**WAYLAND BAPTIST UNIVERSITY  
Plainview Campus  
School of Education  
Division of Exercise and Sport Science**

**1.** Wayland Baptist University exists to educate students in an academically challenging, learning-focused, and distinctively Christian environment for professional success and service to God and humankind.

**2.** EXSS 4321-PL01 Sport Promotion and Marketing, Fall 2, 2020

**3.** Jim Giacomazzi

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**5.** Office location: Hutcherson Gym  
Office Hours: M/W – 10:00 – 12:00  
T/R – 10:00 – 11:00

**6.** October 19 –December 19  
WBU online Virtual Campus

**7.** Provides framework for understanding how various marketing strategies are formulated, implemented, and evaluated in sports context. Sports are major economic activities of our modern society, and knowledge of role marketing in its operation has emerged as valuable asset to all involved.

**8. Prerequisites**:  
Prerequisite: EXSS 3322

**9. Required Textbook and Resource Materials**:   
Required Textbook and Resources:

Mullin, B. J., S. Hardy, & W. A. Sutton. (2007). **Sport Marketing** (4th ed.). Champaign, Illinois: Human Kinetics. **(**

**10. *Additional Readings:***  
-Sport Business Journal.   
*Sports Business Journal.*

***Video Resources:***

Watch the following two movies by the end of the second week of the class. The content of these movies will be used for class discussion when relevant issues are covered.

Professional Sports: ***Any Given Sunday*** (directed by Oliver Stone)

College Sports: ***The Program*** (directed by David Ward)

**11. Course Outcome Competencies:**

1. The student will demonstrate a basic understanding of key sport marketing concepts
2. The student will understand the theories that underline sport marketing processes and analyze case studies.
3. The student will understand how to create and apply a sport marketing plan
4. The student will identify future trends and challenges in sport marketing and how they can be associated with current sport marketing practices.

Course Requirements and grading criteria:

A. **Sports Business Journal (SBJ) reports**: **(group assignment)**

During the course of the semester, each student will be assigned (by the instructor) to a group who will make a brief presentation (5-10 minutes) and lead a discussion (15 minutes) based on articles found in the sport marketing section of the previous week’s issue of Sport Business Journal.

A one-page outline (double spaced, typed in 12 size Time New Roman font and page margins set at one inch) of the articles covered in the sport marketing section of SBJ must be handed-out to fellow students and the professor at the start of class. The outline should reflect a brief summary of the articles and their association to the topic of the week or topics previously covered. Students should make every effort to connect the SBJ articles with the topics.

Each student in the group should present some part of the outline or lead the class discussion. You have to be prepared for the group discussion (advise: prepare a list of discussion questions). More details will be discussed in the first week of class.

**The group composition and presentation order will be announced on week of October 26.**

Each group will present once during the semester. You should use power point to present and organize the discussion. 10%

B. **Create a marketing plan for a sport event (group assignment)**

You will have to identify a sport event for which you will have to create the marketing plan for. This event can be local, national or international, but I encourage you to find local events and cooperate with the sport organizations that stage them. The groups for this assignment will be the same as the SBJ groups. It will help you with your time management.

You have to submit a 15 page (double spaced, typed in 12 size Time New Roman font and page margins set at one inch), where you describe in a more analytical form what your oral presentation is all about. The presentation order of the groups will be announced in class around the end of October. More details will be provided in class.

35%

C. **Mid-term exam** 20%

D. **Final exam cumulative** 25%

E. **Class Participation: pop quizzes, case studies**

Students will be expected to contribute to class discussion boards and blogs to the fullest possible way. Further, you will be expected to critically comment on reading assignments, lectures and presentations with a view toward establishing a free flowing of ideas and viewpoints. Preparation for each class and framing appropriate questions is considered a vital part of this section. Pop quizzes over the assigned readings and video material will be administered randomly over the semester.

Case studies will be discussed by students based on questions provided to you on the day of the assigned reading, as a basis for the analysis. The students will have to answer the question(s) in writing in one page (typed in 12 size Time New Roman font and page margins set at one inch) and turn in this page to the instructor the day of the case study discussion.

Pop quizzes will account for 5% of the class participation mark and case studies for the other 5%.

10%

Completion of the class survey/evaluation will account for 5%. You must take a snapshot of your completed class evaluation.

Total 105%

**13. Attendance Requirements:**

Much of this is based on your consistency of turning in your work.

Work due when a student is scheduled to be absent for any reason should be turned-in before the class meets. ***LATE WORK WILL NOT BE ACCEPTED FOR PLANNED ABSENCES, INCLUDING ATHLETIC EVENTS.*** If you are ill or have an unplanned absence, all work must be turned-in BEFORE the next class meeting.

