

Department of Kinesiology and Sport Studies ([KSS](#))

KSS 4765.01: Marketing in Sport

Fall 2016

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Office Hours:	MW 10-12 noon & 1-3 pm	Classroom:	2210 McAfee: T/TH 11-12:15 pm

Course Description: An analysis of fundamental theories and concepts in sport marketing, grounded in traditional marketing principles. This course focuses on the unique application of the marketing mix to sporting events, including the conceptualization of sport fan identity and attachment, sport sponsorship relationships, and participative sport involvement.

Student Learning Objectives:

- Examine historical and global perspectives in sport marketing.
- Analyze the unique challenges of applying the marketing mix to sport organizations.
- Examine the use of market research and the development of consumer insights with a focus on fan attachment, loyalty, and social identification.
- Examine business-to-business partnerships in sport setting with focus on licensing, sponsorship, branding.
- Analyze the management function of coordinating & controlling the marketing mix when delivering a marketing plan.

Required Texts: Marketing For Sport Business Success (Parkhouse, Turner, & Miloch, 2012: Kendall Hunt Publ.)

Supplementary Resources (Printed and Electronic) at [Booth Library](#), the WWW, or my office:

Athletic Business	IHSA.org	Journal of Sport Management	Sport Marketing Quarterly
Athletic Management	NCAA.org	Coach and Athletic Director	Street & Smith's Sports Business Journal

Activities and Grading: (350 Total Points)

*Learning Activities	*Points	*Due	*Assignment Description
'Surprise' Quizzes	75 points	* varies	*15 pts each - at the start of a class – covering assigned readings for the week * Quizzes CANNOT be made up * - drop lowest quiz score
Marketing Yourself	20 points	Sep 15	Create or update your LinkedIn profile. Include professional image, work experience, education, volunteerism, affiliations, etc. *Join EIU KSS Sport Management Alumni Group
Social Media	20 points	Sep 29	Create 'professional' Twitter account, 'Follow' EIU KSS 47652016, and post at least 10 tweets relative to the Sport Industry (not as a fan – as a professional).
Sport Event Flyer	20 points	Oct 13	Use publishing software to create a professional looking flyer for an actual upcoming EIU or regional sport event. Include 5 "Ws" – What, When, Where, Who, Why, + How Much (\$) *(Criteria = 5 Ws, 2+ images, 2+ hyperlinks, 2+ font types & colors, Submit as .pdf via D2L)
30-Second EIU Athletics Advertisement	35 points	Nov 10	With photos and/or video clips created with your mobile device, use a video editing software program such as I-Movie or Windows Movie Maker to create a 30-second advertisement (or PSA) for EIU Athletics. Include audio/narration, background music, and supportive data in 3+ photo captions. *Submit a file size that is 10 MB or less via D2L Dropbox
Sport Marketing Experience (*Grad students only)	30 points	Dec 1	Attend an EIU Athletics event during the Fall 2016 semester. Summarize how specific marketing principles along with sales and publicity tactics were utilized <u>before</u> , <u>during</u> , and <u>after</u> the event. Include demographic information of those in attendance, a SWOT of the event, analysis of the 5 Ps of the marketing mix & 3+ detailed suggestions on how to improve the marketing strategy for the event in terms of venue, sponsors, & spectators(D2L)
Group Sport Marketing Plan (* groups of 4) * Speakers evaluated with EIU oral speaking rubric	75 points (Marketing Plan = 40) (PPT elements = 35) * Each student must present 5+ slides	* Nov 29- Dec 8 Sign-up for topic via email	* Each group's task is to create a marketing plan that includes key marketing principles for a fictional sport property and its primary products. Your marketing plan should include a cover page, table of contents, section headings, relevant pictures-charts-graphs, 12 point font, and 1 inch margins. Your marketing plans should be approximately 15-20 pages in length and will be presented in-class on an assigned day and time. Additional assignment <u>details</u> and <u>rubric</u> will be provided during the 1 st month of class.
Final Exam	75 points (~*100 Qs)	Dec 12 10:15-12:15 p	<u>Cumulative exam</u> over ppt notes, chapter readings, & discussion from full semester
Extra Credit (*main options*)	5 points each (*choose up to 2)		a) Attend on/off-campus prof. development event , show evidence, summarize experience b) Volunteer or work at sports-fitness event, provide evidence, summarize experience c) Propose EX.CR. , justify rationale & benefits, get approval, summarize experience * <u>Answer 3 Qs</u> in detail for each activity: 1) What did you <u>do</u> (duties)? 2) What did you <u>learn</u> ? 3) How did you personally & professionally <u>benefit</u> from the activity?
Total Points	350(G) / 320(UG)	total	A = 90%+, B = 89%-80%, C = 79%-70%, D = 69%-60%, F = Below 60%
Attendance	required	daily	Final grade reduced 1 letter after every 3 absences. * 2 Tardies = 1 absence. Be on time-be ready.

