

Ivey Online Course Proposal

Length: 2-4 pages

Submission Deadline: Rolling basis

Submit to: Rene Frey, rfrey@ivey.ca

Course Proposal: The Business of Marketing in Sport

Faculty Name: Matthew Diamond

Highlight the Course Format:

Cohort: 5 weeks, 30-40 hours, Guest speakers (Yes/No)

Proposed Enrolment: 50 students

Blackout Dates: NA

Executive Summary

The Business of Marketing in Sport is a first-of-its-kind course at Ivey, designed to fill a significant gap in the current Ivey curriculum by exploring the fast-growing, high-stakes world of the business of sport. Anchored by exclusive access to top-tier sports industry executives and led by one of Canada's foremost experts in the field, this course delivers real-world insight into how sport is marketed, monetized, and strategically leveraged. From media rights and live content to sponsorships and athlete branding, students will engage with the leaders who drive the business of sport in Canada and globally.

Faculty Leadership

Matthew Diamond is a Lawrence Tapp–nominated Ivey MBA and AMBA faculty member with over a decade of teaching experience. He is also recognized as one of Canada's thought leaders in sports marketing. His background includes leadership roles at the **NHL Players' Association**, where he managed major sponsorship and marketing

programs. He later transitioned into the agency world, where he personally conceptualized and sold **Kraft Hockeyville** to CBC, the NHL, and NHLPA — now one of the most successful and longest-running sports marketing campaigns in Canadian history. As Chief Growth Officer of **BIG Digital**, a marketing technology company, he continues to work with major organizations such as the **NHL, NBA, NFL, PGA, MLSE**, and other premier brands across North America.

Course Objectives

By the end of the course, students will:

- Understand the core revenue drivers and marketing strategies in sport.
- Analyze the business models behind media rights, live content, and fan engagement.
- Evaluate the structure and effectiveness of sports sponsorship programs.
- Explore the explosive growth of women's sports and related brand investment.
- Gain strategic insights into athlete branding and endorsement negotiations.
- Develop critical frameworks to assess emerging trends like sports betting and experiential tech.

Course Themes & Guests (Optional)

Each week will feature an immersive, real-world case study, led or co-facilitated by an executive leader. Confirmed or prospective guest contributors include:

- **Live Content & Media:** Executive from Bell Media / TSN / RDS
- **Sports Betting Marketing:** *Andrew Sneyd*, EVP of Brand & Marketing at FanDuel
- **Athlete Branding & Endorsements:** Senior sports agent
- **League & Team Marketing Strategy:** *Keith Pelley*, CEO, OR other senior executive at MLSE
- **Golf Industry & Inclusion:** *Don Rea*, President, PGA of America + *Niki da Silva*, CPO, Golf Canada

- **Legacy, History & Sport Culture:** *Mike Gartner*, Chair, Hockey Hall of Fame

Course Format & Assessment

Structure:

- 5 Weekly Modules (Live Sessions + Pre-readings + Speaker Q&A)
- Executive-led case walkthroughs and panel discussions
- Group project: students develop a marketing plan or campaign for a sport property, team, or event

Strategic Importance to Ivey

- **Curricular Differentiation:** Ivey currently lacks any offering focused on sport, despite the significant global and national relevance of the industry.
- **High Demand:** A growing number of MBA candidates express interest in sport marketing careers. This course offers a gateway to that world.
- **Reputation Building:** Partnering with prominent executives elevates Ivey's position as a thought leader in applied, real-world business education.

Market Demand & Industry Impact

The global sports industry is forecast to reach **\$635–862 billion by 2029/2033**, with a projected CAGR of 5.8% to 6.3%. In Canada alone, sports sponsorship accounts for over **\$1.1 billion** annually, with over 60% allocated to sport (Source: Canadian Sponsorship Landscape Study, 2023).

Women's sports are also rapidly growing, with new investments in teams, leagues, media, and marketing. The course will position students to enter this market with advanced strategic awareness.

Competitive Landscape & Ivey's Differentiation:

While several institutions offer sports management or business programs, none provide the depth and caliber of real-world, executive-level instruction proposed here.

- **Brock University (MSM) and Humber Polytechnic (Sport Business Management)** offer strong foundational programs but typically rely on academic faculty or general guest speakers.
- Prestigious global programs like the **FIFA Master** offer broad coverage across management, law, and humanities, and **GIS (MSc Sports Marketing & Media)** focuses specifically on marketing and media, including some contemporary issues like gambling.

Future Expansion or Revenue Opportunities (Optional)

Phase 2 Expansion: A premium tier (\$2,500 per student) will include access to exclusive networking dinners with course executives, aligned with major events like the Retail Council of Canada Gala or Right to Play dinners. This dual-stream offering would attract broader professional audiences and generate new revenue for the school.

Conclusion

The Business of Marketing in Sport is more than a course; it is a strategic platform for Ivey to lead in an industry undergoing seismic change. It will deliver differentiated value to students, forge enduring ties with industry leaders, and reinforce Ivey's place at the forefront of real-world business education.