Reinhardt University

Sport Studies Program

**Sport Marketing and Research (SSP 450)**

**Fall 2023**

Course Syllabus

**General Course Information**

Class Time: Tuesday/Thursday 9:30 – 10:45 Location: Brown Gym 203

Credit: 3 Instructor: Krista Mullins

Office: Brown 104 Email: krm@reinhardt.edu

Office Phone: 770-720-5949 Twitter: @MullinsMomma

Office Hours: **MW** 8:30-9:00 & 11:00am – 12:00pm Cell: 770-881-6697

**TR** 8:30am – 9:30am

**F** 9:00am – 10:00am

**Course Communication**

The instructor will communicate with students using in-person announcements and through email. Students with personal concerns or questions may set up an appointment during office hours or may contact the instructor via the course email option in Canvas. The instructor will respond to all student emails within 24 hours and return all voicemails within 24-48 hours. When leaving a voicemail, please provide your name, a phone number, and a good time to return your call.

**Catalog Course Description**

Sports Marketing is a specialized marketing course that is designed to prepare students to develop skills necessary to address marketing issues specific to the sports industry. This course will analyze the field of sports in terms of the practices, applications, and strategies of mainstream marketing. The subject includes Sponsorship, Endorsements, Licensing, Segmentation of the Sports Market, Promotional Strategy for the Marketing of Sports Products, and Emerging Issues in Sports Marketing. In addition, this class touches on the unique opportunities and challenges associated with marketing in the entertainment industry as an aggregate.

This course will explore the strategies necessary for success in marketing sports events, products, and services. The course will build knowledge, skills, and a practical understanding of the nature, contexts, and dynamics of sports marketing and critically explore the product, price, promotion, and placement within the sports marketing context.

This course emphasizes the exploration of the essentials of effective sports marketing. Topics include the application of marketing principles in the sports arena, licensing issues, sponsorships and endorsements, stadium and arena marketing, broadcasting and media considerations, public policy and sports, and the unique marketing challenges for sport-specific products (football, basketball, baseball, motorsports, etc.)

Prerequisites: Introduction to; PED 260.

**Reinhardt Credit Hour Statement; 3 Credit Hour Class**

Over 15 weeks, students will spend 150 minutes per week in lectures, class discussions, and examinations (37.5 hours for the semester). Instructional time includes a 3-hour final exam. Out-of-class work includes homework and preparation for exams and quizzes and is estimated at around 300 minutes per week (75 hours for the semester).

**Recommended Readings**

* Provided by Instructor

**Texts and Materials**

* This course uses the following materials:
  + Sports Marketing; A Winning Approach and supplemental presentations, chapter assignments, quizzes, as well as a comprehensive project and tests
  + Sports Marketing Simulation
  + All these materials can be accessed at <https://edify.stukent.com/app/login>.
* We will be reading Coyte Cooper’s book” Make Your Mark”
* Canvas Course Site: <https://reinhardtuniversity.instructure.com/login/ldap>

**Purpose of the Course**

The purpose of course is to provide students with an understanding of the role marketing plays in sport and sport organizations. The course will focus heavily on market research, consumer demands, and the techniques and strategies needed to create positive relationships with consumers and sponsors. The course will discuss various marketing issues that will increase the student’s chances of success in the sport industry. Finally, the course will provide students the opportunity to apply the knowledge gained in the class in a way that will help foster their career goals in sport.

**Sport Studies Program Goal**

The Sport Studies Program is designed to develop graduates with a broad cultural perspective of sport, with practical skills suitable for employment in sport-related settings, and with ethical and moral characteristics suitable for assuming leadership roles in contemporary society.

**Sport Studies Program Outcomes**

Students graduating with a degree in Sport Studies should be able to:

1. Communicate effectively in academic courses and internship/practicum placements as evidenced by written, spoken, and visual examples.
2. Exhibit personal integrity and leadership skills as evidenced by documented experiences in academic courses and internship/practicum placements.
3. Recognize moral and ethical issues associated with sport (from contemporary and historical perspectives).
4. Analyze social, cultural and historical factors influencing the development of sport organizations and the decision-making processes for sport leaders in those organizations.
5. Work collaboratively and in leadership roles in a sport-related professional career setting.

**Pillars of the Program**

A pillar is a fundamental precept or principle providing essential support. The Sport Studies Program is built on three such pillars. Students should explore, comprehend, and exhibit these pillars.

