

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

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Office Hours:	Mon & Wed: 10 am-12 noon, 1-2 pm, & by appt.	Classroom:	Lantz 3881: T/TH 11:00-12:15 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	Sports Business Journal	Journal of Sport Management	NCAA.org
Athletic Management	Sport Marketing Quarterly	Coach and Athletic Director	IHSA.org

Activities and Grading: (Total Points = 390 graduate – 350 undergraduate)

*Learning Activities	*Points	*Due	*Assignment Description
'Surprise' Quizzes	70 points (5 x 14 pts)	* 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
Sport Event Flyer	30 points	*Sep 7	Use publishing software to create a professional looking 'e-flyer' for an 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 .pdf to D2L)
EIU Athletics Logo Competition	30 points *Must be ORIGINAL!	*Sep 28	Use free logo creation software (ex – Freelogodesign , Logaster , DesignMantic) or other software to create a new logo 'alternative' for EIU Athletics. Explain logo design, program association, and how it will enhance brand image. Class will vote! (*Submit to D2L)
60-Second EIU Athletics TV Advertisement ('PSA')	40 points	*Oct 19	Integrate 5+ photos and 5+ image captions (*video clips optional) with 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 slide transitions, 'optimistic' music & supportive stats that will enhance brand image. (*Publish to YouTube – submit link to D2L)
'Shadow & Assist' EIU Marketing Director	40 points	* varies *Sign up	*'Shadow & Assist' the EIU Athletics marketing director & staff with prepping and implementing marketing elements during an EIU home event during this semester. *Within 1 week of date, submit detailed summary of '5' <u>key</u> observations (*Submit to D2L)
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 <u>5+ slides</u>	*Nov 28 * All Plans & PPTs due 11/28!	* Create a marketing plan for a hypothetical sport property in Coles County, Illinois that will satisfy 'consumer wants & needs'. Integrate key plan elements discussed in text chapters. Marketing plans should be approximately 15-20 pages in length (.doc) and will also be presented in-class via PPT on an assigned day and time to potential 'investors'. * Include a cover page, table of contents, section headings, 12-point font, 1 inch margins, and relevant charts-graphs-data-matrices-surveys-pictures to effectively 'sell' your idea. Additional assignment <u>details</u> and <u>rubric</u> will be provided during the second half of semester.
Sport Marketing Event Analysis (*Grad students only)	40 points *provide evidence of attendance (ex – email image of you at the event)	*Dec 7	Attend an EIU Athletics home event during the semester. A) Summarize how specific marketing principles along with sales and publicity tactics were utilized <u>before</u> , <u>during</u> , and <u>after</u> event. Include b) demographic information of those in attendance, c) detailed SWOT of the event, d) analysis of the 5 Ps of the marketing mix at event, & e) 3+ detailed suggestions on how to improving marketing strategy for future home events (*Submit to D2L)
Extra Credit (*main options*)	5 points each (*choose up to 2)	*Dec 7	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)	Dec 11th 10:15-12:15 p	<u>Cumulative exam</u> over ppt notes, chapter readings, & discussion from full semester
Total Points	390 (G) / 350 (UG)	total	A = 90%+, B = 89%-80%, C = 79%-70%, D = 69%-60%, F = Below 60%
Attendance	required	daily	* Be on time & be ready. On 4th absence = final grade reduced 1 letter. 8th absence = " F " for class

Fall 2017 Tentative Class Schedule

(*subject to change with notice)

Week #	Planned Discussion Topic	Assignments Due
Aug 22-24	Chap 1 – Special Nature of Sport Marketing	Read Chapter 1
Aug 29-31	Chap 2 – Strategic Marketing Management	Read Chapter 2 - possible quiz
Sep 5-7	Chap 3 – Understanding the Sport Consumer	Read Chapter 3 – possible quiz
Sep 12-14	Chap 4 – Market Research in the Sport Industry Chap 5 – Market Segmentation	Read Chapters 4 & 5 – possible quiz
Sep 19-21	Chap 6 – The Sport Product	Read Chapter 6 – possible quiz
Sep 26-28	Chap 7 – Managing Sport Brands	Read Chapter 7 – possible quiz
Oct 3-5	Chap 8 – Sales and Service	Read Chapter 8 – possible quiz
Oct 10-12	Chap 9 – Sponsorship, Corporate Partnerships, and Sponsorship Activation	Read Chapter 9 – possible quiz
Oct 17-19	Chap 10 – Promotion and Paid Media	Read Chapter 10 – possible quiz
Oct 24-26	Chap 11 – Public Relations	Read Chapter 11 – possible quiz
Oct 31, Nov 2	Chap 12 – Social Media in Sport	Read Chapter 12 – possible quiz
Nov 7-9	Chap 13 – Delivering and Distributing Core Products and Extensions	Read Chapter 13 – possible quiz
Nov 14-16	Chap 14 – Legal Aspects of Sport Marketing Chap 15 – Putting it All Together	Read Chapters 14 & 15 – possible quiz
Nov 21-23	* Thanksgiving Break	* No Class Sessions
Nov 28-30	* Marketing Plan Presentations	*Attendance required = -35 pts per absence
Dec 5-7	* Marketing Plan Presentations	*Attendance required = -35 pts per absence
Week 17 – *Final Exam*	* Monday, December 11th 2017 – 10:15-12:15 pm	Cumulative Exam via D2L

*** Course Policies ***

(1) [Academic integrity](#) - Students are expected to maintain principles of academic integrity and conduct as defined in [EIU's Code of Conduct](#). Violations will be reported to the Office of Student Standards.

(2) [Students with Disabilities](#) - If you are a student with a documented disability in need of accommodations to fully participate in this class, please contact the [Office of Student Disability Services](#). All accommodations approved through OSDS. Ninth Street Hall, Room 2006, or call 217-581-6583.

(3) [The Student Success Center](#) - Students who are having difficulty achieving their academic goals are encouraged to contact the [Student Success Center](#) for assistance with time management, test taking, note taking, avoiding procrastination, setting goals, and other skills to support academic achievement. The Student Success Center provides individualized consultations. To make appt., call 217-581-6696, or go to 9th Street Hall, Rm 1302.

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