

**DEREE COLLEGE SYLLABUS FOR: SM 4208 SPORTS PROMOTION AND SOCIAL MEDIA**

(Previously SM 4108 Sports Promotion and Social Media)  
 (updated, Fall 2021)

**UK LEVEL: 6**  
**UK CREDITS: 15**  
**US CREDITS: 3/0/3**

<b>PREREQUISITES:</b>	SM 3102 Sports Marketing MK 2030 Introduction to Marketing
<b>CATALOG DESCRIPTION:</b>	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.
<b>RATIONALE:</b>	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 through traditional offline methods and digital methods with emphasis to social media 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.
<b>LEARNING OUTCOMES:</b>	<p>On successful completion of the module, the student should be able to:</p> <ol style="list-style-type: none"> <li>1. Reflect on theoretical frameworks and issues pertaining to sports promotion via traditional and digital modes.</li> <li>2. Evaluate different types of sports promotion and communication tools and platforms with emphasis on sport sponsorship and social media.</li> <li>3. Apply relevant theoretical concepts pertaining to sports promotion and sponsorship in the formulation of appropriate communication strategies for sports offerings.</li> </ol>
<b>METHOD OF TEACHING AND LEARNING:</b>	<p>In congruence with the teaching and learning strategy of the college, the following tools are used:</p> <ul style="list-style-type: none"> <li>• Class lectures.</li> <li>• Analysis and discussion of cases and assignments on sports marketing issues.</li> <li>• Term 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)</li> <li>• 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.</li> <li>• Use of a Blackboard, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources.</li> </ul>

<p><b>ASSESSMENT:</b></p>	<p><b>Summative:</b></p> <table border="1" data-bbox="581 121 1469 304"> <tr> <td data-bbox="589 121 1349 199"> <p><b>First Assessment:</b> In-class written examination (One-hour closed-book essay-type questions on core issues)</p> </td> <td data-bbox="1357 121 1461 199"> <p><b>40%</b></p> </td> </tr> <tr> <td data-bbox="589 205 1349 294"> <p><b>Final Assessment:</b> Term Project (Group of 2-4 students, Written Project Report 4,000-5,000 words and Group Presentation)</p> </td> <td data-bbox="1357 205 1461 294"> <p><b>60%</b></p> </td> </tr> </table> <p><b>Formative:</b></p> <table border="1" data-bbox="581 363 1469 420"> <tr> <td data-bbox="589 363 1349 420"> <p>Coursework: In-class discussion of cases, articles; Homework tasks, Mock Exam</p> </td> <td data-bbox="1357 363 1461 420"> <p><b>0%</b></p> </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>	<p><b>First Assessment:</b> In-class written examination (One-hour closed-book essay-type questions on core issues)</p>	<p><b>40%</b></p>	<p><b>Final Assessment:</b> Term Project (Group of 2-4 students, Written Project Report 4,000-5,000 words and Group Presentation)</p>	<p><b>60%</b></p>	<p>Coursework: In-class discussion of cases, articles; Homework tasks, Mock Exam</p>	<p><b>0%</b></p>
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<p><b>INDICATIVE READING LIST:</b></p>	<p><b>REQUIRED MATERIAL:</b></p> <ul style="list-style-type: none"> <li>• Cornwell, T. B. (2014). <i>Sponsorship in marketing: Effective Communication through Sports, Arts and Events</i>. Routledge.</li> <li>• Newman, T., Peck, J. &amp; Harris C. (2013). <i>Social Media in Sport Marketing</i>, Scottsdale, AZ: Holcomb Hathaway Publishers.</li> </ul> <p><b>RECOMMENDED READING:</b></p> <p><b>A. BOOKS</b></p> <ul style="list-style-type: none"> <li>• Lagae, W. (2005) <i>Sports Sponsorship and Marketing Communications: A European Perspective</i>. Essex, UK: Pearson Education Limited</li> <li>• Pelsmacker, P., Geuens, M. &amp; van den Bergh, J. (2007) <i>Marketing Communications: A European perspective</i>, 4th Edition, Essex, UK: Pearson Education Limited.</li> <li>• Shank, M.D. &amp; Lyberger, M.R. (2014) <i>Sports Marketing: A Strategic Perspective</i>, 5th Edition, Routledge</li> <li>• Shilbury, D., Westerbeek, H., Quick, S. &amp; Funk, D. (2009) <i>Strategic Sport Marketing</i>, Crows Nest, AU: Allen and Unwin.</li> </ul> <p><b>B. ARTICLES</b></p> <ul style="list-style-type: none"> <li>• Alonso Dos Santos, M., Calabuig Moreno, F., Rejón Guardia, F., &amp; Pérez Campos, C. (2016). Influence of the virtual brand community in sports sponsorship. <i>Psychology &amp; Marketing</i>, 33(12), 1091-1097.</li> <li>• Baena, V. (2016). Online and mobile marketing strategies as drivers of brand love in sports teams: Findings from Real Madrid. <i>International Journal of Sports Marketing and Sponsorship</i>, 17(3), 202-218.</li> <li>• Ferrier, S., Waite, K. &amp; Harrison, T. (2013). "Sports sponsorship perceptions: An exploration", <i>Journal of Financial Services Marketing</i>, 18(2), 78-90.</li> <li>• Farrelly, F. (2010). "Not Playing the Game: Why Sport Sponsorship Relationships Break Down", <i>Journal of Sport Management</i>, 24(3), 319-337.</li> <li>• Herrmann, J. L., Kacha, M., &amp; Derbaix, C. (2016). "I support your team, support me in turn!". The driving role of consumers' affiliation with the sponsored entity in explaining behavioral effects of sport sponsorship leveraging activities. <i>Journal of Business Research</i>, 69(2), 604-612.</li> <li>• Hutchins, B. &amp; Rowe, D. (2010) "Reconfiguring Media Sport for the Online World: An Inquiry into "Sports News and Digital Media"", <i>International Journal of Communication</i>, 4, 696-718.</li> <li>• Moore, A. J. (2011). "Go for the goal: How pro sports teams score with social media", <i>Public Relations Tactics</i>, 18(3), 11.</li> </ul>						

