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American Public University System

The Ultimate Advantage is an Educated Mind

Sports Management
Course # SPHE 413
Sports Marketing
Credit Hours 3
Length of Course 8 weeks
Prerequisite(s): None

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Instructor Information

([Biography](#))

Instructor:

Email:

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Course Description (Catalog)

This course focuses on the promotions, public relations, and advertising and other marketing functions involved in the multi-billion dollar sports industry. The course provides research, case, analysis, and other opportunities to learn of the effective principles, theories, practices, and methods involved with all aspects of sports communications.

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Course Scope

This course will be an 8 week course that will have a broad overview of sports marketing techniques. This course will focus on the on the basic fundamentals of sports marketing as well as marketing with regards to college and amateur sports, professional sports, and legal issues of sports marketing. Throughout the course the student will become familiar with marketing techniques that sports teams use. Ideas such as promotion, public relations, advertising, and sponsorship will be explored in this course. The student will use case studies to learn techniques used with sports marketing. Furthermore, through discussion topics the student will focus on reinforcing topics presented in the class as well as current event topics in sports. With current events the student will be asked to use the internet and publications to find topics about sport marketing. The internet is a powerful resource with sports in general. Through this course the student will be challenged to think outside the box to increase their knowledge of sports and marketing.

The student will also get a better understanding of career options with sports marketing. This will include discussions of internships and entry-level positions with sports marketing. Students will learn from class readings, studying current trends and issues in the industry as well as online learning. Also, students will learn about the importance of contacts in the industry by doing a term paper that utilizes contacting a professional as well as researching that position. Through this course the student will gain a realistic perspective of the sports marketing industry.

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Course Objectives

The successful student will fulfill the following objectives:

To learn of the special nature of sport marketing.

To become aware of strategic marketing management geared towards sport consumers and sport consumer behavior.

To become familiar with sport market segmentation, licensed products, and branded merchandise.

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To recognize strategies in promotions, pricing, place, and production distribution, public relations (5 p's).

To learn the cross impacts of the marketing mix and the legal aspects of the sports marketing.

To recognize the importance of sport sponsorship.

Students will be able to look towards the future of sports marketing.

In addition to educational objectives common to most college-level courses, this course seeks to develop within the student an introductory level of knowledge, skill, and appreciation for those concepts identified in the course description.

To motivate and encourage good class participation. This will enable the student to acquire a sense of discipline that is necessary for successful academic endeavor.

To provide the student with a fundamental knowledge of sports marketing and the role that it plays in our society.

Through the use of assigned case studies/projects the student will draw inferences and conclusions from source materials provided by the instructor.

A project and written assignments will provide the student with the opportunity to view specific situations from the consumer, as well as the organizational perspective.

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Course Delivery Method

This B.A. in Sports Marketing course delivered via distance learning will enable students to complete academic work in a flexible manner, completely online. Course materials and access to an online learning management system will be made available to each student.

Online assignments are due by the last day of each week and include Discussion Board questions (accomplished in groups through a threaded discussion board), examinations and quizzes (graded electronically), and individual assignments (submitted for review by the Faculty Member). Assigned faculty will support the students throughout this eight-week course.

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Course Materials

Required Text(s)

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Kaser, K. & Oelkers, D. B., 2008. Sports and entertainment marketing. Thomson South-Western. ISBN 13: 978-0-538-44514-6

Materials that will be used on the internet.

Bevilaqua, John. (2006). *Just Exactly What is Sports Marketing?* Retrieved March 28, 2006 from <http://sportsupplement.org/article/just-exactly-what-sports-marketing>

Carter, David,, and Rovell, D. (2003). *It's a Homerun: Customer Service Greatness in the Minor Leagues*. Retrieved March 15, 2006 from <http://www.informit.com/articles/article.asp?p=32095&rl=1>

College Grad.com (2006). Retrieved March 21, 2006 from <http://www.collegegrad.com/entryleveljob/entrylevelsportsmarketingjobs.shtml>

Daniel, Diann. (2006). *NASCAR'S Sponsorship Overdrive: Explosive growth and a fan base with hardcore brand loyalty mean more companies are speeding into NASCAR sponsorship fast lane.*

Hixson, Thomas. (2005). *Price and Non-price Promotions in Minor League Baseball and the Watering Down Effect*. Retrieved March 15, 2006 from <http://www.thesportjournal.org/2005Journal/Vol8-No4/hixson1.asp>

Horror, Rick. *Gold standard NFL: Marketing challenges at Super Bowl XXXIX*. Retrieved March 15, 2006 from <http://cbs.sportsline.com/general/story/8141609>

