

Department of Kinesiology and Sport Studies (KSS)
KSS 4765.01: Marketing in Sport
Spring 2017

| | | | |
|------------------------|--|-----------------------|-------------------------------|
| Instructor: | Jon A. Oliver, Ph.D. | KSS Telephone: | 217-581-2215 (leave message) |
| Office Address: | 2010 McAfee-EIU, Charleston, IL, 61920 | Email Address: | jaoliver@eiu.edu |
| Office Hours: | 12-1 pm M-T-W-TH-F | Classroom: | 2210 McAfee: MWF 1:00-1:50 pm |

Course Description: An analysis of fundamental theories and concepts of 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: Sport Marketing, 3rd Edition (Mullin, Hardy, & Sutton, 2014: Human Kinetics: Champaign, IL)

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: (Total Points = 350 graduate – 320 undergraduate)

| *Learning Activities | *Points | *Due | *Assignment Description |
|---|--|---|---|
| 'Surprise' Quizzes | 70 points | * varies | *14 pts each - at the start of a class – covering assigned readings for the week * Quizzes CANNOT be made up * - will drop lowest quiz score of 6 quizzes |
| 'Shadow & Assist' EIU Marketing Director | 35 points | * varies *Sign up | *Shadow & assist' the EIU Athletics marketing director during a home event during the semester. Receive practical 'taste' of prepping and implementing marketing elements for a home event. Summarize 5 key observations from experience. Submit via D2L dropbox. |
| Sport Event Flyer | 35 points | * Jan 27 | Use publishing software of choice to create a professional looking e-flyer for an actual 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) |
| 60-Second EIU Athletics TV Advertisement ('PSA') | 40 points | * Feb 15 Submit via D2L | Use a combination of photos and/or video clips with video editing software (*ex: i-Movie or Windows Movie Maker) to create a 60-second advertisement (ie 'PSA') that enhances the 'brand' of EIU Athletics. Include narration or at least 5 captions with relevant, supportive information that will inform and influence, + 'motivating' music. * File size = 10 MB or less |
| Group Sport Marketing Plan (* groups of 4) * EIU oral speaking rubric used to assess | 70 points (Marketing Plan = 40) (PPT elements = 30) * Each student must present 5+ slides | * Apr 17 * All plans due on 4/17 | * Each group's task is to create a marketing plan for a fictional sport property that satisfies 'consumer wants/needs'. Integrate key plan elements discussed in the text. Include a cover page, table of contents, section headings, relevant surveys-pictures-charts-graphs-data, 12-point font, and 1 inch margins. Your marketing plans should be approximately 15-20 pages in length and will also be presented in-class via PPT on an assigned day and time. Additional assignment details and rubric will be provided during the 1 st month of class. |
| Sport Marketing Event Analysis (*Grad students only) | 30 points *provide evidence of attendance (ex – email image of you at the event) | * Apr 28 | Attend an EIU Athletics event during the Spring 2017 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 marketing strategy for the event in terms of venue, sponsors, & spectators (D2L) |
| Extra Credit (*main options*) | 5 points each (*choose up to 2) | * Apr 28 | 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? |
| Final Exam | 70 points (~100 Qs) | May 3rd 12:30-2:30 pm | <u>Cumulative exam</u> over ppt notes, chapter readings, & discussion from full semester |
| 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 5 absences. * 2 Tardies = 1 absence. Be on time-be ready. |

Spring 2017 Tentative Class Schedule

(*subject to change with notice)

| Week # | Planned Discussion Topic | Assignments Due |
|---|---|---|
| Jan 9-11-13 | Chap 1 – Special Nature of Sport Marketing | Read Chapter 1 |
| Jan 18-20 * Jan 16 (Mon) – no class | Chap 2 – Strategic Marketing Management | Read Chapter 2 - possible quiz |
| Jan 23-25-27 | Chap 3 – Understanding the Sport Consumer | Read Chapter 3 – possible quiz - Case study presentation |
| Jan 30, Feb 1-3 | Chap 4 – Market Research in the Sport Industry Chap 5 – Market Segmentation | Read Chapters 4 & 5 – possible quiz - Case study presentation |
| Feb 6-8-10 | Chap 6 – The Sport Product Chap 7 – Managing Sport Brands | Read Chapter 6 – possible quiz - Case study presentation |
| Feb 13-15 *Feb 17 (Fri) – no class | Chap 7 – Managing Sport Brands | Read Chapter 7 – possible quiz Feb 15 – EIU athletics Advert presentations |
| Feb 20-24 *Feb 22 (Wed) – no class | Chap 8 – Sales and Service *Feb 22 – ISU Sport Management Symposium | Read Chapter 8 – possible quiz - Case study presentation |
| Feb 27, Mar 1-3 | Chap 9 – Sponsorship, Corporate Partnerships, and Sponsorship Activation | Read Chapter 9 – possible quiz - Case study presentation |
| Mar 6-8-10 | Chap 10 – Promotion and Paid Media | Read Chapter 10 – possible quiz - Case study presentation |
| Mar 13-15-17 | SPRING BREAK | * No class sessions |
| Mar 20-22-24 | Chap 11 – Public Relations | Read Chapter 11 – possible quiz - Case study presentation |
| Mar 27-29-31 | Chap 12 – Social Media in Sport | Read Chapter 12 – possible quiz - Case study presentation |
| Apr 3-5-7 | Chap 13 – Delivering and Distributing Core Products and Extensions | Read Chapter 13 – possible quiz - Case study presentation |
| Apr 10-12-14 | Chap 14 – Legal Aspects of Sport Marketing Chap 15 – Putting it All Together | Read Chapters 14 & 15 – possible quiz - Case study presentation |
| Apr 17-19-21 | * Marketing Plan Presentations | *Attendance required = -35 pts per absence |
| Apr 24-26-28 | * Marketing Plan Presentations | *Attendance required = -35 pts per absence |
| Week 17 – *Final Exam* | * Wed May 3rd, 2017 – 12:30 to 2:30 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
- d. *-1 point per writing error on each assignment (spelling, punctuation, capitalization, spacing, etc) – **proofread carefully** before submitting assignments.