Course Description

Examines the theoretical and practical implications of marketing in the sports industry by presenting a framework to help explain and organize the strategic marketing process. Offers a growing appreciation on the globalization of sports and an understanding of the ethical issues emerging in sports and their impact on sport marketing decisions.

Prerequisites

None

Course Textbook


Course Learning Objectives

Upon completion of this course, students should be able to:

1. Provide a framework or conceptual model of the strategic marketing process that can be applied to the sports industry.
2. Evaluate the growing emphasis on the globalization of sport.
3. Analyze current research in the area of sport marketing and interpret the results.
4. Explain the ethical issues that are emerging in sports and their impact in sport marketing decisions.
5. Offer a balanced treatment of all aspects of sports marketing at all levels by listing up-to-date treatments.
6. Explain the concepts and theories unique to sports marketing and discuss basic principles in the context of sports.
7. Interpret comprehensive coverage of the functions of sports marketing.

Credits

Upon completion of this course, the students will earn three (3) hours of college credit.

Course Structure

1. **Unit Learning Objectives**: Each unit contains Unit Learning Objectives that specify the measurable skills and knowledge students should gain upon completion of the unit.
2. **Written Lectures**: Each unit contains a Written Lecture, which discusses lesson material.
3. **Reading Assignments**: Each unit contains Reading Assignments from one or more chapters from the textbook. Supplemental Readings are provided in the unit study guides to aid students in their course of study.
4. **Key Terms**: Key Terms are intended to guide students in their course of study. Students should pay particular attention to Key Terms as they represent important concepts within the unit material and reading.
5. **Discussion Boards**: Discussion Boards are a part of all CSU term courses. Information and specifications regarding these assignments are provided in the Academic Policies listed in the Course Menu bar.
6. **Unit Assessments**: This course contains eight Unit Assessments, one to be completed at the end of each unit. Assessments are composed of multiple-choice questions and written response questions.
7. **Unit Assignments:** Students are required to submit for grading Unit Assignments in each unit that contribute to the final Course Project. Specific information and instructions regarding these assignments are provided below.

8. **Course Project:** Students are required to submit for grading Course Project in Unit VIII. Specific information and instructions regarding this assignment is provided below.

9. **Ask the Professor:** This communication forum provides you with an opportunity to ask your professor general or course content related questions.

10. **Student Break Room:** This communication forum allows for casual conversation with your classmates.

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**Course Project**

At the end of this course you will have created several components in each unit that you will compile into your final written report due in Unit VIII.

**Unit I Assignment**

**Power point presentation:** Create a 7-10 slide presentation on the sports and the entertainment industries. You may use various sources, including your textbook. Be sure to cite any sources used in a reference slide with proper APA formatting. (Cover and reference slides are not included in the count). You may also use the slide notes function to explain slide contents as necessary.

Be sure to include the following information in your presentation:

- Develop a definition of sports marketing and then discuss how your definition represents, or lacks elements of, the text definition.
- Include the definitions of sports and associations with non-sports products. Review the basic marketing principles, as well as describing what is meant by a sports product.
- Discuss the relationship between sports and the entertainment industry.
- Develop a list of examples that link sports and entertainment. (This is a good way to explore the sports industry and its similarities and differences to other forms of entertainment.)
- Give an example of a sports organization that practices a marketing orientation and why you think it does.

In the last slide (before “References” slide) you MUST choose a client for the strategic sports marketing process written report due in unit VIII.

You will be constructing a strategic marketing plan for an outside client. Some example clients may be local high school athletic programs, college or university athletic programs, local sporting events or festivals, or local sports businesses. This slide will indicate your topic for professor approval.

**Unit II Assignment**

**Organizational objectives and SWOT analysis:** Create and submit a word document describing the Organizational Objectives and Marketing Goals for your client.

Be sure to include the following:

- Organizational mission: a written statement about the organization’s present situation (Write a mission statement if the sports organization does not currently have one in place. If the organization already has a well-developed mission, it is not necessary to redesign this mission statement.)
- Organizational objective: performance targets based on mission and vision, to be achieved in a specified timeframe
- Marketing Goals: based on objectives, short term, measureable, challenging, attainable, and time specific
- SWOT Analysis: Conduct a SWOT analysis from the mission, objectives and goals identified for your client.
  - Strengths
  - Weaknesses
  - Opportunities
  - Threats
Unit III Assignment

Marketing research proposal: Create and submit a word document of the Marketing Research Proposal. The marketing research proposal should include the following:

- Problem Statement: briefly describe a problem or an opportunity identified in the SWOT analysis
- Research Objectives: briefly describe the various types of information needed to address the problem or opportunity
- Methodology: briefly describe the research design type that would be appropriate for exploring the problem or opportunity
- Data Collection Instrument: briefly describe the data collection techniques and instruments that would be best suited for gathering information about the problem or opportunity

Be sure to use proper APA formatting when appropriate.