Johnson, Roy., and Harrington, Ann (2003). *The World's Greatest Basketball Player is Also One of Its Great Brands. What is His Impact on the Economy?* Retrieved March 15, 2006 from <http://bss.sfsu.edu/fischer/IR%20305/Readings/jordan.htm>

Lamb, Gregory. (2004). *Will technology ruin sports?: Highlights on cellphones and online fantasy teams alter how fans view games*. Retrieved on March 21, 2006. <http://www.csmonitor.com/2004/1216/p13s01-stct.html>

Marketing & Endorsements : Sports Unlimited. Retrieved March 21, 2006 from <http://www.sports-management.com/SportsUnlimited.htm>

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Maruca, Christopher. *Sports Marketing and Management Industry Guide*. Retrieved March 28, 2006 from <http://www.libraries.psu.edu/business/industryguides/sports/default.htm>

Mesa, Alycia. (2005). *Favored to Win: Branding Professional Sports*. Retrieved March 15, 2006 from http://www.brandchannel.com/features_effect.asp?pf_id=264

NCAA News: Market. (2006). Retrieved March 21, 2006 from <http://ncaa.thetask.com/market/jobs/browse.php>

NFL and United Way. (2006). Retrieved March 21, 2006 from <http://www.uwsect.org/collaborations/nfl.html>

Robinson, Byran. (2005). *Kobe Bryant's Image Forever Tarnished?* Retrieved March 21, 2006 from <http://abcnews.go.com/US/Sports/story?id=90477&page=1>

Troy, Mike. (2005). *Marketing Pace Revs Up at Office Depot*. Retrieved March 15, 2006 from http://www.findarticles.com/p/articles/mi_m0FNP/is_2_44/ai_n10016829

Villanova Sports Marketing Association. (2006). Retrieved March 15, 2006 from <http://villanova.collegesports.com/ot/promos/spec-rel/nova-sma.html>

Warrick Dunn Foundation. (2006). Retrieved March 21, 2006 from <http://www.warrickdunnfoundation.org/>

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Evaluation Procedures

This course will be evaluated by using discussion post of an article review, case studies, term paper and final exam.

1. Discussion Post and Participation. Each week students will post a discussion as instructed by the professor under the Forum. This post should be at least 2 paragraphs in length. Also, students will be required to interact with their fellow classmates by responding to their posts. Interaction is vital to success of the class. The weekly discussion post and participation will be approximately 50% of the total grade.
2. Case Studies. Instead of weekly quizzes the students will write a review of a case study. In the book there are case studies at the end of each chapter. These may be the case studies used or the professor may pick a particular case to be studied. The student will write up to 1 page on the study explaining the

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importance of the study to the material being learned as well as the student's thoughts on how the particular sports organization could have improved their marketing strategies. Also, the student should discuss the positive marketing techniques of the study. The case studies will be approximately 40% the final grade. Please include a title page for your case studies and marketing plan.

3. Marketing Plan. For the paper you will develop the marketing plan for a new sports team. You can pick what sport you want this new team to be in and what city this team will be from. Pick one aspect of marketing of the team. You can pick something like ticket sales, beverage sells, etc. The team idea that is being used should be sent to the professor by the 4th week of the term. You will need to research what a marketing plan is. Look at this link to help you with the general outline for the marketing plan: [MarketingPlanOutline.mht](http://www.quickmba.com/marketing/plan/) (<http://www.quickmba.com/marketing/plan/>). We will discuss this in the seventh week of the term. However, you must get started before then. You will follow the 16 steps that are discussed in your book. This will be an 8-10 page paper on the marketing plan for the product. This paper will help you discover what a marketing plan is and how it will ensure the success of your team. Make sure that you think about what the direction of your team is and what group you want to target. The paper will be worth 10% of your grade. Please include a title page for your case studies and marketing plan.

Breakdown of assignments

Discussion Post and Participation	750 Points
Case Studies	600 Points
<u>Term Paper</u>	<u>200 Points</u>
Total	1550 Points

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Grading Scale

Please see the [student handbook](#) to reference the University's [grading scale](#).

