

DEREE COLLEGE SYLLABUS FOR: SM 3102 SPORTS MARKETING

(Previously SM 3002 Sports Marketing)
(updated, Fall 2021)

UK LEVEL: 5
UK CREDITS: 15
US CREDITS: 3/0/3

PREREQUISITES:	MK 2030 Introduction to Marketing						
CATALOG DESCRIPTION:	Marketing concepts and processes, and their relationship to the sports industry; key marketing decision areas in product/service/brand development, pricing, distribution and promotion as they relate to sports marketing.						
RATIONALE:	The globalization and commercialization of sport are closely linked to the application of marketing principles in attracting participants, viewers and sponsors to sport practice and events and the building of brands in terms of products, services and athletes. While marketing principles remain universal, their application in sports requires adaptation in theory and skill in application.						
LEARNING OUTCOMES:	On successful completion of the module, the student should be able to: <ol style="list-style-type: none"> 1. Explain the principal concepts and theories of sports marketing and demonstrate the importance of sports marketing for all relevant organizations. 2. Analyze the fundamental concepts of marketing with emphasis on marketing research and consumer behavior in the presence of ethical issues related to sports marketing. 3. Apply marketing theory concepts in the context of sports-related product or services. 						
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: <ul style="list-style-type: none"> • Class lectures. • Analysis and discussion of cases and assignments on sports marketing issues. • Major Written Project (group): Students develop and present in groups a marketing plan for a selected sports product or service. • Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture material, case studies or project. • Use of a Blackboard, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources. 						
ASSESSMENT:	<p>Summative:</p> <table border="1" style="width: 100%;"> <tr> <td>First Assessment: In-class written examination (One-hour closed-book essay-type questions on core issues)</td> <td style="text-align: center;">40%</td> </tr> <tr> <td>Final Assessment: Term Project (Group of 2-4 students, Written Project Report 3,600-4,400 words and Group Presentation)</td> <td style="text-align: center;">60%</td> </tr> </table> <p>Formative:</p> <table border="1" style="width: 100%;"> <tr> <td>Coursework: In-class discussion of cases, articles; Homework tasks, Mock Exam</td> <td style="text-align: center;">0%</td> </tr> </table> <p>The formative and coursework assessments aim to prepare students for the summative assessments. The first assessment tests Learning Outcomes 1 and 2. The final assessment tests Learning Outcome 3.</p> <p>Students are required to resit any failed assessments in this module.</p>	First Assessment: In-class written examination (One-hour closed-book essay-type questions on core issues)	40%	Final Assessment: Term Project (Group of 2-4 students, Written Project Report 3,600-4,400 words and Group Presentation)	60%	Coursework: In-class discussion of cases, articles; Homework tasks, Mock Exam	0%
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Coursework: In-class discussion of cases, articles; Homework tasks, Mock Exam	0%						

<p>INDICATIVE READING LIST:</p>	<p>REQUIRED MATERIAL:</p> <ul style="list-style-type: none"> Shank, M.D. & Lyberger, M.R. (2014) <i>Sports Marketing: A Strategic Perspective</i>, 5th Edition, Routledge Fetchko, M., Roy, D. P., & Clow, K. E. (2016). <i>Sports marketing</i>. Routledge. <p>RECOMMENDED READING:</p> <p>A. BOOKS</p> <ul style="list-style-type: none"> Beech, J. & Chadwick, S. (2007) <i>The Marketing of Sport</i>. Prentice Hall. Funk, D. (2008) <i>Consumer Behaviour in Sport and Events: Marketing Action (Sports Marketing)</i>, Oxford, UK: Elsevier. Pitts, B. G. & Stotlar, D. K. (2013) <i>Fundamentals of Sport Marketing</i>, Morgantown, WV: Fitness Information Technology. Rein, I., Kotler, P. & Shields, B.R. (2006) <i>The Elusive Fan: Reinventing Sports in a Crowded Marketplace</i>, New York, NY: McGraw Hill. <p>B. ARTICLES</p> <ul style="list-style-type: none"> Constantinescu, M., Căescu, Ș. & Ploșteanu, M. (2012) “Strategic marketing planning in sports: A perspective of quality of life improvement”, <i>Annals of The University of Oradea, Economic Science Series</i>, 21(2), 807-812. Doyle, J. P., Kunkel, T., & Funk, D. C. (2013). <i>Sports spectator segmentation: examining the differing psychological connections among spectators of leagues and teams</i>. <i>International Journal of Sports Marketing and Sponsorship</i>, 14(2), 20-36. Gorse, S., Chadwick, S. & Burton, N. (2010) “Entrepreneurship through sports marketing: A case analysis of Red Bull in sport”, <i>Journal of Sponsorship</i>, 3(4), 348-357. Fullerton, S. & Merz, G.R. (2008) “The Four Domains of Sports Marketing: A Conceptual Framework”, <i>Sport Marketing Quarterly</i>, 17(2), 90-108. Funk, D., Lock, D., Karg, A., & Pritchard, M. (2016). Sport consumer behavior research: Improving our game. <i>Journal of Sport Management</i>, 30(2), 113-116 Mason, D.S. (1999) “What is the sports product and who buys it? The marketing of professional sports leagues”, <i>European Journal of Marketing</i>, 33(3/4), 402-418. Ratten, V. & Ratten, H. (2011). International sport marketing: practical and future research implications. <i>Journal of Business & Industrial Marketing</i>, 26(8), 614-620.
<p>COMMUNICATION REQUIREMENTS:</p>	<p>Use of appropriate academic conventions as applicable in oral and written communications.</p>
<p>SOFTWARE REQUIREMENTS:</p>	
<p>WWW RESOURCES:</p>	<p>Students are expected to use the internet at their own discretion to select information on the project. Useful sources include:</p> <p>www.nassm.com www.inderscience.com www.imrpublicorshipations.com www.nassm.com www.marketingpower.com www.easm.net www.sportmarketingassociation.net</p>
<p>INDICATIVE CONTENT:</p>	<ol style="list-style-type: none"> The concept of marketing Understanding the sports consumers: participants, fans and viewers Research tools for sports marketing Ethics and sports marketing Segmentation and differentiation principles Developing and managing sports products Promotion principles

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| | <ol style="list-style-type: none">8. Pricing principles9. Distribution principles10. Implementing and controlling the marketing process |
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