged to visit the EIU Writing Center located at 3110 Coleman Hall. More information about the Writing Center can be found at: <http://castle.eiu.edu/~writing/>.

Students are required to reference scholarly sources within their writing(s). Scholarly sources are published texts written by experts in a particular field. Often times, professional organizations and universities publish scholarly sources. Scholarly articles can be accessed using the databases subscribed to by the EIU libraries. Please contact reference librarian, David Bell, at dsbell@eiu.edu or by phone at (217)581-7547 if you have any questions regarding locating scholarly text.

Please remember that although it can be tempting to write in the first person and write informally, your ability to write academically/scholarly is an expectation in this class. Thus, please avoid writing in the first person (i.e. I feel, I like), avoid conjunctions (i.e. can't, won't didn't, instead use cannot, will not, did not), and avoid direct quotes (instead paraphrase). Also, avoid making claims that you cannot support. If you are going to make a statement, it needs to be supported by research/scholarly text.

Textbooks and Reading Materials

Textbooks are available for rent at the EIU Bookstore. The textbooks will be supplemented by additional readings, which are available on D2L. We will use the following book in the course:

Mullin, B.J., Hardy, S., & Sutton, W.A. (2007). *Sport Marketing*. (3rd edition). Champaign, IL. Human Kinetics.

Class Participation and Attendance

Attendance is a professional obligation and highly encouraged. Students are expected to attend every class and to not only be to class on time, but please come to class prepared to discuss the material that has been assigned for that day. Students are permitted **THREE** unexcused absence (keep in mind that is a week of class). After a student has missed the **THREE** unexcused absence, every absence from then on **MUST BE A UNIVERSITY EXCUSED ABSTANCE** (i.e. missing class

due to a university-sanctioned event, sickness accompanied by a doctors note). Students who are unexcused from class may not make up any work they have missed. If a student knows that he or she is going to miss class, they must have any assigned work to the instructor **prior to their absence**. After **THREE unexcused absence, students will be deducted half of a letter grade for every class missed class that is not excused**. In order for an absence to be deemed excused, a student must provide the necessary documentation to the instructor immediately following the absence. Any work that is missed due to an excused absence is due to the instructor the following class.

Policy on Assignments

Late assignments will not be accepted. In the event of an excused absence, the instructor can grant students an extension. Exceptions are made on a case-by-case basis. If you feel that you may need an extension on an assignment, please speak with me **before the assignment is due** so we can arrange a mutually agreeable date.

Creating a Supportive Atmosphere

The majority of this class is discussion based, requiring participation from the students as well as the instructor. A classroom should be a safe space for students to express their thoughts and opinions without fear of penalty. If you feel that your thoughts are not being respected or valued, please set up a time to meet with me. Also, please be respectful to your peers by not dominating class discussions.

Academic Integrity

Students are expected to abide by the EIU Code of Conduct. The Code of Conduct can be found at: <http://www.eiu.edu/judicial/Current%20Code%202013.pdf>. Students are to not to cheat or plagiarize. The instructor will report all suspected instances of academic misconduct. Furthermore, students who violate the EIU Code of Conduct will not receive credit for the assignment(s) and will be unable to make-up assignment that is deemed in violation of the Code of Conduct.

Electronic Devices

Please turn off and store all cellular phones, laptops, and other electronic equipment prior to coming to class. This is common courtesy to your classmates and your instructor. If you have a circumstance in which you must have an electronic device turned on during class, please contact your instructor.

Academic Accommodations

To request academic accommodations due to a documented disability please contact the Office of Student Disability Services located in Ninth Street Hall, Room 2006 at (217) 581-6583. If you have been provided a self-identification form from the Office of Student Disabilities Services indicating that you have a disability, which requires accommodation, please present it to me so we can discuss the accommodations you might need in the class.

Student Success Center

We want students at EIU to be successful in the classroom and achieve their personal goals. If additional academic assistance is needed, students are encouraged to visit the Student Success Center at 1302 9th Street Hall. More information can be found at: <http://www.eiu.edu/success/>.