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Course Outline

8 Week Course

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<u>Week</u>	<u>Topic(s)</u>	<u>Learning Objective(s)</u>	<u>Reading(s)</u>	<u>Assignment(s)</u>
1	Introduction to Sports Marketing and Marketing Basics	Describe what sports marketing is. Describe the idea of marketing mix. Understand the importance of sports marketing. Learn the concept of sports economics. Describe managing risks. Understand the importance of ethics in sports marketing. Learn the importance of financing.	Chapter 1 - What is Sports and Entertainment Marketing? Pg 2-23 Chapter 2 – Sports and Entertainment Means Business <i>Sports Marketing and Management Industry Guide</i> <i>Just Exactly What is Sports Marketing?</i> (Links in Course Material Section) Lecture Week 1	Group Discussion #1
2	The World Wide Sports Industry, Customer Service and Marketing College Sports	Explain the different segments of sports industry. Describe the concept of international marketing. Understand international sports trends. Learn the	Chapter 3 - The Wide World of Sports and Entertainment Pg 58-72, 78-83 Chapter 4 - Hit a Home Run with Customers Pg 90-113 <i>Villanova</i>	Group Discussion #2 Case Study #1

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		marketing concept. Understand the buyer behavior. Describe the gathering information process. Explain target markets and market segmentation. Describe the importance of customer service.	<i>Sports Marketing Association</i> Lecture Week 2 College Sports	
3	The Marketing-Information Management, Marketing Plan and Marketing the Professional Realm	Explain marketing research. Understand careers options with marketing research. Explain the process of marketing research. Describe data mining. Explain the different marketing tactics. Understand the steps to a marketing plan.	Chapter 5 - Marketing-Information Management Pg 120-137 Chapter 6 The Marketing Game Plan Pg 144-163 <i>Gold standard NFL: Marketing challenges at Super Bowl XXXIX</i> (Link in Course Material Section) Lecture Week 3a Professional Sports	Group Discussion #3 Case Study #2

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			Lecture Week 3b Marketing Plans and Research	
4	The Sports Marketing of products and distribution	Understand the product mix. Explain the components of a product mix. Describe what is meant by the bottom line for sports. Explain the cost of success. Understand the product life cycle. Describe the distributions system of sports.	Chapter 7 – The Product is Sports and Entertainment Pg 170-193 Chapter 8 – Choose the Channel Pg 200-223 <i>Marketing & Endorsements : Sports Unlimited</i> <i>The World's Greatest Basketball Player is Also One of Its Great Brands. What is His Impact on the Economy</i> (Link in Course Material Section) Lecture 4 Using Sports to Market Products	Group Discussion #4 Case Study #3
5	Supply and Demand and Promotion and Image of		Chapter 9 The Economics of Supply and Demand Pg	Group Discussion #5 Case Study #4

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	Sports		<p>230-247</p> <p>Chapter 10 Sports and Entertainment Promotion Pg 254-273</p> <p><i>The World's Greatest Basketball Player is Also One of Its Great Brands. What is His Impact on the Economy?</i></p> <p><i>Kobe Bryant's Image Forever Tarnished?</i> (Link in Course Material Section)</p> <p>Lecture #5 Public Image</p>	
6	Careers in Sports Marketing	<p>Understand the different career options. Learn the needed skills. Understand the importance of networking. Explain the importance of professional development. Understand</p>	<p>Chapter 15 Scoring a Career Pg 382- 401</p> <p><i>NCAA News: Market</i></p> <p><i>College Grad.com</i></p> <p>(Links in Course Material Section)</p>	<p>Group Discussion #6 Case Study #5</p>

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		the challenges to working in the industry.	Lecture #6 Sports Marketing Careers	
7	Promotional Planning, Selling, Minor League Sports and NASCAR	Understand the steps in a promotional plan. Describe the trends with promotions. Learn the importance of sponsorships and endorsement. Describe the process of selling. Learn the selling of tickets. Understand how minor league baseball and arena football have made a successful product. Explain what minor league baseball and arena football does differently. Describe how NASCAR has been so productive. Explain the different techniques	Chapter 11 Promotional Planning Pg 280-299 Chapter 12 Selling Sports and Entertainment Pg 306-323 <i>It's a Homerun: Customer Service Greatness in the Minor Leagues.</i> <i>Price and Non-price Promotions in Minor League Baseball and the Watering Down Effect</i> <i>Favored to Win: Branding Professional Sports.</i> <i>Sponsorship Overdrive: Explosive growth and a fan base with hardcore brand loyalty mean more</i>	Term Paper Due Case Study #6

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		used by minor league sports and NASCAR.	<i>companies are speeding into NASCAR sponsorship fast lane.</i> <i>Marketing Pace Revs Up at Office Depot.</i> (Links in Course Material Section)	
8	Legal issues within sports marketing	Describe the impact of laws on sports marketing. Understand Copyright Laws Learn how labor unions work. Explain the importance of agents to sports marketing. Understand the process of creating, owning and operating a business.	Chapter 13 Sports and Entertainment Legal Issues Pg 330-349 Chapter 14 Creating, Owning, and Operating a Business Pg 356-375 <i>Will technology ruin sports?</i> (Links in Course Material Section)	Final Exam

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Policies

Please see the [student handbook](#) to reference all University policies. Quick links to frequently asked question about policies are listed below.