* *Self-Reliance*… Sport Studies Program graduates are capable and engaged citizens contributing to their local community and to society in general, while avoiding a culture of dependence.
* *Personal Responsibility…* Sport Studies Program graduates take responsibility for their own actions, learn and grow from experience and mistakes, and avoid excuse making.
* Individual Initiative… Sport Studies Program graduates believe in the capacity of individuals to make a difference, they demonstrate confidence in their own abilities, and they act accordingly.

**Course Outcomes**

Students successfully completing Sport Marketing and Research should be able to:

1. Apply key marketing concepts and principles uses in the sport industry. (SLO 1, 2)
2. Use market research to segment markets and develop innovative ticket packages for consumers in the sport industry. (SLO 1,2,5)
3. Show an understanding of how database- marketing benefits sport organizations and how in can be used to reach consumers. (SLO 1,2,4,5)
4. Develop sponsorships through the process of matching target markets. (SLO 1,2,3,4,5)
5. Use the skills and knowledge gained from the class to develop and present a marketing proposal (SLO 1,2,3,4,5)
6. Bring “individual” skills and creativity to the sport marketing industry (SLO 2,3,5)
7. Understand the concept of personal branding (SLO 2,3)
8. Develop marketable skills for professional development (SLO 1,2,4,5)

**Methods of Instruction**

Possible methods of instruction (and course activities) may include:

1. Lecture and discussion
2. Guest speakers
3. Web-based assignments
4. Online readings
5. Examinations and quizzes
6. Class and Group Discussions and Projects
7. Writing Assignments

**Course Requirements/Assignments/Evaluation**

1. Chapter Assignments (20% of Final Grade)
2. Lecture/Chapter Quizzes (20% of Final Grade)
3. Attendance (5% of Final Grade)
4. Personal Branding Project (10% of Final Grade)

* See assignment page

1. Midterm Exam (15% of Final Grade)
2. Final Exam (15% of Final Grade)
3. Simulation Rounds and HIP paper (15% of Final Grade)

**Grade Scale**

A 90% and above B 80% to 89% C 70% to 79%

D 60% to 69% F below 60%

**Course Policies and Becoming a Professional**

* **Cell Phones** – May be used during the class if requested by the instructor. There will be no other use of cell phones in this classroom, including texting, at any time. If you must use your cell phone before class or during breaks, please step outside the classroom to do so.
* **No Recording** – any recording of class sessions (video or audio) without prior approval of the instructor is prohibited. Violation of the policy will result in a failing grade in the class (or student withdrawal if before the W date).
* **Classroom Demeanor** – only one person should speak at a time during a class session. There are to be no side discussions unless the instructor has requested such conversation.
* **Language and Civility** – the use of profanity of any kind in the classrooms or surrounding areas is prohibited, including slang expressions and racially insensitive terms (regardless of the ethnicity/race of the person using such terms). Reinhardt University is a Methodist-affiliated institution and students will conduct themselves accordingly. Each incident of profanity results in a 5 point deduction from your final grade**.**
* **Maturity and Good Judgment** – always maintain maturity in classroom interactions and correspondence with the instructor or guests. The class may take field site visits. If that is the case, be sure to dress appropriately, show up on time, and maintain appropriate decorum at all times.
* **Work Submissions** – late submissions are not accepted. When class sessions are missed for Reinhardt-related activities (including athletics), due assignments must be submitted on time … i.e. – if an assignment is due on a date you will be missing class, you must submit the assignment beforehand
* **Reinhardt Technical Issues and Support –** Students needing technical support for Canvas, Microsoft 365, Reinhardt email, or any other technology related issues should contact Reinhardt IT at 770-720-5555 or [IT@reinhardt.edu](mailto:IT@reinhardt.edu).
* **Stukent Technical Issues and Support:** Students needing technical support for Stukent, will need to use the “Get Support” feature for assistance. Please make me aware of any issues with the Stukent Program.
* **Covid-19:** Students will be expected to follow the COVID-19 Policy established by Reinhardt

University. Please be advised that this may change based on the current situation the University is in regarding COVID-19.

For more information about COVID -19, please visit: <https://www.reinhardt.edu/student-life/student-services-resources/COVID-19-Updates>

* **Other Important Information:**

All students, faculty, staff and administration at Reinhardt University are subject to changes in policies if mandated by the State of Georgia. Current policies and procedures can be found at: : <https://www.reinhardt.edu/back-to-campus>

If you have any questions, please refer to the website or contact Reinhardt University at the numbers below.