**14. Plagiarism and Academic Dishonesty:**

**ACADEMIC HONESTY:**

Wayland students are expected to conduct themselves according to the highest standards of academic honesty.  Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as possession of examinations or examination materials, forgery, or plagiarism.  Disciplinary action for academic misconduct is the responsibility of the faculty member assigned to the course.  The faculty member is charged with assessing the gravity of any case of academic dishonesty and with giving sanctions to any student involved.  The faculty member involved will file a record of the offense and the punishment imposed with the dean of the division, campus dean, and the provost/academic vice president.  Any student who has been penalized for academic dishonesty has the right to appeal the judgment or the penalty assessed.

**Plagiarism**

“Plagiarism — The attempt to represent the work of another, as it may relate to written or oral works, computer-based work, mode of creative expression (i.e. music, media or the visual arts), as the product of one's own thought, whether the other's work is published or unpublished, or simply the work of a fellow student.

When a student submits oral or written work for credit that includes the words, ideas, or data of others, *the source of that information must be acknowledged through complete, accurate, and specific references*, and, if verbatim statements are included, through use of quotation marks as well. By placing one’s name on work submitted for credit, the student certifies the originality of all work not otherwise identified by appropriate acknowledgements. *A student will avoid being charged with plagiarism if there is an acknowledgement of indebtedness.*”

[**http://catalog.wbu.edu/content.php?catoid=3&navoid=210**](http://catalog.wbu.edu/content.php?catoid=3&navoid=210%20)

**15. Disability Statement:**

In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at (806) 291-3765. Documentation of a disability must accompany any request for accommodations.

**16. Course Requirements and Grading Criteria:** This course will provide a framework for understanding how various marketing strategies are formulated, implemented, and evaluated in sports context. Sports have been one of the major economic activities of our modern society, and knowledge of the role marketing plays in its operation has emerged as a valuable asset to all the parties involved (e.g., firms, governments, consumers, and players).

The course is organized into two themes; 1) sports as product and 2) sports as medium. The first theme focuses on the applications of marketing theories and principles to promote sports and sport related products. The second theme considers sports as one of the vehicles to promote a product or service. It covers how non-sport related businesses can benefit from utilizing sports as a part of their marketing communication program.

Course Outcomes:

1. Define and apply key sport marketing concepts
2. Understand the theories that underline sport marketing processes and analyze case studies.
3. Understand how to create and apply a sport marketing plan
4. Identify future trends and challenges in sport marketing and how they can be associated with current sport marketing practices
5. Grade Appeals: Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Executive Vice President/Provost to the Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.

**17. Additional Information:**

**Tentative\* Class schedule**

Week 1

Introduction - What is sport marketing? Chapter 1,

The sport business industry

How does marketing fit in the management process? Chapter 3, 4,

Week 2

Understand the sport consumer

**LPGA,** SWOTANALYSIS Chapter 5, 6

The role of market research

SBJ reports

Customer segmentation

Week 3

The nature of the sport product

Chapter 8, SBJ reports

The nature of the sport brand

SBJ reports

Keller (1993), Miami University case

Licensing and merchandise Chapter 9

Week 4

Sport marketing mix: the five Ps

**MID TERM EXAM**

SBJ reports

Week 5

The role of Pricing and Sales in Sport Marketing

Chapter 10, 12

SBJ reports

Promotions, Promotional

Licensing and Sponsorship

Chapter, 11, 13,

Asian Games case

Week 6

The distribution of the sport marketing product

SBJ reports

Public relations in sport marketing

Chapter 16, Chapter 17, Dick & Sack article

SBJ reports

Managing the sport marketing mix Reebok B

Week 7

Marketing plans: A holistic picture –Reflecting on the marketing plan exercise

Marketing plan paper due

--Filo & Funk (2005)

--Carlson, Rosenberg & Muthaly (2003),

Brown (2003)

Web sport marketing

Week 8

REVIEW FOR FINAL EXAMINATION

Final exam

**Journal articles we will use during the semester**

1. Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing 57*(January): 1-22.

2. Dick, R. & Sack, A.L. (2003). NBA Marketing Directors’ Perceptions of Effective Marketing Techniques: A longitudinal perspective. *International Sports Journal*. 7 (1), 88 -99.

3. Filo, K., & Funk, D. C. (2005) Congruence between Attractive Product Features and Virtual Content Delivery for Internet Marketing Communication. *Sport Marketing Quarterly*, 14 (2), 112-122.

4. Carlson, J., Rosenberger III, P. J., & Muthaly, S. (2003). Nothing but Net! A Study of the Information Content in Australian Professional Basketball Websites. 2003, *Sport Marketing Quarterly*. 12 (3), 184-

189.  
5. Brown, M. T. (2003). An Analysis of Online Marketing in the Sport Industry: User Activity, Communication Objectives, and Perceived Benefits. *Sport Marketing Quarterly*, 12 (1), 48-56