Fall 2016 Tentative Class Schedule

(*subject to change with notice)

Week #	Planned Discussion Topic	Assignments Due
Week 1 = (Aug 23-25)	Chap 1 – Sport Marketing Defined	Read Chapter 1 – possible quiz on Thurs
Week 2 = (Aug 30, Sep 1)	Chap 2 – Strategic Marketing Plan	Read Chapter 2 – possible quiz
Week 3 = (Sep 6-8)	Chap 3 – Sport Consumer Behavior	Read Chapter 3 – possible quiz - Case study presentation
Week 4 = (Sep 13-15)	Chap 4 – Marketing Information Chap 5 – Sport Market Segmentation	Read Chapters 4 & 5 – possible quiz - Case study presentation
Week 5 = (Sep 20-22)	Chap 6 – Creating the Marketing Mix	Read Chapter 5 - Case study presentation
Week 6 = (Sep 27-29)	Chap 7 – The Sport Product & Pricing Strategies	Read Chapter 6 – possible quiz - Case study presentation
Week 7 = (Oct 4-6)	Chap 8 – Distribution Decisions in Sport Marketing	Read Chapter 7 – possible quiz - Case study presentation
Week 8 = (Oct 11-13)	Chap 9 – Promotional Mix, Public Relations, and Emerging Technologies	Read Chapter 8 – possible quiz - Case study presentation
Week 9 = (Oct 18-20)	Chap 10 – Ensuring Strategic Marketing Success	Read Chapter 9 – possible quiz - Case study presentation
Week 10 = (Oct 25-27)	Chap 11 – Sponsorship and Endorsement	Read Chapter 10 – possible quiz - Case study presentation
Week 11 = (Nov 1-3)	Chap 12 – Sport Brand Management and Licensing	Read Chapter 11 – possible quiz - Case study presentation
Week 12 = (Nov 8-10)	Chap 13 – Legal Issues in Sport Marketing	Read Chapter 12 – possible quiz - Case study presentation
Week 13 = (Nov 15-17)	Chap 14 – Career Decisions for Success Chap 15 – Future of Sport Marketing	Read Chapters 14 & 15 – possible quiz - Case study presentation
Week 14 = (Nov 22-24)	*Thanksgiving Break*	*No Assignments*
Week 15 = (Nov 29, Dec 1)	Marketing Plan Presentations	*Attendance required = -35 pts per absence
Week 16 = (Dec 6-8)	Marketing Plan Presentations	*Attendance required = -35 pts per absence
Week 17 – *Final Exam*	* Dec 12 th , 2016 from 10:15 am – 12:15 pm	Cumulative Exam via D2L

* [Student Success Center](#) - (217-581-6696) contact for assistance with time management, test taking, note taking, etc - 9th Street Hall, Room 1302.

* [Office of Disability Services](#) - (217-581-6583) – do you have a documented disability? Need academic accommodations? Please contact EIU ODS.

* [EIU Writing Center](#) - (217-581-5929) - a place where students can develop as independent writers and thinkers

Reminders:

a. All assignments due by start of class

b. **20% off** each day an assignment is late

c. Check EIU email everyday