Campus Nurse within the Student Health Center

[nurse@reinhardt.edu](mailto:nurse@reinhardt.edu), 770-720-5542 or [www.reinhardt.edu/nurse](http://www.reinhardt.edu/nurse)

Public Safety

**Non-Emergency Phone:** 770.720.5789  
**Emergency Phone:** 770.720.5911  
[publicsafety@reinhardt.edu](mailto:public_safety@reinhardt.edu)

Dean of Students

[deanofstudents@reinhardt.edu](mailto:deanofstudents@reinhardt.edu), 770-720-5540

Office of the Provost

[provost@reinhardt.edu](mailto:provost@reinhardt.edu), 770-720-9102

**Course Policies and Becoming a Professional (Continued)**

**Attendance Policy**

* Attendance is a crucial aspect of the course. Show up just as you would for a job or an appointment. Students should attend every class meeting. Your attendance will be factored into your final grade.
* Due to the circumstances that we are facing due to COVID-19, students will be required to self-monitor before coming to class. If you are experiencing any symptoms associated with COVID-19, please stay home and report your symptoms to the school nurse and/or healthcare provider.
* It is your responsibility to communicate with me if you will be missing class regardless of the reason. If you will be missing class for a Reinhardt event, you need to let me know. Do not leave it up to your coach, teammate, or other professor. If you will be missing an exam or presentation, you will be required to make that up ***before*** the scheduled day in class.

**Academic Integrity**

Students are expected to adhere to the *Reinhardt University Honor Code* with regard to academic integrity. Instances of academic dishonesty (cheating, plagiarism, etc.) will result in a course grade of “F” and any other penalties imposed by Reinhardt University.

**Accommodation Statement and Academic Support**

“The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a documented disability requiring an accommodation, please contact the Academic Support Office (ASO).

Reinhardt University is committed to providing reasonable accommodations for all persons with disabilities. Therefore, if you are seeking classroom accommodations under the Americans with Disabilities Act, you are required to register with the Academic Support Office (ASO). ASO is located in the basement of Lawson Building. Phone is 770-720-5567. To receive academic accommodations for this class, please obtain the proper ASO letters/forms.

<https://www.reinhardt.edu/academic-resources/academic-support-office/aso-student-guide/>

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***Tentative Course Calendar***

