

UNIVERSITY OF MASSACHUSETTS - SPORT MANAGEMENT DEPARTMENT
Isenberg School of Management

SPORTMGT 321 – SPORTS MARKETING
TERM: Spring 2008
ROOM: ISOM 224
CLASS MEETINGS: Tu. & Th. 8 – 9:15 AM
OFFICE HOURS: Tu. & Th. 9:30 – 11 AM
(or by appointment)

INSTRUCTOR: Joe Cobbs
OFFICE: ISOM, Room 226, last row to left
MAILBOX: ISOM Building, Room 230, back wall
PHONE: (413) 545-0441 (e-mail preferred)
E-MAIL: jcobbs@sportmgt.umass.edu

COURSE MATERIALS:

REQUIRED

- Textbook: Mullin, Hardy and Sutton; Sport Marketing; Third Edition, ISBN: 0736060529
(Available at the Textbook Annex 413-545-3570, amazon.com, or bn.com – direct links on course website below).
- Class website is located on the UMass SPARK system, which enrolled students can log into at <http://www.oit.umass.edu/webct/index.html>
- Other materials as assigned.

COURSE PURPOSES AND OBJECTIVES:

- Overview of the sport marketing field
- Identify and understand the common internal and external factors influencing sport marketing
- Build a competency in sport marketing plan development
- Understand sport marketing sales strategy and its importance in today's market
- Cultivate a basic understanding of sports promotions and their goals
- Identify career options in sport marketing and necessary preparation

COURSE DESCRIPTION:

The course is designed to offer insight into the evolution of the field, its place in our economy, a typical sports marketing plan, current industry trends, case study analysis, promotional strategy and careers in sport marketing. To reach this insight, the following topics are to be discussed:

- The Uniqueness of Sports as an Industry
- Application of Basic Marketing Strategy to Sports, including the 4 (or 5) P's
- Market Identification, Targeting and Segmentation
- Sports Consumers and their Behavior
- Sports Marketing Research
- The Sports Marketing Mix
- Advertising, Sales, Promotional and Grassroots Strategies
- Marketing's Fit within a Sports Organization
- Sports Public Relations and the Sports Media
- Sponsorship
- Sports Marketing Careers

The class format will include lecture, case analysis, discussion, guest speakers and student presentations. Students take 2 quizzes, a midterm and final, present weekly class cases, and research, write (and potentially) present a project based on a class case.

UNIVERSITY TERM SCHEDULE:

Spring 2008

First day of classes	Monday	January	28
Last day to Add or Drop with no record - Undergraduate, Graduate, Stockbridge, Continuing Education	Monday	February	11
Holiday - Presidents' Day	Monday	February	18
Monday class schedule will be followed	Tuesday	February	19
Last day to Drop with "DR" - Graduate	Friday	March	7
Spring recess begins after last class	Saturday	March	15
Classes resume	Monday	March	24
Mid-Semester Date (Last day to drop with "W" - Undergraduate, Stockbridge, Continuing Education)	Tuesday	March	25
Registration begins for Fall 2008	Monday	April	7
Holiday - Patriots' Day	Monday	April	21
Last day of classes	Tuesday	May	13
Reading Day	Wednesday	May	14
Final examinations begin	Thursday	May	15
Second Reading Day	Saturday	May	17
Final examinations resume	Monday	May	19
Last day of final examinations, semester ends	Thursday	May	22
Graduate and Stockbridge Commencements	Friday	May	23
Undergraduate Commencement	Saturday	May	24
Holiday - Memorial Day	Monday	May	26
Final grades due 12:00 noon	Tuesday	May	27
Number of class meetings: MTuWThF: 14			

PROJECTED CLASS SCHEDULE (subject to change):

****Assignments for class are to be completed before the start of that day's class.**

I. Tues./Thurs., January 29 & 31, 2008: CLASS/TEXT OVERVIEW, ADVERTISING

Assignment for class:

Readings: *Sport Marketing* Text: Chapt. 11, pg. 238-254; Chapt. 18, pg. 439-444

Due by 2/1: "Who are you?" questionnaire on course website

Class Agenda:

- A. Introduction to course and syllabus
- B. Text and website overview and utilization
- C. Agency game introduction
- D. Introduction to sports marketing
- E. Basic industry application
- F. Effective advertising through sports
- G. Ambush marketing

II. Tues./Thurs., February 5 & 7, 2008: SPORTS MARKETING MANAGEMENT

Assignment for class:

Readings: *Sport Marketing* Text: Chapter 1 & 2

Due by 2/4: What were the Top 3 Super Bowl ads and what is the basis for your evaluation? – POST on course website DISCUSSION section

Class Agenda:

- A. The Sports Marketing Marketplace (recreation, participant events, spectator sports, etc.)
- B. The Marketing Mix in Sports
- C. Discuss Coke Case Study

III. Tues./Thurs., February 12 & 14, 2008: THE SPORT CONSUMER & THEIR BEHAVIOR

Assignment for class:

Readings: *Sport Marketing* Text: Chapter 3 & 4

DUE 2/14: COKE CASE

Class Agenda:

- A. Defining Sports Marketing Consumers
- B. External Factors and Influences
- C. Internal Factors and Influences

IV. Thurs., February 21, 2008: SPORT MARKETING RESEARCH & SEGMENTATION

Assignment for class:

Readings: *Sport Marketing* Text: Chapter 5 & 6

ROI article posted on course website

Class Agenda:

