

**WAYLAND BAPTIST UNIVERSITY**

**SCHOOL OF Education**

**virtual Campus**

**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 AND DATES:** Spring Term 2018 (February 26 – May 19)

**INSTRUCTOR’S NAME:** Dr.Charles Chaoqun Huang

**OFFICE PHONE NUMBER(S):** 806-291-3791

**E-MAIL ADDRESS:** huangc@wbu.edu

**OFFICE HOURS, BUILDING, & LOCATION:** By appointment, Laney Center, Room 204

**CLASS MEETING TIMES/LOCATION:** Virtual Campus online instruction via Blackboard

**CATALOG COURSE 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.

**PREREQUISITES:** Graduate Standing

**REQUIRED TEXTBOOK(S) AND RESOURCE MATERIALS:**

Mullin, B.J., Hardy, S., & Sutton, W.A. (2014). *Sport Marketing* (*4th edition*). Champaign, IL: Human Kinetics. ISBN 9781450424981.

**OPTIONAL MATERIALS:**

1. Resources available through WBU and Online libraries [www.wbu.edu/lrc](http://www.wbu.edu/lrc)
2. APA Style Homepage <http://www.apastyle.org/index.aspx>
3. Sports Business Journal
4. Athletic Business
5. Athletic Management
6. Case Studies in Sport Management
7. Journal of Sport Management
8. Sport Marketing Quarterly

**COURSE OUTCOME COMPETENCIES:**

At the completion of this course, the student should be able to:

1. Demonstrate usage of marketing terminology and theory related to the sport industry
2. Explain sport marketing theory and how it can be used in the sport industry to meet the wants and needs of the sport consumer
3. Recognize and design sport marketing research tools
4. Develop effective sport marketing plans based on data-driven decision making and time-tested marketing principles
5. Analyze case studies in sport to recognize sound marketing decisions and to articulate sport marketing solutions for various constituents
6. Evaluate the sport marketing strategies of professionals as well as fellow students through critiquing the professionals’ work and students’ assignments
7. Synthesize course material into a marketing plan for a sport organization

**ATTENDANCE REQUIREMENTS:**

Student enrolled in the University’s Virtual Campus should make every effort to participate fully in the class. In order to make up incomplete work, the student must explain the reason for the deficiency to the instructor, who will then determine whether the omitted work may be made up. When a student shows a lack of participation considered by the instructor to be excessive, the instructor will so advise the student. Any student who misses 25 percent or more of the class assignments will receive a grade of “F” in the course. Additional participation policies for each course, as defined by the instructor in the course syllabus, are considered a part of the university’s attendance policy.

**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.

**COURSE REQUIREMENTS & GRADING CRITERIA:**

1. **Discussion Board Forums (DB Forums) (50×4=200 points)** There will be four DB forums. Each one will be divided into two parts: (1) a post in response to the topic or question (30 points), this is due by Wednesday of the given week; (2) reply to two classmates’ posts (20 points). The post to the topic or question must be 300 to 500 words and must incorporate at least one resource (e.g. textbook or a scholarly journal). Each reply must be no less than 150 words. All posts must be made in accordance with current APA format.
2. **Article Review (50×4=200 points)** You will be expected to write four article reviews on the topic designated. Each article review cover one or two articles from professional journals. Your paper should be 2-3 pages, APA format. Please get help from writing center, if needed.
3. **Chapter Assignments (25×4=100 points)** You will be asked to complete four assignments selected from the given chapters.
4. **Case Study (25×4=100 points)** You are expected to complete four case studies during the whole semester.
5. **Semester-Long Project: Sport Marketing Plan (200 points)**

 ***Objective of Assignment***

You will choose (or create) an organization for which you will prepare a marketing plan, or perhaps just a ticket marketing sales and service plan. The purpose is for you to apply and synthesize the material presented on sport marketing during the semester so that you understand marketing principles applied to the sport environment.

***Elements of Assignment***

1. Provide a detailed description of the product or brand and the entities it is a part of.
2. Define the marketplace and the various segments that you wish to reach in that market in regard to customers and corporate partnerships. Be specific in stating how wants and needs are being met.
3. Present a SWOT analysis for the idea.
4. Describe the product and its extensions. Create a matrix for product positioning using price and level of excitement and price and level of performance in comparison with other sport products in the market. Provide a schedule.
5. Discuss strategy for pricing of tickets, concessions, and sponsorships.
6. Present an overview of sponsorship and signage inventory and opportunities for sponsors. Provide a list of inventory and prepare packages at different levels.
7. Present promotions that will be used to create awareness and increase the value of the experience.
* Explain how and where advertising will take place.
* Give personal selling strategies.
* Explain which and how promotions will reach various segments.
* Have season-long in-game promotions for halftimes and time-outs when applicable.
* For game promotions, include the contest that the promotion will be used for. You should have a promotion for all home games.
1. Present a diagram of place of distribution. Provide details on seating, concession stands, restrooms, parking, and so on. Why was the site selected?
2. Present the public relations strategies to be used.