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| --- | --- | --- | --- | --- | --- |
| **Week** | **Day & Date** | **Topics** | **Homework/Readings** | **In-Class Work (Assignments/Project/Exam/Quizzes)** | **Sports Marketing Simulation** |
| **1** | Tues. 8/15 | Introduction: Syllabus, Assignments/Projects, Stukent |  |  |  |
| Thurs. 8/17 | Lecture 1: The Special Nature of Sport Marketing | * For Tuesday - Read Chapter 1: Understanding the Sport Landscape - Stukent | * **Lecture 1 Quiz Due before you leave** |  |
| **2** | Tues. 8/22 | Chapter 1: Understanding the Sports Landscape - Stukent | * For Thursday –Make Your Mark Reading: Introduction, Chapter 1, and Chapter 2 & answer the discussion questions | * **Chapter 1 Quiz Due before you leave** |  |
| Thurs. 8/24 | Quiz 1 Review  Personal Branding Project Discussion– Introduction, Chapter 1, and Chapter 2 | * For Tuesday- Read Chapter 2: The Power of Sports - Stukent | * **Chapter 1: Assignment – Understanding the Sports Landscape – Due 8/29** |  |
| **3** | Tues. 8/29 | Chapter 2: The Power of Sports - Stukent | * For Thursday –Make Your Mark Reading: Chapter 3, Chapter 4, and Chapter 5 & answer the discussion questions | * **Chapter 2 Quiz Due before you leave** |  |
| Thurs. 8/31 | Quiz 2 Review  Personal Branding Project Discussion, Chapters 3, 4, and 5 | * For Tuesday- Read Chapter 3: Understanding Sports Consumers as Spectators & Participants – Stukent | * **Chapter 2: Assignment - “Shut Up and Play” Class Discussions** |  |
| **4** | 9/5  **No in-person Class** | Chapter 3: Understanding Sports Consumers as Spectators & Participants - Stukent | * For Thursday –Make Your Mark Reading: Chapter 6 and Chapter 7 & answer the discussion questions | * **Watch the online lecture for Chapter 3 – Quiz will be first thing in class on Thursday** |  |
| 9/7 | Take Chapter Quiz 3  Personal Branding Project Discussion Chapters 6 & 7 | * For Tuesday- Read Chapter 4: Sport Marketing Research - Stukent | * **Chapter 3 Assignment: Ticket Packages Due 9/12** * **Work on Personal Branding Project** |  |
| **5** | 9/12 | Chapter 3 Quiz Review  Chapter 4: Sport Marketing Research - Stukent | * For Thursday –Make Your Mark Reading: Chapter 8 and Chapter 9 & answer the discussion questions | * **Chapter 4 Quiz due before you leave** |  |
|  | 9/14 | Chapter 4 Quiz Review  Personal Branding Discussion Chapters 8 and 9 | * For Tuesday- Read Chapter 5: Branding and Rebranding - Stukent | * **Chapter 4 Assignment: Data Interpretation Due 9/19** * **Work on Personal Branding Project** |  |
| **6** | 9/19 | Chapter 5: Branding and Rebranding - Stukent | * For Thursday –Make Your Mark Reading: Chapter 10 and Chapter 11 & answer the discussion questions | * **Chapter 5 Quiz due before you leave** |  |
|  | 9/21 | Chapter 5 Quiz Review  Personal Branding Discussion Chapters 10 and 11  Introduction to Simulation | * For Tuesday- Read Chapter 6: Sport Marketing Promotions - Stukent | * **Chapter 5 Group Assignment: Branding and Rebranding Due 9/28** * **Work on Introduction and Round 1 Simulation** | Introduction and Round 1 **Due by class on 9/26** |
| **7** | 9/26 | Chapter 6: Sport Marketing Promotions - Stukent | * For Thursday –Make Your Mark Reading: Chapter 12 and Chapter 13 & answer the discussion questions | * **Chapter 6 Quiz due before you leave** |  |
| 9/28 | Chapter 6 Quiz Review  Personal Branding Discussion Chapters 12 and 13  Midterm Review |  | * **Simulation Rounds 2 & 3** |  |
| **8** | 10/3 |  | * Midterm Exam |  | Round 2-3 Due by 11:59 pm |
| 10/5 | **NO CLASS: Fall Break** | * For Tuesday- Read Chapter 7: Sport Marketing Promotions - Stukent |  |  |
| **9** | 10/10 | Midterm Review  Chapter 7: Sport Sponsorships - Stukent |  | * **Chapter 7 Quiz Due before you leave class** * **Chapter 7 Assignment: Sponsorships** |  |
|  | 10/12 | Chapter 7 quiz review | * For Tuesday- Read Chapter 8: Endorsements- Stukent | * **Simulation Rounds 4 & 5** | Round 4-5 Due by 11:59 pm |
| **10** | 10/17 | Chapter 8: Endorsements - Stukent |  | * **Chapter 8 quiz due before you leave class** * **Chapter 8 Group Assignment** |  |
|  | 10/19 | Chapter 8 quiz review | * For Tuesday- Read Chapter 9: Pricing Strategies for Sports – Stukent | * **Work on Chapter 8 Group Assignment** * **Simulation Round 6** | Round 6 Due by 11:59 pm |
| **11** | 10/24 | Chapter 9: Pricing Strategies for Sports – Stukent |  | * **Chapter 9 Quiz due before you leave class** |  |
|  | 10/26 | Chapter 9 quiz review  Chapter 8 Group Assignment Numbers  HIP Paper Explanation | * For Tuesday- Read Chapter 10: The Economics of Sports – Stukent | * **Simulation Round 7** | Round 7 Due by 11:59 pm |
| **12** | 10/31 | Chapter 10: The Economics of Sports – Stukent |  | * **Chapter 10 quiz due before you leave class** |  |
| 11/2 | Chapter 10 quiz review | * For Tuesday- Read Chapter 11: Women in Sports – Stukent | * **Simulation Round 8** * **Chapter 10 Assignment: UFC** | Round 8 Due by 11:59 pm |
| **13** | 11/7 | Chapter 11: Women in Sports – Stukent |  | * **Chapter 11 quiz due before you leave class** |  |
| 11/9 | Chapter 11 quiz review | * For Tuesday – Read Chapter 12: The Changing Sports Landscape - Stukent | * **Simulation Round 9** * **Hype Video Assignment** | Round 9 Due by 11:59 pm |
| **14** | 11/14 | Chapter 12: The Changing Sports Landscape - Stukent |  | * **Chapter 12 quiz due before you leave class** |  |
| 11/16 | Chapter 12 quiz review |  | * **Simulation round 10** | Round 10 Due by 11:59 pm |
| **15** | 11/21 |  | * Final Exam Review | * **Simulation Round 11** | Round 11 Due by 11:59 pm |
| 11/23 | **No Class – Thanksgiving Break** |  |  |  |
| **16** | 11/27  @ 11:15am |  | * Final Exam | * **HIP paper due by 11:15am** |  | |

* Specific Topics, Assignment Due Dates, and Reading Assignments to be announced
* All assignments/topics are tentative and subject to change based on pace of course
* Please inform instructor immediately if you have any concerns with assignments, readings, etc.