

SPORT MARKETING SPM 5309

TOURISM, RECREATION AND SPORT MANAGEMENT
UNIVERSITY OF FLORIDA
FALL 2018

- Course Information** Section: 258E
Credits: 3
Dates: Wednesday, August 22 – Wednesday, December 5
Location: Web Based
- Contact Information** Instructor: Dr. Tavormina, Ph.D.
Office: Florida Gym, Room 306
Phone: 352-294-3567
Email: atavor@ufl.edu
Skype: atavor10
Office Hours: Tuesdays and Thursdays 2:00pm – 4:00pm or by appointment
- Course Website** Canvas
<https://elearning.ufl.edu>
- Course Communication** For any general course inquiries, please come speak to me before/after class, email me, or come see me in the office. For any other inquiries, please come see me in the office or send your inquiries to atavor@ufl.edu (include the course prefix/number in the email).
- Required Books** (1) Shank, M. D., & Lyberger, M. R. (2014). *Sports marketing: A strategic perspective* (5th ed.). New York: Routledge.
(2) Articles in Canvas.

Course Description

This course examines marketing information systems, pricing strategies, media relations, promotional methods, and endorsements as they relate to marketing theories. Practical applications and principles.

Purpose of Course

Sport Marketing is designed to introduce students to the application of the principles of marketing to the managed sport industry with emphasis on intercollegiate athletics, professional sport and multi-sport club operations. The function of the course is to provide students with an up-to-date understanding of marketing concepts as they are currently being applied in various sport management contexts; and it is intended to provide a foundation for those students who plan to do advanced study and work in marketing, consumer behavior and related fields.

Course Objectives

After successfully completing this course, students will be able to:

1. Define and apply key sport marketing concepts.
2. Describe the theories that underline the sport marketing process.
3. Develop and apply a sport marketing plan.
4. Evaluate sport marketing strategies.
5. Identify future trends and challenges in sport marketing
6. Analyze case studies in sport to determine successfully marketing strategies.

COURSE INFORMATION AND POLICIES

1. Please be aware that the online learning platform can sometimes present significant challenges. Unlike traditional classroom settings in which each student gets the same class at a set time and day, the online setting is available to you 24 hours a day and gives students the opportunity to tailor class to their schedule. Please note, however, this course is not entirely self-paced.
2. There are select times during which modules and course materials will be available to you. You can view each module's lectures at any time during the dates in which the module is open. However, quizzes, exams, discussion questions and other assignments will only be made available to you until the due date(s) listed. There will be no class meetings for me to remind you of important due dates so please be sure to reference the syllabus to familiarize yourself with these critical deadlines.
3. All assignments, discussions, quizzes, exams, etc. are to be submitted by 11:59pm ET on the date for which the item is due. Discussions, quizzes, and exams submitted after this time will not be eligible for credit.
4. There may be interactive meeting times schedule throughout the semester. These dates and times will be determined according to student and instructor availability.
5. If personal circumstances arise that interfere with your ability to meet a deadline, please let me know as soon as possible prior to the deadline. Only university accepted excuses will be accepted and documentation must be provided before make-up work is accepted. Requirements for make-up quizzes, assignments, and other work are consistent with university policy:
<http://gradcatalog.ufl.edu/content.php?catoid=5&navoid=1054#attendance>.
6. If you experience trouble with Canvas, your browser, access to your GatorLink account, or any other relevant issues, please contact the UF Computing Help Desk (352) 392-HELP (4357). In addition, please email me immediately. When available, please be sure to send me a screenshot of the issue. I will attempt to respond to your emails within 24 business hours. Please remember to include the course prefix and number in your emails and that all correspondence must be presented in a professional manner.
7. Students with disabilities requesting accommodations must first register with the Dean of Students Office (www.dso.ufl.edu/drc/). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments for taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.
8. You have up to three (3) days after the posting of a grade to contact me regarding any issues or concerns, after which the grade is final. Grades are based on a point scale and will not be rounded.
9. This syllabus represents the tentative plans and objectives for the course. As we go through the semester, plans may need to change to enhance a course learning opportunity. Such changes will be communicated clearly, and are not unusual and should be expected.

Academic Integrity

Any individual who becomes aware of an honor code violation is committed to take corrective action.

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <https://www.dso.ufl.edu/students.php>.

Honor Code Policy: "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity by abiding the Honor Code."

U Matter, We Care Information

If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575 so that a team member can reach out to the student.