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Drop/Withdrawal Policy

Plagiarism Policy

Extension Process and Policy

Academic Services

ONLINE LIBRARY RESEARCH CENTER & LEARNING RESOURCES

The Online Library Resource Center is available to enrolled students and faculty from inside the electronic campus. This is your starting point for access to online books, subscription periodicals, and Web resources that are designed to support your classes and generally not available through search engines on the open Web. In addition, the Center provides access to special learning resources, which the University has contracted to assist with your studies. Questions can be directed to orc@apus.edu.

- **Charles Town Library and Inter Library Loan:** The University maintains a special library with a limited number of supporting volumes, collection of our professors' publication, and services to search and borrow research books and articles from other libraries.
- **Electronic Books:** You can use the online library to uncover and download over 50,000 titles, which have been scanned and made available in electronic format.
- **Electronic Journals:** The University provides access to over 12,000 journals, which are available in electronic form and only through limited subscription services.
- **Turnitin.com:** Turnitin.com is a tool to improve student research skills that also detect plagiarism. Turnitin.com provides resources on developing topics and assignments that encourage and guide students in producing papers that are intellectually honest, original in thought, and clear in expression. This tool helps ensure a culture of adherence to the University's standards for intellectual honesty. Turnitin.com also reviews students' papers for matches with Internet materials and with thousands of student papers in its database, and returns an Originality Report to instructors and/or students.
- **Smarthinking:** Students have access to 10 free hours of tutoring service per year through Smarthinking. Tutoring is available in the following subjects: math (basic math through advanced calculus), science (biology, chemistry, and physics), accounting, statistics, economics, Spanish, writing, grammar, and more. Additional information is located in the Online Research Center. From the ORC home page, click on either the "Writing Center" or "Tutoring Center" and then click "Smarthinking." All login information is available.

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Selected Bibliography

Goldman, R. and Papson, S. *Nike Culture-Core Cultural Icons*. California: Sage Publications, 1998.

Helitzer, M. *The Dream Job: Sports, Publicity, Promotion, and Public Relations*. Athens: University Sports Press, 1992.

Irwin, Richard. *Sport promotion and sales management*. Champaign: Human Kinetics, 2002.

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Macdonald, Mark. *Cases in Sport Marketing*. Sudbury: Jones and Bartlett, 1999.

Mullin, Bernard. *Sport Marketing*. Champaign: Human Kinetics, 2000.

Pitts, Brenda. *Case Studies in Sport Marketing*. Morgantown: Fitness Information Technology Inc., 2003.

Shank, Mathew. *Sports Marketing-A strategic perspective*. New Jersey: Prentice Hall, 1998.

Spoelstra, Jon. *Marketing Outrageously*. Austin: Bard Press, 2001.

Stedman, Graham, Neirotti, L., and Goldblatt, J. *The Ultimate Guide to Sports Marketing*. New York: McGraw-Hill, 2001.

Stotlar, David. *Developing successful sport marketing plans*. Morgantown: Fitness Information Technology, 2001.

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Web-based Resources

Arizona Sports Marketing Association

<http://clubs.asua.arizona.edu/~sma/index.html>

This website is to the sports marketing association at Arizona University. Take a look at their mission and various other information on this website.

National Sports Marketing Network

<http://www.sportsmarketingnetwork.com/ourteam.html>

This is a subscription website but you can take a look around. Networking is key in the sports industry.

Sports Business Journal

<http://www.sportsbusinessjournal.com/>

This is also a subscription website but one of the best sources for the sports industry. If you were going to get one membership I would make it SBJ. Student discounts are available!

Sports Marketing Association

<http://www.sportmarketingassociation.com/>

Take a look at the history and mission of this organization.

University of Kentucky Sports Marketing

<http://www.sportsmarketing.org/>

This is University of Kentucky's center for sports marketing.

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Overview of Careers in Sports Marketing

http://www3.ccps.virginia.edu/career_prospects/briefs/P-S/SummaryMarketSports.shtml

This will give you a better understand of the careers in sports marketing. Please take a look.