DEREE COLLEGE SYLLABUS FOR:	
SM 4108 SPORTS PROMOTION AND SOCIAL MEDIA – LEVEL 6 (Compulsory) (Revised Summer 2017)	**US CREDITS: 3/0/3** **UK CREDITS: 15**
PREREQUISITES:	SM 3002 Sports Marketing
CATALOG DESCRIPTION:	Theories and methods in the broad field of sport communication; sports consumer and business markets; sports sponsorship and partnership; marketing in traditional (offline) and digital (web marketing, social media and mobile applications) modes to create integrated communication plans.
RATIONALE:	Sports promotion, through sports sponsorship and marketing communications, has increased in importance over the last few years due to the need to create revenues and to disconnect from state funded sources. The module concentrates primarily on the objectives of marketing communication of brands (that can refer to products, teams, venues and athletes) that invest in sport promotion and the strategies and tools to achieve these objectives. The approach combines the advancement of new methods of promotion through traditional offline methods and digital methods with emphasis to social media to attract participants (athletes), buyers (fans) and sponsors.
LEARNING OUTCOMES:	On successful completion of the module, the student should be able to: 1. Evaluate the theory pertaining to issues in sports promotion and sponsorship and formulate appropriate communication strategies within a sport industry setting, for a team or product. 2. Explain the fundamental concepts and processes of marketing promotion and communication in sport and evaluate the role of social media in the promotion of sports. 3. Explain and evaluate different types of sports promotion and communication strategies with emphasis on sport sponsorship and social media and the targets they are relevant for.
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: In congruence with the teaching and learning strategy of the college, the following tools are used: ➢ Class lectures. ➢ Analysis and discussion of cases and assignments on sports marketing issues. ➢ Major Written Project (group): Students develop and present in groups a communication strategy and plan for a selected product in the sports industry (a team or a product brand, as selected by the instructor) ➢ 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 learning platform, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources.

ASSESSMENT:

In-class, 1-hour, "diagnostic" test - **formative**	0%	Essay-type questions
Coursework - **formative**	0%	Discussion of cases and articles
Written Examination (1-hour, comprehensive) - **summative**	40%	Essay-type questions
Group Project and Presentation - **summative**	60%	Group, 4000-5000 words

The formative assessments aim to prepare students for the summative assessments.
The Major Written Project tests Learning Outcome 1.
The Final Examination tests Learning Outcomes 2 and 3.

INDICATIVE READING LIST:

REQUIRED MATERIAL:

Lagae, W. (2005) *Sports Sponsorship and Marketing Communications: A European Perspective.* Essex, UK: Pearson Education Limited.

Newman, T., Peck, J. & Harris C. (2013) *Social Media in Sport Marketing*, Scottsdale, AZ: Holcomb Hathaway Publishers.

RECOMMENDED READING :

A. Books

Pelsmacker, P., Geuens, M. & van den Bergh, J. (2007) *Marketing Communications: A European perspective,* 4th Edition, Essex, UK: Pearson Education Limited.

Shank, M. (2008) *Sports Marketing: A Strategic Perspective,* 4th Edition, Upper Saddle River, NJ: Pearson.

Shilbury, D., Westerbeek, H., Quick, S. & Funk, D. (2009*) Strategic Sport Marketing,* Crows Nest, AU: Allen and Unwin.

B. Articles

Ferrier, S., Waite, K. & Harrison, T. (2013) "Sports sponsorship perceptions: An exploration", *Journal of Financial Services Marketing*, 18(2), 78-90.

Farrelly, F. (2010) "Not Playing the Game: Why Sport Sponsorship Relationships Break Down", *Journal of Sport Management*, 24(3), 319-337.

Hutchins, B. & Rowe, D. (2010) "Reconfiguring Media Sport for the Online World: An Inquiry Into "Sports News and Digital Media"", *International Journal of Communication*, 4, 696-718.

Moore, A. J. (2011) "Go for the goal: How pro sports teams score with social media", *Public Relations Tactics*, 18(3), 11.

Pronschinske, M., Groza, M. & Walker, M. (2012) "Attracting Facebook Fans': The Importance of Authenticity and Engagement as a Social Networking Strategy for Professional Sport Teams", *Sport Marketing Quarterly*, 21(4), 221-231.

Price, J., Farrington, N. & Hall, L. (2013) "Changing the game? The impact of Twitter on relationships between football clubs, supporters and the sports media", *Soccer & Society*, 14(4), 446-461.

Schultz, B. & Sheffer, M. (2011) "Factors Influencing Sports Consumption in the Era of New Media", *Web Journal Of Mass Communication Research*, 37. Retrieved from http://www.scripps.ohiou.edu/wjmcr/vol37/.

COMMUNICATION REQUIREMENTS:	Written project submitted in Word using proper professional English.
SOFTWARE REQUIREMENTS:	Word, Excel, Powerpoint Internet, Blackboard
WWW RESOURCES:	Students are encouraged to research their own internet sources Some indicative online sources can be Students are encouraged to do their own research online, to be reflected in their project resources and Final examination support Some suggestions are: Journal of Sports Management *www.nassm.com* Journal of Sports Management and Marketing *www.inderscience.com* Journal of Sports Marketing and Sponsorship *www.imrpublicorship*ations.com North American Association of Sports Management *www.nassm.com* Sport Marketing Quarterly *www.marketingpower.com* European Association of Sport Management *www.easm.net* Sport Marketing Association *www.sportmarketingassociation.net*
INDICATIVE CONTENT:	1. Overview of principles of marketing and communication as they relate to the sport industry 2. Target audiences (consumers, athletes, businesses) 3. Sport integrated communication 4. Sport sponsorship 5. Sport web marketing 6. Social media marketing 7. Design and implementation of campaigns