

UNIVERSITY OF MASSACHUSETTS  
Department of Sport Management

**SPORTMGT 321: Sport Marketing**  
**Spring 2008**

<b>Instructor:</b>	Prof. Sheranne Fairley	<b>Class Time:</b>	Tu-Th 1:00 – 2:15pm
<b>Phone:</b>	545-5058	<b>Classroom:</b>	SOM 126
<b>Email:</b>	<a href="mailto:sfairley@sportmgt.umass.edu">sfairley@sportmgt.umass.edu</a>	<b>Office Hrs:</b>	Tu 2:15 – 3:15pm, and by appointment
<b>Office:</b>	SOM 236D		

**PRE-REQUISITE**

Marketing 300 or 301

**REQUIRED READING MATERIALS:**

- Shank, M. D. (2004). Sports Marketing: A Strategic Perspective. Upper Saddle River, NJ: Pearson Prentice Hall. *Available at Textbook Annex*
- Reading Packet.

**COURSE OBJECTIVE:**

This course strives to enhance critical thinking skills and communication skills through the study and application of sport marketing theory. Upon completion of this course students will be able to:

- Discuss key sport marketing theories and concepts such as: the unique elements of the sport products, sport consumer behavior (spectating, participating, and volunteering), brand management, relationship marketing, sponsorship, and sales/promotion.
- Identify key reasons why different market segments seek to watch and participate in sport
- Analyze sport organizations to realize strategic marketing opportunities
- Develop marketing strategies to realize marketplace opportunities

**COURSE METHOD:**

Classroom lectures and readings illuminate the theoretical underpinnings and practical applications of marketing strategies relating to sport at various levels. Case studies, quizzes, and in-class presentations require the student to understand, analyze, and apply information presented in class (lectures and readings) in order to solve sport marketing problems. Student participation in class is a major part of the course.

## GRADING BASIS:

Students will be assigned grades based on performance in six class components:

Case Papers (2 @ 10% each)	20%
Quizzes (3 @ 10% each)	30%
Group Research Project	10%
Final Presentation	20%
Attendance and Participation	10%
Debate	10%

## GRADING SCALE:

A	93 – 100%	C	73 – 76.99%
A-	90 – 92.99%	C-	70 – 72.99%
B+	87 – 89.99%	D+	67 – 69.99%
B	83 – 86.99%	D	60 – 66.99%
B-	80 – 82.99%	F	< 60%
C+	77 – 79.99%		

## CASE PAPERS

Over the course of the semester, we will analyze two (2) cases based on the issues that are commonly faced by sport organizations and industry executives. Based on questions provided on the last page of this syllabus, you will read and analyze each case, then formulate a written response to each of these cases.

Case studies can be found at the back of the Reading Packet. Papers should be no more than 3 pages in length. They must be typed, double spaced, 12-point font, with margins set at one inch on all four sides. Use of bullet points is acceptable. Grammar, sentence structure and content will be evaluated. Case briefs are due at the beginning of class, and **will not be accepted if late.**

## QUIZZES

Throughout the semester, there will be three (3) quizzes (each worth 10%) that will test your understanding of the material presented **in both** the lectures and the readings. In an effort to extend your understanding, the quiz will also challenge you to critically analyze the material. 6% of your quiz grade will be determined by your individual performance. The other 4% of your grade will be earned by immediately retaking the quiz in a group setting.

## GROUP RESEARCH PROJECT

The research project will challenge students to work in groups of 4 to think through and implement marketing research. Groups will be required to come up with a research question, conduct focus groups, and write a brief summary of the project and key findings. Groups will be required to present their research project to the class.

## **FINAL PRESENTATION**

The final presentation will challenge students to work in groups of 5 to formulate a business presentation that will be orally presented, using PowerPoint, to the class. The Final Presentation Project will be distributed mid-semester. Each group will be required to meet with me one week prior to the Final Presentation to make a “dry-run” presentation, for the purposes of further refining your presentation for class.