***Assignment Requirements***

1. Each of the elements in the previous list is a subsection of the assignment. Designate these sections either in boldface type or on a separate title page.
2. The assignment should contain at least 13 pages up to whatever it takes to complete the plan.
3. Plans should be presented in APA format.
4. **Written Examinations (200 points)** Two exams, a midterm and a final, will be given during the semester to measure comprehension and application of the course material. The exam will cover the material presented in the chapters covered during that time. The final is NOT cumulative.

**Total Possible Points- 1000**

|  |  |
| --- | --- |
| DB Forums | 200 points (50×4) |
| Article Review  | 200 points (50×4) |
| Project: Sport Marketing Plan | 200 points |
| Chapter Assignments | 100 points (25×4) |
| Case Study | 100 points (25×4) |
| Written Examinations  | 200 points (100×2) |

**Grading Scale**

|  |  |
| --- | --- |
| **Grade** | **Points** |
| A | 900 – 1000 |
| B | 800 – 899 |
| C | 700 – 799 |
| D | 600 – 699 |
| F | 000 – 599 |

**University Grading System:**

A Cr for Credit

B NCR No Credit

C I Incomplete\*

D W for withdrawal

F WP Withdrawal Passing

 WF Withdrawal Failing X No grade given

 IP In Progress

A grade of “CR” indicates that credit in semester hours was granted but no grade or grade points were recorded.

**\***A grade of incomplete is changed if the work required is completed prior to the date indicated in the official University calendar of the next long term, unless the instructor designates an earlier date for completion. If the work is not completed by the appropriate date, the **I** is converted to the grade of **F**. An incomplete notation cannot remain on the student’s permanent record and must be replaced by the qualitative grade (A-F) by the date specified in the official University calendar of the next regular term.

**TENTATIVE SCHEDULE: (calendar, topics, assignments)**

|  |  |  |  |
| --- | --- | --- | --- |
| Week | Topic | Assignments | Points |
| 1 (2/26-3/4) | * **Introduction to sport marketing**
* **Strategic management**
 | * **Read:** Chapters 1 & 2
* **Assign semester-Long Project:** Your Marketing Plan
* **Case Study 1 (Chapter 2)**
* **DB Forum 1:** What is marketing myopia? How can it be avoided?
 | * 25
 |
| * 50
 |
|  |
| 2(3/5-3/11) | * **Sport consumer**
* **Analytics within sport marketing**
 | * **Read:** Chapters 3 & 4
 | * 25
* 50
 |
| * **Assignment 1:** Consumer Behavior
* **Article Review 1:** on sport consumer or analytics within sport marketing
* **Semester-Long Project:** Your Marketing Plan
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| 3(3/12-3/18) | * **Spring Break**
 | * **No Class**
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|  (3/19-3/25) | * **Market segmentation**
* **The sport product**
 | * **Read:** Chapters 5 & 6
* **Assignment 2:** (Chapter 6) Prepare an outline that shows at least three dimensions on which brand image differs between Nike, the World Wrestling Federation, and the WNBA.
* **DB Forum 2:** Discuss the four bases of segmentation in sport marketing
* **Semester-Long Project:** Your Marketing Plan
 | * 25
* 50
 |
| 4(3/26-4/1) | * **Branding**
* **Sales and service**
 | * **Read:** Chapters 7 & 8
* **Case Study 2** **(Chapter 7)**
* **Article Review 2:** on managing sport brands or sales and service
* **Semester-Long Project:** Your Marketing Plan
 | * 25
* 50
 |
| 5(4/2-4/8) |  | * **Midterm Exam (Chapters 1 – 8)**
 | * **100**
 |
| 6(4/9-4/15) | * **Engagement marketing and activation**
* **Promotion and paid media**
 | * **Read:** Chapters 9 &10
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| * **Assignment 3:** (Chapter 9) Sponsorship proposal
 | * 25
 |
| * **DB Forum 3:** Which commercial type was the most prevalent? Which commercial ad type was the most effective? Why?
 | * 50
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| * **Semester-Long Project:** Your Marketing Plan
 |  |
| 7(4/16-4/22) | * **Public relations**
* **Social media**
 | * **Read:** Chapters 11 & 12
 |  |
| * **Case Study 3:** (Chapter 11)
 | * 25
 |
|  | * **Article Review 3:** on public relations or social media
* **Semester-Long Project:** Your Marketing Plan
 | * 50
 |
| 8(4/23-4/29) | * **Place and delivering the sport product**
 | * **Read:** Chapters 13 & 14
 |  |
| * **Assignment 4:** (Chapter 14) Protect intellectual property
 | * 25
 |
| * **DB Forum 4:** Discuss the significance of product placement and distribution methods used in sport today
 | * 50
 |
|  | * **Semester-Long Project:** Your Marketing Plan
 |  |
| 9(4/30-5/6) | * **Putting it all together**
* **The shape of things to come**
 | * **Read: Chapters 15 & 16**
* **Case Study 4:** (Chapter 15)
* **Article Review 4:** any topic on sport marketing
* **Semester-Long Project:** Your Marketing Plan
 | * 25
* 50
 |
| 10(5/7-5/13) |  | * **Semester-Long Project *Due*: Your Marketing Plan**
 | * 200
 |
| 11(5/14-5/19) |  | * **Final Exam (Chapters 9 – 16)**
 | * **100**
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**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.

1. 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.*”

Source: <http://www.spcollege.edu/academichonesty/#plag>