Unit IV Assignment

Market selection decisions: Create and submit a word document that identifies the Market Selection Decisions: (dictates the marketing mix)

- Segmentation: identifying groups of consumers based on their common needs
- Target marketing: choosing the segment(s) that will allow an organization to achieve its marketing goals
- Positioning: fixing the entity in the minds of the consumers in the target market

Be sure to use proper APA formatting when appropriate.

Unit V Assignment

Power point presentation: Create a 5-7 slide presentation on a topic relating to sports products. You may use various sources including your textbook. Be sure to cite any sources you used in a reference slide with proper APA formatting. (Cover and reference slides are not included in the count). You may also use the slide notes function to explain slide contents as necessary.

Presentations will be based on secondary research and will relate the sports articles to core marketing concepts such as:

- Define sports products and differentiate between goods and services.
- Explain how sports products and services are categorized.
- Define branding and discuss the guidelines for choosing an effective brand name.
- Define product design and explain how product design is related to product quality.
- List the factors that will lead to new product success.

A list of potential sources might include:

- Sports Business News
- Marketing News
- Sport Marketing Quarterly
- AdWeek
- Business Week

To maintain the currency of the presentations, the articles chosen for the presentation must have been published within the past two years. Typically, there is a wealth of potential articles, so try to find an article relating to a sport or issue in which you are most interested. Past presentations have included articles on everything from squash to motocross.

The presentation should include the following:

- Provide an overview/summary of the article.
- Describe the marketing/sports marketing implications of the article.
Unit VI Assignment

Executive summary and introduction: Create and submit a word document for the executive summary and introduction sections of your paper.

Executive Summary: Summarize a longer report or proposal, in such a way that readers can rapidly become acquainted with a large body of material without having to read it all. It will usually contain a brief statement of the problem or proposal covered in the major document(s), background information, concise analysis and main conclusions. It is intended as an aid to decision making and it is more persuasive than an introduction.

Separate the Executive Summary and Introduction using a page break in the document.

Introduction: What is the chief reason you are writing the paper? State also how you plan to approach your topic. Is this a factual report, a book review, a comparison, or an analysis of a problem? Explain briefly the major points you plan to cover in your paper and why readers should be interested in your topic.

Be sure to use proper APA formatting when appropriate.

Unit VII Assignment

Pricing and placement issues: Create and submit a word document that identifies the possible Pricing and Placement issues for your client.

- Product Issues (beginning with marketing goals for this element)
- Promotion Issues (beginning with marketing goals for this element)
- Pricing Issues (beginning with marketing goals for this element)
- Place Issues (beginning with marketing goals for this element)

Be sure to use proper APA formatting when appropriate.

Course Project

Strategic marketing process: You will need to create the Title Page, Implementation and Control sections as the final components of this assignment.

Compile the strategic sports marketing process written report by making suggested changes from professor feedback to previous components and adding the final components. You may use the template below as a guide on how to format the components in the written report document. Make sure any sources used are properly cited and referenced in APA format.

The written report for the strategic sports marketing process should be in the following format:

Title Page: APA format (Create in Unit VIII)

(Page Break)

Executive Summary: (Created in Unit VI)
Summarize a longer report or proposal, in such a way that readers can rapidly become acquainted with a large body of material without having to read it all. It will usually contain a brief statement of the problem or proposal covered in the major document(s), background information, concise analysis and main conclusions. It is intended as an aid to decision making and more persuasive than an introduction.

(Page Break)

Introduction: (Created in Unit VI)
State your thesis and the purpose of your paper clearly. What is the chief reason you are writing the paper? State also how you plan to approach your topic. Is this a factual report, a book review, a comparison, or an analysis of a problem? Explain briefly the major points you plan to cover in your paper and why readers should be interested in your topic.

(Page Break)
Organizational Objectives and Marketing Goals: (Created in Unit II)  
Describe the Organizational Objectives and Marketing Goals for your client.  
Be sure to include the following:  

- Organizational mission: a written statement about the organization’s present situation (Write a mission statement if the sports organization does not currently have one in place. If the organization already has a well-developed mission, it is not necessary to redesign this mission statement.)  
- Organizational objectives: performance targets based on mission and vision, to be achieved in a specified timeframe  
- Marketing goals: based on objectives, short term, measureable, challenging, attainable, and time specific  

SWOT analysis: (Created in Unit II)  
Conduct a SWOT analysis from the mission, objectives and goals identified for your client.  

