**WAYLAND BAPTIST UNIVERSITY**

**Plainview, Texas**

**School of Education**

**EXSS 5301 – SPORT MARKETING**

**University Mission:** 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.

* **Course Name**: EXSS 5301 VC01- Sport Marketing
* **Term:** SPRING 2014
* **Instructor:** Tom Bell, Ph.D., M.Div.
* **Phone (OFFICE):** (276) 789-5462
* **Phone (HOME):** (276) 789-3886 (Please only use in the case of an emergency)
* **Email:** [Thomas.bell@wayland.wbu.edu](mailto:Thomas.bell@wayland.wbu.edu)
* **Alternative email:** [twbell@campbellsville.edu](mailto:twbell@campbellsville.edu)
* **Office Hours:** by e-mail or phone call
* **Class Time/Location:** On-line

1. **CATALOG DESCRIPTION:**

Essentials of sport marketing which includes planning, promotions, operations, and market analysis. The fundamental principles in the marketing of sport, products, events, and the importance of service quality. Latest research in the field and with input from industry professionals.

1. **COURSE PREREQUISITE:**

**Graduate Status**

1. **REQUIRED TEXT AND RESOURCE MATERIALS:**

Mullin, B. J., Hardy, S., & Sutton, W. A. (2007). Sport marketing (3rd ed.). Champaign, IL: Human Kinetics.

ISBN: 9780736060523

1. **OPTIONAL MATERIALS**

Kahle, L. (ed.), Close, A.,(2011) Consumer Behavior Knowledge for Effective Sports and Event Marketing. New York, New York: Taylor and Francis.

**COURSE OBJECTIVES/OUTCOME COMPETENCIES:**  At the completion of the course, the student will be able to:

1. Students through readings will be able to describe and apply the fundamental principles of sport marketing to sport participation, sport products, and sport entertainment.
2. Students will be able to explain and apply the fundamental sport marketing concepts of product, price, place, and promotions to sport.
3. Students will be able to describe, analyze, and apply marketing research, strategy, and operations in actual sport settings.
4. **Disability Statement:** In compliance with the Americans with Disabilities Act of 1990 (ADA), it is policy of Wayland Baptist University that no otherwise qualified person with disabilities 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 accommodations request (806) 291-3765. Documentation of the disability must accompany any request for accommodations.
5. **COURSE REQIUREMENTS AND GRADING CRITERIA**

**Final Examination** – 100 points

**Mid-Term Examination –** 100 points

**Projects-** 50 points

1. *Health bar Project*: 50 points

**Sport Marketing Plan –** 200 points

1. *Paper 150 points*
2. *Power Point: 50 points*

**Discussion Board –** 500 points

* Original postings - *n*=10 - (250 points)
* Responses to classmates postings - *n*=20 - (250 points)

**Blog Questions –** 300 points

* 6 entries @ 50 points each

**Article Reviews –** 200 points

* 4 Article reviews @ 50 points each

**University grading system**

A 1450 - 1305

B 1303 - 1160

C 1159 - 1015

D 1014 - 870

F  869 - 0

I-Incomplete

NCR-No credit

WR-Withdrawal passing

WF-Withdrawal failing

W-Withdrawn

1. **TENATIVE SCHEDULE:**

See Assignment Rubric (attached)

1. **ACADEMIC HONESTY:** University students are 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. Disciplinary action for academic misconduct is the responsibility of the faculty members assigned to the course. See course catalog for more information.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **WBU Sport Marketing Course Assignment Rubric** | | | | | | | |
| **Wk** | **Chpts Cvrd** | **Main Topics Discussed** | **Discussion Board 50 points each (n= 10) = 500 points Original post due Wednesday @ 11:55 p.m. Two responses due by Sunday @ 11:59 p.m.** | **Blog Question = 50 points each (n=6) = 300 points Due Sunday @ 11:59 p.m.** | **Article Review = 50 points each (n=4) = 200 points Due Sunday @ 11:59 p.m.** | **Projects = 250 points Due Sunday @ 11:59 p.m.** | **Mid-term and Final Exam = 100 points each (n=2) = 200 points Due 11:59 p.m.** |
| **1** | **1 and 2** | Intro to Sport Marketing Strategic Marketing | Marketing myopia is a plague that sport professionals must avoid. Discuss what it is, what causes it, and how it can be avoided. | What are the elements of a successful "Strategic Marketing Plan"? | none | none | none |
| **2** | **3 and 4** | Sport Consumers Consumer Behavior | Discuss how sport managers have used different types of consumer studies to increase the bottom line. | How can sport marketers use "individual factors" to increase sales? | Select a product you would like to do your marketing plan on. Answer question #2 in Chapter 2 | none | none |
| **3** | **5** | Data Based Marketing |  | Discuss the 5 P's and how sport marketers can use this information to accurately market their products. Due Sunday at 11:55 p.m. | none | none | none |
| **4** | **6 and 7** | Marketing Segmentation The Sport Product | Discuss the four bases of segmentation in sport marketing. | none | Article review on product strategy in to gain market share | Market segments applicable to your product Unique qualities of your product | none |
| **5** | **none** | none | Discuss data-based marketing methods in sport today. How effective are they in locating a target audience? Provide an example. This is from Chapter 5 | none | none | Energybar project (50 points) | Test 1 (Chapters 1-7) |
| **6** | **8 and 9** | Branding Licensed & Branded Merchandise | Discuss the importance of branding in sport marketing | Which issues do sport marketers need to be cognizant of to protect their brand value? | none | Work on Marketing Plan | none |
| **7** | **10 and 11** | Pricing Strategies Promotions | Discuss the pricing strategies of a professional team. | none | Article review on the 5 Ps in sport marketing | Pricing for your marketing plan project | none |
| **8** | **12 and 13** | Sales Promotional Licensing & Sponsorships | Discuss international licensing issues prevalent in sport today | How have government regulations affected sponsorships in sport? What can be done to lessen any negative effects? | none | Which mediums would you promote your product and why? | none |
| **9** | **14 and 15** | Place or Product Distribution Electronic Media | Discuss the significance of product placement and distribution methods used in sport today. | What technology will emerge in the near future to promote team value? | none | Work on Marketing Plan | none |
| **10** | **16 and 18** | Public Relations Legal Aspects of Sport Marketing | Discuss what the literature has to say regarding legal parameters in patents and copyrights | none | none | Final Sport Marketing Plan Project Due (200 points) | none |
| **11** | **19** | The Shape of Things to Come (The Future of Sport Marketing) | Discuss innovative methods of marketing in sport today. Come up with an example of a fantasy, futuristic product or service. | none | Article review of the future of sport marketing | none | Final Exam (Chapters 8-16 and 18 & 19) |