

**University of Massachusetts  
Department of Sport Management**

**Applied Sport Marketing Research  
Spring '07**

**SPORTMGT 693A**

**Class Time:** Tu 9:30-12:00                      **Classroom:** ISOM 128  
**Instructor:** Dr. Sheranne Fairley              **Office:** ISOM236D; 545-5058  
**Office Hrs:** Tu 12-1, and by appointment   **e-mail:** sfairley@sportmgt.umass.edu

**Required Reading Materials:**

- Readings packet available online at “<http://people.umass.edu/sfairley>” under “asmr research packet”.
- Street & Smith’s Sports Business Journal.

**Course Objectives:**

Upon completion of this course, the student will be able to:

- Discuss the role and importance of market research for sport organizations
- Dissect a market research program and examine the appropriateness of the research design and research findings
- Develop marketing research designs to gather information related to sport business opportunities, challenges, or problems
- Analyze data to produce a final market research report

**Course Method:**

Classroom readings, lectures, and discussion will focus on providing students with a better understanding of the marketing research process as it relates to the sport industry. As a capstone project, students will work with a sport organization to conduct market research based on research questions/objectives posed by the sport organization. Therefore, as theory and lessons are learned, they will be immediately applied to creating a research design, conducting market research, and preparing a final marketing research report for a sport organization. **A significant amount of group work outside of class is required in this class.**

**Grading Basis:**

Students will be assigned grades based on the completion of five class components:

- |                         |     |
|-------------------------|-----|
| • Research Report       | 30% |
| • Research Presentation | 30% |
| • Quizzes (3)           | 30% |
| • Participation         | 10% |

**Grading Scale:**

- |                  |                  |
|------------------|------------------|
| 93 – 100 % = A   | 80 - 82.99% = B- |
| 90 – 92.99% = A- | 77 – 79.99% = C+ |
| 87 - 89.99% = B+ | 70 – 76.99% = C  |
| 83 - 86.99% = B  | < 70% = F        |

## **Graded Components:**

### **Research Report**

Students will design a research program and collect data needed to answer research questions posed by actual sport organizations. Students will analyze the data and create a professional research report for the sport organization. This report will include an attractive presentation of the results, highlighting the key findings from the research, as well as offering strategic recommendations based on the research findings. In order to make the research report more attractive to the end user, the incorporation of presentation packages such as PowerPoint or Microsoft Word to generate the final report is highly recommended.

### **Research Presentation**

Students will present a summary of their research findings to the sponsoring sport organizations. These presentations are typically done at the office of the sport organization and are attended by members of the sponsoring organization. The presentations will last 30-40 minutes followed by question and answer sessions. In preparation for these presentations, students will rehearse their presentations multiple times both in and out of class.

### **Quizzes**

The reading in this class is front loaded into the first half of the semester given the need to understand marketing research techniques before implementing them. This means that there will be a heavy reading load in the first half of the semester. In order to ensure that you are staying current with the reading, there will be three short quizzes. These quizzes will be multiple choice and short answer in nature and will not take longer than 15-20 minutes to complete.

### **Participation**

Given that this is a graduate class, students are also required to actively participate in class discussions. In order to actively participate, students will be expected to have completed the assigned readings prior to arriving at class.

## **Course Policies:**

Given the “real world” component in this class, it is imperative that you complete assignments on time. Failing to do so reflects poorly on you, this class, and the Department of Sport Management.

### **Other thoughts**

- We are all here to learn. Further, we all bring different interests and experiences to the class. My goal is to use questions to facilitate classroom discussion and highlight key points (as opposed to straight lecturing).
- There are different knowledge levels with respect to market research in this class. Some of you have even had a market research class at the undergraduate level. Given the speed that this class will move, those that have not had a market research class will probably have to work a little harder during the first half of class to keep pace
- There are no “stupid questions.” You should feel free to ask questions that you are curious about.
- Along with this, please respect the views and opinions of others. Debate in the classroom is encouraged; attacking classmates is unacceptable!

**TENTATIVE Course Outline**

<b>Date</b>	<b>Topics</b>	<b>Readings/Assignments Due</b>
1/30	Objectives; Projects; What is Marketing Research? Utility of Marketing Research  Ethical Issues – protecting the respondent	Chapters 1 & 2  Chapters 3
2/6	Exploratory Research Secondary Data  Survey Research – Overview	Chapters 4 & 5  Chapters 6 & 7
2/13	Survey Design	Chapter 8 & 9 <b>QUIZ #1 (CH1-5)</b>
2/20	Working session – instrument development  Data collection – sampling	Chapter 10
3/1 TH	Data Collection – Fieldwork	Chapters 11
3/6	Qualitative Research	Chapter 12 <b>QUIZ #2 (CH8-12)</b>
3/13	Data Collection Fieldwork	No reading
3/17- 3/26	<b>SPRING BREAK</b>	
3/27	Data Management - Coding and cleaning	Chapter 13
4/3	Data Analysis	Chapter 14
4/10	Data Analysis – Working Session	<b>QUIZ #3 (CH13-15)</b>
4/17	Research Reports MON SCHEDULE - meet with me	Chapter 15
4/24	Research Reports – Working Session	
5/1	Mock Presentations	
5/8	Final Presentations and Wrap Up	
5/15	No Class – finalize reports	