

**Department of Kinesiology and Sport Studies ([KSS](#))**  
**KSS 4765.01: Marketing in Sport**  
**Spring 2018**

<b>Instructor:</b>	Jon A. Oliver, Ph.D.	<b>KSS Office Phone #:</b>	217-581-2215 (leave message)
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<b>Office Hours:</b>	MW (12-1 pm & 2-4 pm) & by appointment	<b>Classroom:</b>	Lantz 3871: 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, 3<sup>rd</sup> Edition (Mullin, Hardy, & Sutton, 2014: Human Kinetics: Champaign, IL)

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

<a href="#">Athletic Business</a>	<a href="#">Sports Business Journal</a>	<a href="#">Journal of Sport Management</a>	<a href="#">NCAA.org</a>
<a href="#">Athletic Management</a>	<a href="#">Sport Marketing Quarterly</a>	<a href="#">Coach and Athletic Director</a>	<a href="#">IHSAA.org</a>

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

*Learning Activities	*Points	*Due	*Assignment Description
'Surprise' Content Quizzes	<b>70 points</b> *(5 x 14 pts)	* varies	*14 pts each - at the start of a class – covering assigned readings for the week * Quizzes <b>CANNOT</b> be made up * - will drop lowest quiz score of 6 quizzes
'Shadow & Assist' EIU Marketing Director	<b>40 points</b>	* 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 completion, submit summary of '5' <u>key</u> observations & insights (* <a href="#">D2L</a> )
Sport Event Flyer	<b>30 points</b>	*Feb 5 *Submit to <a href="#">D2L</a>	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 <b>.pdf</b> to <a href="#">D2L</a> )
EIU Athletics Logo Competition	<b>30 points</b>  *Must be <b>ORIGINAL!</b>	*Mar 5 *Submit to <a href="#">D2L</a>	Use free logo software (ex – <a href="#">Freelogodesign</a> , <a href="#">Logaster</a> , <a href="#">DesignMantic</a> or other) to create a new logo 'alternative' for EIU Athletics. Provide detailed explanation of logo design origin, program association, and how it will enhance brand image. Class will vote! (*Submit to <a href="#">D2L</a> )
60-Second EIU Athletics TV Advertisement ('PSA')	<b>40 points</b>	*Mar 26 *Submit to <a href="#">D2L</a>	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 <a href="#">YouTube</a> – submit link to <a href="#">D2L</a> )
Group Sport Marketing Plan (* groups of 4)  * <a href="#">EIU oral speaking rubric</a> used to assess	<b>70 points</b>  (Marketing Plan = 40) (PPT elements = 30)  * Each student must present <u>5+ slides</u>	*Apr 16  * All Plans & PPTs due  *Submit to <a href="#">D2L</a>	* 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 <b>(*Grad students only)</b>	<b>40 points</b>  *provide evidence of attendance (ex – email image of you at the event)	*Apr 27 *Submit to <a href="#">D2L</a>	Analyze 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 event(s) (*Submit to <a href="#">D2L</a> )
Extra Credit (*main options*)	<b>5 points each</b>  (*choose up to 2)	*April 27 *Submit to <a href="#">D2L</a>	a) Attend on/off-campus <b>prof. development event</b> , show evidence, summarize experience b) <b>Volunteer or work at sports-fitness</b> event, provide evidence, summarize experience c) <b>Propose EX.CR.</b> , justify rationale & benefits, get approval, summarize experience  * Within <u>1 week</u> of completion of activity answer these 3 questions in detail: 1) What did you <u>do</u> (duties)? 2) What did you <u>learn</u> ? 3) How did you professionally <u>benefit</u> ?
Final Exam	<b>70 points</b> (~100 Qs)	<b>May 2nd</b>  *Via <a href="#">D2L</a>	<u>Cumulative exam</u> over ppt notes, chapter readings, & discussion from full semester
<b>Total Points</b>	<b>390 (G) / 350 (UG)</b>	total	<b>A = 90%+, B = 89%-80%, C = 79%-70%, D = 69%-60%, F = Below 60%</b>
<b>Attendance</b>	<b>required</b>	daily	* Be on time & be ready. <b>5<sup>th</sup> absence</b> = final grade reduced 1 letter. <b>10<sup>th</sup> absence</b> = <b>"F"</b> for class

## Spring 2018 Tentative Class Schedule

(\*subject to change with notice)

Week #	Planned Discussion Topic	Assignments Due
Jan 8-10-12	Chap 1 – Special Nature of Sport Marketing	Read Chapter 1
Jan 17-19 <b>*Jan 15 – MLK, Jr Holiday</b>	Chap 2 – Strategic Marketing Management	Read Chapter 2 - possible quiz
Jan 22-24-26	Chap 3 – Understanding the Sport Consumer	Read Chapter 3 – possible quiz
Jan 29-31, Feb 2	Chap 4 – Market Research in the Sport Industry Chap 5 – Market Segmentation	Read Chapters 4 & 5 – possible quiz <b>*Jan 29 – Sport Event Flyer</b>
Feb 5-7 <b>*Feb 9 – IAHPERD Leadership</b>	Chap 6 – The Sport Product	Read Chapter 6 – possible quiz
Feb 12-14 <b>*Feb 16 – Lincoln's Birthday</b>	Chap 7 – Managing Sport Brands	Read Chapter 7 – possible quiz
Feb 19-21-23 <b>*Feb 23 – <u>ISBC</u> – U of I</b>	Chap 8 – Sales and Service	Read Chapter 8 – possible quiz
Feb 26-28, Mar 2	Chap 9 – Sponsorship, Corporate Partnerships, and Sponsorship Activation	Read Chapter 9 – possible quiz <b>*Feb 26 – EIU Athletics Logo</b>
Mar 5-7-9	Chap 10 – Promotion and Paid Media	Read Chapter 10 – possible quiz
Mar 12-14-16	<b>*Spring Break – no class sessions</b>	<b>* No assignments due</b>
Mar 19-21-23	Chap 11 – Public Relations	Read Chapter 11 – possible quiz
Mar 26-28-30	Chap 12 – Social Media in Sport Marketing	Read Chapter 12 – possible quiz <b>*Mar 26 – EIU Athletics PSA due</b>
Apr 2-4-6	Chap 13 – Delivering and Distributing Core Products and Extensions	Read Chapter 13 – possible quiz
Apr 9-11-13	Chap 14 – Legal Aspects of Sport Marketing Chap 15 – Putting it All Together (All 5 Ps!)	Read Chapters 14 & 15 – possible quiz
Apr 16-18-20	<b>* Marketing Plan Competition (*Presentations)</b>	<b>*Attendance required = -35 pts per absence</b> <b>*Apr 16 – ALL MARKETING PLANS DUE</b>
Apr 23-25-27	<b>* Marketing Plan Competition (*Presentations)</b>	<b>*Attendance required = -35 pts per absence</b>
Week 17 – <b>*Final Exam*</b>	<b>* May 2<sup>nd</sup> 2018 (Wednesday)</b>	Cumulative Exam via <a href="#">D2L</a>

### \* 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