## **ATTENDANCE/PARTICIPATION**

As stated in Undergraduate Rights and Responsibilities, "Students are expected to attend regularly scheduled classes at the University for which they are registered..." In keeping with that policy, attendance in this class is required. Each unexcused absence will result in a 1% deduction from the student's final grade, up to a maximum 10% grade reduction. Students needing to take an excused absence must inform the instructor beforehand via phone or email. This means listening to what other people say and offering your own thoughts when applicable.

## **DEBATES**

These in-class “debates” are designed to achieve four objectives: 1) to provide a way of applying theory learned in class to current sport marketing issues; 2) to stimulate and educate your classmates on the latest industry innovations and issues; 3) to strengthen your presentation skills; and 4) to make sport marketing FUN!

Throughout the course of the semester, students in groups of three will be responsible for debating a recent innovation or issue in the sport marketing industry. These innovations and issues will come from the prior week's *SportsBusiness Journal*. Each student will pick a side of the issue and prepare a debate on the issue or innovation. Students will be assigned their presentation date AND their debate team randomly by me.

In preparation for this assignment, each group will be required to meet with me at least 3 days prior to their debate date (in my office), where we will discuss and I will help both sides to develop their arguments. You must come to this meeting with an article already selected and an idea of the angles you both will pursue in debating it.

## **COURSE POLICIES**

Please refer to the specific sections in Undergraduate Rights and Responsibilities for information regarding academic honesty. These policies will be strictly enforced – cheating and plagiarism will not be tolerated. **Incidents of academic dishonesty will be prosecuted to the full extent within the university judicial process.** Assignments are expected to be submitted on the assigned due date. Late work will face a deduction of 10% per day until completed.

## COURSE OUTLINE

<b>Date</b>	<b>Topic/Assignment Due</b>	<b>Readings Due</b>
1/29	Course Introduction and Overview	
1/31	The uniqueness of Sport Marketing	Sport Marketing (SM), Ch. 1
2/5	The Sport Product	SM, Ch. 8 & 9
2/7	Sport Consumer Behavior	SM, Ch. 2 & 6
2/12	<b>QUIZ 1</b>	
2/14	Market Segmentation Overview of Case Study Method	SM, Ch. 3 & 7, <b>D #1</b>
2/19	<i>No class Monday schedule</i>	
2/21	Identity & Marketing	
2/26	<b>Case 1: WNBA</b>	Reader – Cases Section, <b>D #2</b>
2/28	The Role of Research in Sport Marketing	SM, Ch. 4
3/4	Promotion	SM, Ch. 10 & 11, <b>D #3</b>
3/6	Focus Groups	
3/11	Pricing	SM, Ch. 14 & 15
3/13	<b>Quiz 2</b>	
3/15 – 3/24	<i>Spring Break</i>	
3/25	<b>Research Projects and Presentations</b>	
3/27	Sport Sponsorship	SM, Ch. 12, Reader, Ch. 1 <b>Handout Finals Project</b>
4/1	Evaluation of Sport Sponsorship	Reader, Ch. 2, <b>D #4</b>
4/3	<b>Case 2: Asian Games</b>	Reader – Cases Section
4/8	Sport Sales & Place	Ch. 13, <b>D #5</b>
4/10	Motivating Sport Participation	SM, Ch. 5, <b>D #6</b>
4/15	Marketing to Volunteers	Reader, Ch. 3, <b>D #7</b>
4/17	Linking Sport to Other Industries	Reader, Ch. 4, <b>D #8</b>
4/22	Implementing the Sport Marketing Process	Ch 16
4/24	<b>Quiz 3</b>	
4/29	<b>Final Presentations</b>	Meet with Professor Fairley for the dry run <i>at least</i> two days before your final presentation!
5/1	<b>Final Presentations</b>	
1/6	<b>Final Presentations</b>	
1/8	<b>Final Presentations</b>	

## CASE STUDIES

<b>Date</b>	<b>Case Paper Questions</b>
2/26	<b>WNBA</b> After reading the WNBA case, please evaluate the segmentation, targeting and positioning of the WNBA. In hindsight, was the WNBA targeted and positioned effectively?
4/3	<b>Asian Games</b> Should Xerox sponsor the Asian Winter Games? Why or why not? If you recommend sponsorship, what package should be purchased? Why?