- Strengths  
- Weaknesses  
- Opportunities  
- Threats  

Marketing Research Proposal: (Created in Unit III)  

- Problem Statement: briefly describe a problem or an opportunity identified in the SWOT analysis  
- Research Objectives: briefly describe the various types of information needed to address the problem or opportunity  
- Methodology: briefly describe the research design type that would be appropriate for exploring the problem or opportunity  
- Data Collection Instrument: briefly describe the data collection techniques and instruments that would be best suited for gathering information about the problem or opportunity  

Market Selection Decisions: (Created in Unit V)  

- Segmentation: identifying groups of consumers based on their common needs  
- Target marketing: choosing the segment(s) that will allow an organization to achieve its marketing goals  
- Positioning: fixing the entity in the minds of the consumers in the target market  

Marketing Mix Decisions: (Created in Unit VII)  
Possible issues based on the marketing goals you selected.  

- Product issues  
- Promotion issues  
- Pricing issues  
- Place issues  

Implementation Process: (Create in Unit VIII)  
In this section, include a description of implementation and the types of things that would be considered at this stage. In other words, what does implementation mean?  

Control Process: (Create in Unit VIII)
In this section, provide some suggested means of evaluating the strategic plan. In other words, tell me how you would determine whether organizational objectives and marketing goals are being achieved.

References: APA format

APA Guidelines

CSU requires that students use the APA style for papers and projects. Therefore, the APA rules for formatting, quoting, paraphrasing, citing, and listing of sources are to be followed. A document titled “APA Guidelines Summary” is available for you to download from the APA Guide Link, found in the Learning Resources area of the myCSU Student Portal. It may also be accessed from the Student Resources link on the Course Menu. This document provides links to several internet sites that provide comprehensive information on APA formatting, including examples and sample papers.

CSU Grading Rubric for Papers/Projects

The course papers will be graded based on the CSU Grading Rubric for all types of papers. In addition, all papers will be submitted for electronic evaluation to rule out plagiarism. Course projects will contain project specific grading criteria defined in the project directions. To view the rubric, click the Academic Policies link on the Course Menu, or by accessing the CSU Grading Rubric link, found in the Learning Resources area of the myCSU Student Portal.

Communication Forums

These are non-graded discussion forums that allow you to communicate with your professor and other students. Participation in these discussion forums is encouraged, but not required. You can access these forums with the buttons in the Course Menu. Instructions for subscribing/unsubscribing to these forums are provided below.

Click here for instructions on how to subscribe/unsubscribe and post to the Communication Forums.

Ask the Professor

This communication forum provides you with an opportunity to ask your professor general or course content questions. Questions may focus on Blackboard locations of online course components, textbook or course content elaboration, additional guidance on assessment requirements, or general advice from other students.

Questions that are specific in nature, such as inquiries regarding assessment/assignment grades or personal accommodation requests, are NOT to be posted on this forum. If you have questions, comments, or concerns of a non-public nature, please feel free to email your professor. Responses to your post will be addressed or emailed by the professor within 48 hours.

Before posting, please ensure that you have read all relevant course documentation, including the syllabus, assessment/assignment instructions, faculty feedback, and other important information.

Student Break Room

This communication forum allows for casual conversation with your classmates. Communication on this forum should always maintain a standard of appropriateness and respect for your fellow classmates. This forum should NOT be used to share assessment answers.
Grading

- Discussion Boards (8 @ 2%) = 16%
- Assessments (8 @ 4%) = 32%
- Assignments (2 @ 5%; 5 @ 6%) = 40%
- Course Project = 12%
- Total = 100%

Course Schedule/Checklist (PLEASE PRINT)

The following pages contain a printable Course Schedule to assist you through this course. By following this schedule, you will be assured that you will complete the course within the time allotted.
By following this schedule, you will be assured that you will complete the course within the time allotted. Please keep this schedule for reference as you progress through your course.