	<ul style="list-style-type: none"> <li>• Parganas, P., Anagnostopoulos, C., &amp; Chadwick, S. (2015). 'You'll never tweet alone': Managing sports brands through social media. <i>Journal of Brand Management</i>, 22(7), 551-56</li> <li>• Pronschinske, M., Groza, M. &amp; Walker, M. (2012). "Attracting Facebook Fans': The Importance of Authenticity and Engagement as a Social Networking Strategy for Professional Sport Teams", <i>Sport Marketing Quarterly</i>, 21(4), 221-231.</li> <li>• Price, J., Farrington, N. &amp; Hall, L. (2013) "Changing the game? The impact of Twitter on relationships between football clubs, supporters and the sports media", <i>Soccer &amp; Society</i>, 14(4), 446-461.</li> </ul>
<b>COMMUNICATION REQUIREMENTS:</b>	Use of appropriate academic conventions as applicable in oral and written communications.
<b>SOFTWARE REQUIREMENTS:</b>	
<b>WWW RESOURCES:</b>	<p>Students are expected to use the internet at their own discretion to select information on the project. Useful sources include:</p> <p><a href="http://www.nassm.com">www.nassm.com</a>  <a href="http://www.inderscience.com">www.inderscience.com</a>  <a href="http://www.imrpublicorshipations.com">www.imrpublicorshipations.com</a>  <a href="http://www.nassm.com">www.nassm.com</a>  <a href="http://www.marketingpower.com">www.marketingpower.com</a>  <a href="http://www.easm.net">www.easm.net</a>  <a href="http://www.sportmarketingassociation.net">www.sportmarketingassociation.net</a></p>
<b>INDICATIVE CONTENT:</b>	<ol style="list-style-type: none"> <li>1. Overview of principles of marketing and communication as they relate to the sport industry</li> <li>2. Target audiences (consumers, athletes, businesses)</li> <li>3. Sport integrated communication</li> <li>4. Sport sponsorship</li> <li>5. Personal branding in sport</li> <li>6. Sport web marketing</li> <li>7. Social media marketing</li> <li>8. Design and implementation of campaigns</li> </ol>