

**Department of Kinesiology and Sports Studies**  
**PED 5211: Promotion in Sport Administration**  
Spring 2010

<b>Instructor:</b>	Jon A. Oliver, Ph.D.	<b>Email:</b>	jaoliver@eiu.edu
<b>Office #:</b>	2010 McAfee	<b>Office Hours:</b>	MW (10-12 pm), T/TH (11-12 pm), appt
<b>Office Phone:</b>	(217) 581-6366	<b>Classroom:</b>	2210 McAfee

<b>Required Text:</b>	Mullin, B., Hardy, S., Sutton, W. (2007). <b><i>Sport Marketing</i></b> . (3 <sup>rd</sup> Edition)
<b>Supplementary Resources:</b>	Journals, publications, and periodicals, such as <i>Street and Smith's Sports Business Journal (Booth)</i> , <i>Journal of Sport Management (Booth)</i> , <i>Sport Marketing Quarterly (Booth)</i> , <i>Athletic Business (my office)</i> and <i>Athletic Management (my office)</i>
<b>Course Objectives:</b>	<ul style="list-style-type: none"> <li>- Analyze principles, concepts, issues, challenges, and perspectives related to successful promotion &amp; marketing in sport and fitness</li> <li>- Develop competencies &amp; skills necessary for sport marketing success</li> <li>- Evaluate research in the field of sport marketing and promotion</li> </ul>
<b>Assignments/Tasks:</b>  (* Total Points = 280 *)	<p><b>1) "Surprise" quizzes over chapter readings = 50 points</b> (5 X 10 points each)</p> <p><b>2) Sport Marketing Article Reviews = 40 points</b> (4 x 10 points each)  * <u>Min</u> - Attach 1 <u>full</u> page response to <u>highlighted</u> &amp; <u>notated</u> article relevant to the weekly scheduled discussion topic &amp; (preferably) your professional area (12 pt font, DS, 1" margins)</p> <p><b>3) Sport Marketing Research Presentation = 30 points</b>  In groups of <u>3</u>, provide a detailed review of a data-driven marketing research journal article (* preferably related to your area of study) using MS PowerPoint. Consider <i>Sport Marketing Quarterly</i> and <i>Journal of Sport Management</i>, as well as other sport-related peer-reviewed journals. * <u>Minimum requirements</u> = title slide, intro, hypothesis, review of literature, methods, results, discussion, summary, recommendations, reference(s), 5 relevant images, 1 graph, 1 table. * Email PPT by due date.</p> <p><b>4) EIU Athletics: Marketing Practicum: Marketing of EIU Basketball = 40 points</b>  - Join task force, create game marketing plan, attend event, evaluate/reflect on success  <b>Feb 11<sup>th</sup></b> – Men (ESPNU) <b>OR Feb 20<sup>th</sup></b> – Men (ESPNU BracketBusters, FCA Night)  <b>Feb 13<sup>th</sup></b> – Women (Pink Zone) <b>OR Feb 25<sup>th</sup></b> (NCAA Pack the House, Delta Sorority)</p> <p><b>5) Group Marketing Plan + PPT Presentation = 50 points</b> (plan = 35, pres = 15)  In a group of <u>4</u>, create a detailed marketing plan for a new, innovative sport product, service, program, facility, event, etc. that will satisfy an existing <u>need</u> or <u>want</u> for sport consumers. Follow Mullin's marketing management steps detailed in each chapter to direct you through this process. Evaluation of your plan will be based on Mullin's recommendations and guidelines. * <u>Minimum requirements</u>: 1) introduction and definition of your product or service, target marketplace, target consumers; 2) a detailed SWOT analysis, 3) market research tactics and MIS data, 4) detailed description of your integration of the 5 "Ps" of the marketing mix. Your final <u>printed</u> plan and <u>electronic</u> presentation should be as professional as possible.   * Presentation = <u>at least</u> * 10 slides, 5 images, 5 hyperlinks, 2 tables, 2 graphs. * Email</p> <p><b>6) Final Exam</b> (cumulative) (April 28<sup>th</sup> – 7:30 to 9:30 pm) = <b>70 points</b></p>
<b>Attendance Policy:</b>	<u>Expected</u> – <b>No unexplained absence</b> is tolerated. Each unexplained absence will lower final grade by one letter grade. Contact instructor immediately about schedule conflicts.
<b>Grading Policy:</b>	<b>A</b> = 100-90%, <b>B</b> = 89-80%, <b>C</b> = 79-70%, <b>D</b> =69-60%, <b>F</b> =< 60%

**PED 5211 – Sport Promotion and Marketing**  
 Spring 2010 - Tentative Class Schedule

Date	Discussion Topic	Assignments Due
1/13	- Introduction to the Course - Special Nature of Sport Marketing	Read Chapter 1
1/20	- Strategic Marketing Management	Read Chapter 2
1/27	- Studies of Sport Consumers - Perspectives in Sport Consumer Behavior	Read Chapters 3 & 4 <b>* article review #1 due</b> (*Topic = trends of sport consumers)
2/3	- Data-Based Marketing - The Role of Research in Sport Marketing	Read Chapters 5
2/10	- Market Segmentation - The Sport Product	Read Chapters 6 & 7  <b>* article review #2 due</b> (*Topic = new sport products)
2/17	- Managing Sport Brands - Licensed and Branded Merchandise	Read Chapters 8 & 9
2/24	- Pricing Strategies	Read Chapter 10
3/3	- Promotions	Read Chapter 11  <b>* EIU Bball marketing evals due</b>
3/10	- Sales	Read Chapter 12
3/17	<b>Spring Break – No Class</b>	<b>Spring Break</b>
3/24	- Promotional Licensing and Sponsorship	Read Chapters 13 <b>article review #3</b> (*Topic = sport sponsorship)
3/31	- Place and Product Distributing - Electronic Media	Read Chapters 14 & 15
4/7	- Public Relations - Coordinating and Controlling the Marketing Mix	Read Chapters 16 & 17 <b>article review #4</b> (*Topic = media, community relations)
4/14	- The Legal Aspects of Sport Marketing - Sport Marketing in the Future	Read Chapters 18 & 19
4/21	- <b>Marketing Plan + Presentation due</b> – * email PPT - Final Exam Preview	<b>* All marketing plans and presentations due</b>
4/28	<b>* Final Exam - 7:30-9:30 pm - in classroom</b> - bring lined paper, writing utensils, arrive on time	Cumulative exam over readings, notes, quizzes, and activities from entire semester