Counseling Services

The EIU Counseling Centers offers a wide range of services for EIU students. Non-emergency clients can call the Counseling Center at (217)581-3413 and access services Monday through Friday from 8:00am-4:30pm in the Human Services Building. In case of an emergency, please contact the EIU Counseling Center at (217)581-3413 or (217)549-6483 (after hours).

-Please note: This syllabus is subject to change.

Class Schedule	<u>Topic, Course Materials, Assignments Due</u>
Monday, Jan 13	<u>Course Overview</u> Syllabus
Wednesday, Jan 15	<u>The Sport Nature of Sport Marketing</u> Sport Marketing Ch. 1 Q&A #1: Ch. 1: Q 1,2,3,5 (pg. 26) Syllabus Agreement Due
Friday, Jan 17	<u>Strategic Marketing</u> Sport Marketing Ch. 2 Q&A #2: Ch. 2: Q 1,5 (pg. 50); Ch. 2 your marketing plan (relate these questions to EIU Baseball, use EIU athletics mission statement) Q 2-6 (pg. 51).
Monday, Jan 20	NO CLASS—MLK Birthday
Wednesday, Jan 22	<u>Studies of Sport Consumers/ Consumer Behavior</u> Sport Marketing Ch. 3/ Sport Marketing Ch. 4 Q&A #3: Ch. 3 Q 1 and Your Marketing Plan (pg. 66) Q&A #4: Ch. 4 Q 1,3,5,6 and Your Marketing Plan (pg. 90)
Friday, Jan 24	<u>Case Study: Consumer Behavior Tennessee</u> AA #1: Interview or Survey 5 people about their perceptions of attending an EIU sporting event. Report demographic information and your findings. How can you use these findings to help you market EIU baseball?
Monday, Jan 27	<u>Pre-game Prayer and Marketing: UT Case Study</u>
Wednesday, Jan 29	<u>Cause Marketing</u>
Friday, Jan 31	<u>Data Based Marketing</u> Sport Marketing Ch. 5 Q&A #5: Ch. 5 Q 1,2,3 (pg. 126) and Your Marketing Plan (pg. 127)
Monday, Feb 3	<u>Super Bowl Commercials</u> AA#2: What were your 10 favorite super bowl commercials? Why? What demographic do you think the company is trying to reach?
Wednesday, Feb 5	<u>Personal Branding Assignment</u> Personal Branding Assignment Due
Friday, Feb 7	<u>Personal Branding Assignment</u> Personal Branding Assignment Due

Monday, Feb 10	<u>Personal Branding Assignment</u> <i>Personal Branding Assignment Due</i>
Wednesday, Feb 12	<u>Case Study: Olympics</u>
Friday, Feb 14	NO CLASS: Lincoln's Birthday
Monday, Feb 17	<u>Market Segmentation/The Sport Product</u> Sport Marketing Ch. 6/ Sport Marketing Ch. 7 Q&A #6: Ch. 6 Q 1-4 (pg. 146) and Your Marketing Plan (pg. 146) Q&A #7: Ch. 7, Q 1,3 and Your Marketing Plan Q 1, 2 (pg. 170);
Wednesday, Feb 19	<u>Round Table</u> <i>Round Table #1 is Due</i>
Friday, Feb 21	<u>Color Matters</u> <i>AA #3: What is your favorite logo and why?</i>
Monday, Feb 24	<u>Managing Sport Brands</u> Sport Marketing Ch. 8 Q&A #8: Ch. 8, Q 2,3 and Your Marketing Plan 1,2 (pg. 187).
Wednesday, Feb 26	<u>Licensing</u> Sport Marketing Ch. 9 Q&A #9: Ch. 9 Q 1-4 (pg. 212)
Friday, Feb 28	<u>Pricing</u> Sport Marketing Ch. 10 Q&A #10: Ch. 10 Q 1-3 (pg. 232) and Marketing Plan Q 1,2 (pg. 233)
Monday, Mar 3	<u>Promotions</u> Sport Marketing Ch. 11 Q&A #11: Ch. 11, Q 1,2 and Your Marketing Plan (p. 276)
Wednesday, Mar 5	<u>Case Study: Minor League Baseball</u> <i>AA #4: Why has marketing in minor league baseball been so successful? Provide examples of successful marketing strategies.</i>
Friday, Mar 7	<u>Sales</u> Sport Marketing Ch. 12 Q&A #12: Ch. 12 Q 1,4 (pg. 311) and Your Marketing Plan

