**Sports Marketing Course**

Welcome to the Sports Marketing Course! This undergraduate course provides a comprehensive introduction to the principles and practices of sports marketing. Designed for undergraduate students at the Southern University and A&M School of Business, looking to enter the sports industry, this course combines theoretical foundations with practical applications.

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**Course Overview**

This course explores essential topics in sports marketing, including market analysis, product management, promotional strategies, and the strategic implementation of marketing plans. Through a combination of lectures, discussions, and real-world case studies, students will gain a solid understanding of how sports organizations engage with their audiences and manage their brands.

**Course Syllabus**

**Part I: Foundation of Sports Marketing**

1. **Emergence of Sports Marketing**: Understanding the origins and development of sports marketing.
2. **Contingency Framework for Strategic Sports Marketing**: Introduction to strategic frameworks used in sports marketing.

**Part II: Understanding the Market**

1. **Research Tools for Understanding Sports Consumers**: Techniques and tools for analyzing sports consumers.
2. **Understanding Participants as Consumers**: Insights into the behavior of sports participants.
3. **Understanding Spectators as Consumers**: Analyzing the motivations and behaviors of sports fans.
4. **Segmentation, Targeting, and Positioning**: Strategies for segmenting and targeting sports markets.

**Part III: Developing the Sports Marketing Mix**

1. **Sports Product Concepts**: Overview of sports products and services.
2. **Managing Sports Products**: Strategies for managing and enhancing sports products.
3. **Promotion Concepts**: Fundamentals of promotion in sports marketing.
4. **Promotion Mix Elements**: Detailed look at the various elements of the promotion mix.
5. **Sponsorship Programs**: Understanding and creating effective sponsorships.
6. **Pricing Concepts and Strategies**: Approaches to pricing in sports marketing.

**Part IV: Strategic Implementation and Control**

1. **Implementing and Controlling the Strategic Sports Marketing Process**: Techniques for executing and evaluating sports marketing strategies.

**Class Discussions and Debates**

Engage in lively discussions and debates on current issues in sports marketing:

* **The Impact of Social Media on Sports Marketing**
* **Economic Effects of Major Sports Events**
* **Ethical Considerations in Athlete Endorsements**
* **Innovations in Fan Engagement**
* **Trends in Sports Merchandise Marketing**
* **Post-Pandemic Changes in Sports Sponsorship**
* **The Role of Streaming in Sports Broadcasting**
* **Advancements in Gender Equality in Sports Marketing**
* **The Use of Data Analytics in Sports Marketing**
* **The Influence of NIL Rights on College Athletics**

**Case Studies**

Explore real-world case studies to connect theory with practice:

* **The Growth of Esports Sponsorships**: Examining the rise and impact of esports on traditional sports.
* **Nike's "Move to Zero" Initiative**: Analyzing Nike’s sustainability efforts in sports marketing.
* **Challenges Faced by the Tokyo 2020 Olympics**: Understanding the marketing and operational challenges during the pandemic.

**How to Access the Course Page**

View the course page and additional resources online: Sports Marketing Course Page

**Instructor Information**

For questions or additional information, please contact:

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| Class Meeting: | Tuesday & Thursday, 9:30 a.m. – 10:50 a.m. Room 213, T.T. Allain Hall |

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