- A. Quiz # 1 (Covers Sport Marketing definitions, objectives and consumers)
- B. Research Application in Sport Marketing
- C. The Research Process & Problems
- D. Why Segment the Market?
- E. Bases of Segmentation
- F. Targeting your Market Segments

V. Tues./Thurs., February 26 & 28, 2008: PRODUCT & BRANDING

Assignment for class:

Readings: *Sport Marketing* Text: Chapter 7 & 8
"Managing Sport Brands" posted on course website

Class Agenda:

- A. Defining your Product
- B. Product Elements
- C. Product Positioning
- D. Sports Product Life Cycle
- E. Building Brand Equity

VI. Tues./Thurs., March 4 & 6, 2008: BRAND; MIDTERM

Assignment for class:

Readings: *Sport Marketing* Text: Chapter 8
Study for Midterm

Class Agenda:

- A. Finish Brand discussion and review
- B. Midterm
- C. Discuss UMass case study

VII. Tues./Thurs., March 11 & 13, 2008: PRICE

Assignment for class:

Readings: *Sport Marketing* Text: Chapter 10
DUE 3/13: UMASS CASE

Class Agenda:

- A. Price vs. Value
- B. Fan Cost Index
- C. Break Even Analysis
- D. Special Pricing Factors

VIII. Tues./Thurs., March 18 & 20, 2008: NO CLASS – SPRING BREAK

IX. Tues./Thurs., March 25 & 27, 2008: PROMOTION

Assignment for class:

Readings: *Sport Marketing* Text: Chapter 11
Experiential Marketing SBJ article posted on website

Class Agenda:

- A. Promotion Definition and Goals
- B. Promotional Tools
- C. Promotional Planning

X. Tues./Thurs., April 1 & 3, 2008: SPONSORSHIP

Assignment for class:

Readings: *Sport Marketing* Text: Chapter 13
IEG Activation report posted on course website
“Futile search” SBJ article posted on website

Class Agenda:

- A. Sponsorship Elements
- B. Sponsorship Objectives
- C. Sponsorship vs. Ticket Sales

XI. Tues./Thurs., April 8 & 10, 2008: PUBLIC RELATIONS & THE MEDIA

Assignment for class:

Readings: *Sport Marketing* Text: Chapter 15 & 16
WhereHaveYouBen SMQ article posted on website

Class Agenda:

- A. Quiz # 2
- B. Ever Changing Electronic Media
- C. Components of Public Relations
- D. Public Relations Targets
- E. Discuss Spalding case study

XII. Tues./Thurs., April 15 & 17, 2008: LICENSING & SALES

Assignment for class:

Readings: *Sport Marketing* Text: Chapter 9 & 12

Class Agenda:

- A. Components of Licensing
- B. Controlling the Elements to Control the Brand
- C. Sales Process
- D. Sales Strategies

XIII. Tues./Thurs., April 22 & 24, 2008: PLACE & CUSTOMER SERVICE

Assignment for class:

Readings: *Sport Marketing* Text: Chapter 14
SPALDING LICENSING CASE DUE

Class Agenda:

- A. Elements of Place
- B. Advantages and Disadvantages of Place
- C. The Place/Customer Service Relationship

XIV. Tues./Thurs., April 29 & May 1: INTEGRATION & LEGAL ASPECTS

Assignment for class:

Readings: *Sport Marketing* Text: Chapter 17 & 18

*****PROJECT PAPERS DUE*****

Class Agenda:

- A. Integrating the marketing mix elements
- B. Common Legal Elements of Sports Marketing

XV. Tues./Thurs., May 6 & 8: FUTURE OF MARKETING & 2nd HALF EXAM

Assignment for class:

Readings: *Sport Marketing* Text: Chapter 19

EXAM 2

Class Agenda:

- A. Exam 2
- B. Project Presentations
- C. Evolution and Future of Sports Marketing
- D. Class Review

XVI. Tuesday, May 13, 2008: COURSE REVIEW & CONCLUSION

XVII. MAY 15-22, 2008: FINAL EXAM WEEK

GRADING:

GRADING SCALE

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

NOTE: Academic dishonesty will not be tolerated. Action will be taken against students committing academic dishonesty in accordance with the procedures in *Undergraduate Rights and Responsibilities Handbook* or <http://www.umass.edu/umhome/policies/honesty.html>

Grade weights:	a. Agency points; attendance/discussion/website	10%
	b. Cases	20%
	c. Project	20%
	d. Quizzes	10%
	e. Midterm Exam	20%
	f. Final Exam	<u>20%</u>
	TOTAL	100%

CLASS POLICIES AND EXPECTATIONS:

Attendance/Participation – Attendance and punctuality are essential and expected. It is the student's responsibility to notify the instructor when they will be absent or tardy. The student is responsible for material covered when absent and to make arrangements to make up any missed assignments. Students are also expected to interact professionally during class discussions and presentations, and contribute to the learning environment with insight, comments, questions and feedback. Attendance is not participation. Discussion requires attentive listening.

Class Preparation - You will get the most out of the class lectures by reading assigned materials before class. The lectures are prepared based on the assumption that you have read the materials. If you do not understand the materials, it is recommended that you discuss the topic with Professor Cobbs to clarify the materials. Powerpoints for each lecture will be posted on the course website (in PDF format). You are strongly advised to download these lectures in advance of class (if available) and take notes on them.

Late Assignments/Incompletes – Turning in assignments late and/or requesting an incomplete grade will not be granted without prior approval from the instructor.

Case Study Memos – Case study memos are expected to be no longer than 2 pages in length (single spaced) and written in a business memo format. Memos should address the specific issues of the case and include distinct action recommendations and rationale.