Monday, Mar 10	No Class: Spring Break
Wednesday, Mar 12	No Class: Spring Break
Friday, Mar 14	No Class: Spring Break
Monday, Mar 17	<u>Promotional Licensing</u> Sport Marketing Ch. 13 Q&A #13: Ch. 13, Q 1, 3-6 and Your Marketing Plan (pg. 340)
Wednesday, Mar 19	<u>Sponsorship/Distribution</u> Sport Marketing Ch. 14 Q&A #14: Ch. 14, Q 1,2 (analyze the soccer stadium), Your Marketing Plan Q 1,2 (pg. 365).
Friday, Mar 21	<u>Electronic Media</u> Sport Marketing Ch. 15 Q&A #15: Ch. 15, Q 1,3 and Your Marketing Plan (how will you use social media to market EIU Soccer)
Monday, Mar 24	<u>Public Relations</u> Sport Marketing Ch. 16 Q&A #16: Ch. 16, Q 4,5 and Your Marketing Plan (pg. 409).
Wednesday, Mar 26	<u>Marketing Plan: In-Class Work Day</u>
Friday, Mar 28	<u>Marketing Plan</u> Marketing Plan Due, Flyer Due, Script Due
Monday, Mar 31	<u>Case Study: Flutie Effect</u>
Wednesday, Apr 2	<u>Round Table</u> Round Table #2 is Due
Friday, Apr 4	<u>The Marketing Mix</u> Sport Marketing Ch. 17 AA #5: What is the Marketing Mix and how can the Marketing Mix assist you in Marketing EIU Soccer?
Monday, Apr 7	<u>Native American Mascots</u> AA #6: Should athletic teams use Native American and Native American Images? Yes or No. Explain your answer
Wednesday, Apr 9	<u>Native American Mascots</u>
Friday, Apr 11	<u>Prepare for EIU Baseball Marketing Plan</u>

Monday, Apr 14	<u>Case Study: Chicago Blackhawks</u> <i>AA #7: How did marketing, specifically, televising the games impact the Blackhawks franchise?</i>
Wednesday, Apr 16	<u>Marketing Experience Paper Analysis</u> <i>Marketing Experience Paper Due</i>
Friday, Apr 18	<u>Case Study: Environmental Sustainability</u> <i>AA #8: What is environmental sustainability? (define and provide a sport related example)</i>
Monday, Apr 21	<u>Round Table</u> <i>Round Table #3 is Due</i>
Wednesday, Apr 23	<u>Video: Nike</u>
Friday, Apr 25	<u>Video: Coca-Cola</u>
Monday, Apr 28	<u>Round Table</u> <i>Round Table #4 is Due</i>
Wednesday, Apr 30	<u>Emotion Based Marketing</u>
Friday, May 2	<u>Ambush Marketing</u>
Wednesday, December 11	Final 10:15-12:15 <i>Marketing Plan Reflection Presentation</i> <i>AA #8: What did you learn in this class?</i>

**KSS 4762: Publicity in Sport
Syllabus Agreement**

Please initial next to each statement below. Your initials signify that you agree with the statement. If you do not agree with the statements below, please see me.

I have read the course syllabus in its entirety. _____

I understand and agree to follow the policies and procedures as described in the syllabus. _____

I understand that there is an experiential learning component to this class. _____

The grade I plan to pursue is:

A B C

What is the attendance policy for this course?

Alternative assignments are to be turned in using _____ format. This includes a _____ page and a _____ page.

Will you be available to do marketing for the EIU Baseball game on Friday, April 11 at 3pm or Saturday, April 12 at 1p.m.? Also, due to weather, if the game is "rained out" students will market the game on Sunday, April 13 at 1pm, will you be available April 13 as well?

Do you have any concerns about the course?

What are you most excited about regarding this course?

Is there a topic that has not been included in the syllabus that you would like to discuss?

Name: _____

Signature: _____