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**WBUonline**

**School of Education**

**UNIVERSITY MISSION STATEMENT**

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 NUMBER & NAME:

EXSS 5301 VC01- Sport Marketing

## TERM:

Spring, 2019

## INSTRUCTOR:

Charles C. Huang

## CONTACT INFORMATION:

Office phone: 806-291-3791

WBU Email: huangc@wbu.edu

Cell phone: optional

## OFFICE HOURS, BUILDING & LOCATION:

Mon/Wed/Fri 1:00pm-5:00pm; Laney Center Room 204, WBU-Plainview

Tue/Thu 8:00am-10:00am; 1:00pm-3:00pm; Laney Center Room 204, WBU-Plainview

## COURSE MEETING TIME & LOCATION:

Meeting day & time: Feb. 25 – May 18; Virtual Campus online instruction via Blackboard

## 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.

## PREREQUISITE:

Graduate Standing

## REQUIRED TEXTBOOK AND RESOURCE MATERIAL:

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

## OPTIONAL MATERIALS

(Fill in from approved Textbook list)

## COURSE OUTCOMES AND COMPETENCIES:

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

Demonstrate usage of marketing terminology and theory related to the sport industry

Explain sport marketing theory and how it can be used in the sport industry to meet the wants and needs of the sport consumer

Recognize and design sport marketing research tools

Develop effective sport marketing plans based on data-driven decision making and time-tested marketing principles

Analyze case studies in sport to recognize sound marketing decisions and to articulate sport marketing solutions for various constituents

Evaluate the sport marketing strategies of professionals as well as fellow students through critiquing the professionals’ work and students’ assignments

Synthesize course material into a marketing plan for a sport organization

## ATTENDANCE REQUIREMENTS:

As stated in the Wayland Catalog, students enrolled at one of the University’s external campuses should make every effort to attend all class meetings. All absences must be explained to the instructor, who will then determine whether the omitted work may be made up. When a student reaches that number of absences considered by the instructor to be excessive, the instructor will so advise the student and file an unsatisfactory progress report with the campus executive director. Any student who misses 25 percent or more of the regularly scheduled class meetings may receive a grade of F in the course. Additional attendance policies for each course, as defined by the instructor in the course syllabus, are considered a part of the University’s attendance policy.

## STATEMENT ON PLAGIARISM & ACADEMIC DISHONESTY:

Wayland Baptist University observes a zero tolerance policy regarding academic dishonesty. Per university policy as described in the academic catalog, all cases of academic dishonesty will be reported and second offenses will result in suspension from the university.

## 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 and GRADING CRITERIA:

**(Include information about term papers, projects, tests, presentations, participation, reading assignments, etc. and how many points or what percentage of the final grade each of these components or assignments is worth)**

**Include Grade Appeal Statement**: “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 Vice President of Academic Affairs/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.”

**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.

**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.

**Chapter Assignments (25×4=100 points)** You will be asked to complete four assignments selected from the given chapters.

**Case Study (25×4=100 points)** You are expected to complete four case studies during the whole semester.

**Semester-Long Project: Sport Marketing Plan (200 points)**

***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.

**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**

| **Assignments** | **Points** |
| --- | --- |
| 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 |

## TENTATIVE SCHEDULE

| Week | Topic | Assignments | Points |
| --- | --- | --- | --- |
| 1  (2/25-3/3) | * **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  (3/4-3/10) | * **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 |
|  |
| 3  (3/11-3/17) | * **Spring Break** | * **No Class** |  |
| (3/18-3/24) | * **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  (3/25-3/31) | * **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  (4/1-4/7) |  | * **Midterm Exam (Chapters 1 – 8)** | * **100** |
| 6  (4/8-4/14) | * **Engagement marketing and activation** * **Promotion and paid media** | * **Read:** Chapters 9 &10 |  |
| * **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 |
| * **Semester-Long Project:** Your Marketing Plan |  |
| 7  (4/15-4/21) | * **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  (4/22-4/28) | * **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  (4/29-5/5) | * **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  (5/6-5/12) |  | * **Semester-Long Project *Due*: Your Marketing Plan** | * 200 |
| 11  (5/13-5/18) |  | * **Final Exam (Chapters 9 – 16)** | * **100** |

## ADDITIONAL INFORMATION

Faculty may add additional information if desired.