<table>
<thead>
<tr>
<th>Unit I</th>
<th>Emergence of Sports Marketing</th>
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<tbody>
<tr>
<td><strong>Review:</strong></td>
<td>□ Unit Study Guide</td>
</tr>
</tbody>
</table>
| **Read:** | □ **Chapter 1:** Emergence of Sports Marketing  
□ **Supplemental Reading:** See Study Guide |
| **Discuss:** | □ **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, Midnight (Central Time) |
| **Submit:** | □ **Assessment** by Tuesday, Midnight (Central Time)  
□ **Assignment** by Tuesday, Midnight (Central Time) |

| Notes/Goals: | |

<table>
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<tr>
<th>Unit II</th>
<th>Contingency Framework for Strategic Sports Marketing</th>
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<tr>
<td><strong>Review:</strong></td>
<td>□ Unit Study Guide</td>
</tr>
</tbody>
</table>
| **Read:** | □ **Chapter 2:** Contingency Framework for Strategic Sports Marketing  
□ **Supplemental Reading:** See Study Guide |
| **Discuss:** | □ **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)  
□ **Discussion Board Comment:** Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time) |
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□ **Assignment** by Tuesday, Midnight (Central Time) |

| Notes/Goals: | |

<table>
<thead>
<tr>
<th>Unit III</th>
<th>Research Tools for Understanding Sports Consumers and Understanding Participants as Consumers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Review:</strong></td>
<td>□ Unit Study Guide</td>
</tr>
</tbody>
</table>
| **Read:** | □ **Chapter 3:** Research Tools for Understanding Sports Consumers  
□ **Chapter 4:** Understanding Participants as Consumers  
□ **Supplemental Reading:** See Study Guide |
| **Discuss:** | □ **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)  
□ **Discussion Board Comment:** Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time) |
| **Submit:** | □ **Assessment** by Tuesday, Midnight (Central Time)  
□ **Assignment** by Tuesday, Midnight (Central Time) |

| Notes/Goals: | |
## Unit IV
**Understanding Spectators as Consumers and Segmentation, Targeting, and Positioning**

**Review:**
- [ ] Unit Study Guide

**Read:**
- [ ] **Chapter 5:** Understanding Spectators as Consumers
- [ ] **Chapter 6:** Segmentation, Targeting, and Positioning
- [ ] **Supplemental Reading:** See Study Guide.

**Discuss:**
- [ ] **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)
- [ ] **Discussion Board Comment:** Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time)

**Submit:**
- [ ] **Assessment** by Tuesday, Midnight (Central Time)
- [ ] **Assignment** by Tuesday, Midnight (Central Time)

**Notes/Goals:**

## Unit V
**Sports Product Concepts and Managing Sports Products**

**Review:**
- [ ] Unit Study Guide

**Read:**
- [ ] **Chapter 7:** Sports Product Concepts
- [ ] **Chapter 8:** Managing Sports Products
- [ ] **Supplemental Reading:** See Study Guide.

**Discuss:**
- [ ] **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)
- [ ] **Discussion Board Comment:** Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time)

**Submit:**
- [ ] **Assessment** by Tuesday, Midnight (Central Time)
- [ ] **Assignment** by Tuesday, Midnight (Central Time)

**Notes/Goals:**

## Unit VI
**Promotion Concepts and Promotion Mix Elements**

**Review:**
- [ ] Unit Study Guide

**Read:**
- [ ] **Chapter 9:** Promotion Concepts
- [ ] **Chapter 10:** Promotion Mix Elements
- [ ] **Supplemental Reading:** See Study Guide.

**Discuss:**
- [ ] **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)
- [ ] **Discussion Board Comment:** Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time)

**Submit:**
- [ ] **Assessment** by Tuesday, Midnight (Central Time)
- [ ] **Assignment** by Tuesday, Midnight (Central Time)

**Notes/Goals:**
# Course Schedule

## Unit VII  
**Sponsorship Programs and Pricing Concepts and Strategies**

**Review:**
- [ ] Unit Study Guide

**Read:**
- [ ] **Chapter 11:** Sponsorship Programs
- [ ] **Chapter 12:** Pricing Concepts and Strategies
- [ ] **Supplemental Reading:** See Study Guide.

**Discuss:**
- [ ] **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)
- [ ] **Discussion Board Comment:** Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time)

**Submit:**
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- [ ] **Assignment** by Tuesday, Midnight (Central Time)

**Notes/Goals:**

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## Unit VIII  
**Implementing and Controlling the Strategic Sports Marketing Process**

**Review:**
- [ ] Unit Study Guide

**Read:**
- [ ] **Chapter 13:** Implementing and Controlling the Strategic Sports Marketing Process
- [ ] **Supplemental Reading:** See Study Guide.

**Discuss:**
- [ ] **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)
- [ ] **Discussion Board Comment:** Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time)

**Submit:**
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- [ ] **Course Project** by Tuesday, Midnight (Central Time)

**Notes/Goals:**