Online Profile

Please update your Canvas profile with information and a photo by the end of the first week. This is done to familiarize you with students with whom you will be sharing online time. Click on the *Setting* in the top right of Canvas, then click on *Edit Settings* in the right column, and then click on the profile pic icon to change it. You will then be able to "upload a photo" or "take a photo" and then click *Save*.

Written Paper Policies

1. Written papers are to be submitted via Canvas by 11:59pm ET on the date for which the paper is due. Ten percent will be deducted for each day any paper is late, and the paper is considered late after 11:59pm on the due date.
2. Plagiarism includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full or clear acknowledgement. It also includes unacknowledged use of materials prepared by another person or agency engaged in the selling of term

papers or other academic materials. Plagiarism includes cutting and pasting articles from any website without acknowledging the exact web page.

3. Use an APA cover page with: your name, course name, title, and signature.
4. All papers MUST be APA Style. All references must be cited in-text and appear in a reference list at the end of the paper. Assignments must be paginated, 1-inch margins, double spaced and use Times New Roman 12 point font.

Course Format

This course is an online course and all class sessions (including discussion sessions) will be delivered through Canvas. The course is organized around modules, and four units make up each module as follows:

1. Lectures
2. Readings
3. Quizzes
4. Discussion Questions

Lectures, Readings and Quizzes

Key concepts will be presented through very brief lectures at the beginning of each module. Each lecture will provide an overview of the central ideas associated with specific concepts for each module. The primary purpose of the lecture is to lay the foundation of the various concepts and topics of sport mass media. The primary purpose of the readings is to further explore the specific topics or roles that pertain to sport mass media. A quiz covering the readings for each module will be administered prior to discussions.

Discussion Questions

Discussion questions are used to weave key concepts presented in the lectures and readings into an integrated whole in order to further develop an understanding of the phenomenon in sport. To successfully complete and fully participate in the discussion questions, students will have to do the following:

- View the lectures
- Read and understand the assigned readings prior to the beginning of a discussion
- Prepare and post answers (**150-200 word limit**) to the posted discussion questions
 - Two of the ten discussion questions must be answered via video (**2-3 minutes**)
 - If not completed, the last two weeks of discussions will be counted as a 0 and cannot be dropped
- Respond to two discussions by supporting/disputing the views of others (**50-100 word limit**)

In summary, each module will include five key tasks:

1. *Watch* the lecture
2. *Read* the assigned readings
3. *Complete* the module quiz
4. *Post* written responses to the discussion questions
5. *Post* your reaction to other student's discussion answer and interact with other students

Evaluation

<i>Assignment/Quiz</i>	<i>Points</i>	<i>Grade Breakdown</i>	
Marketing Case Analysis	20	186 - 200	A
Service/Fan Audit	25	180 – 185.9	A-
Marketing Industry Challenge	25	175 – 179.9	B+
Reading Quizzes (5 points each)	40	167 – 174.9	B
Discussion Questions (5 points each)	40	160 – 166.9	B-
Exams (25 points each)	50	155 – 159.9	C+
		147 – 154.9	C
		140 – 146.9	C-
Total	200	135 – 139.9	D+
		120 – 134.9	D
		119 or lower	E

PERFORMANCE EVALUATIONS

Marketing Case Analysis

Each student will present a case analysis that relates to marketing issues and challenges in the sport industry. The topic must be approved by the instructor (submitted via the Canvas *Discussion* by the due date), but it can be anything that interests you in the current news related to sport consumers, events, athletes, product brands, organizations, etc. The case analysis requires a 4-6 page write-up of the case (and citations of your source). You must include a summary of the case, how it relates to class topics, and what you might do as a sport marketer to address the issue you choose (develop and present your marketing/promotional strategies). Most of the grade for this assignment will be based on your ability to communicate the problem, relate it to relevant class topics, and discuss ways to address this problem from a sport marketer's point of view in creative ways. Specific details will be given on Canvas.

Service/Fan Audit

Each student will conduct a service or fan audit of a sport facility (e.g., arena/stadium, fitness club, golf course, swimming pool, etc.) to evaluate the facility's customer service orientation and the quality of their service, and the choice of facility must be approved by the instructor prior to the audit (submitted via the Canvas *Discussion* by the due date). You will act as a customer receiving the service by touring the facility on at least two occasions (specify in your report the times and dates you visited) and carefully observing its operation. The impressions of employees, other customers, and people who have never visited the establishment will all offer useful insight. You will summarize your impressions (both good and bad), and give factual and detailed information. Your comments should be analytical (not descriptive). You should tie your comments back to the concepts learned in the course whenever possible. The final report should be 8-10 pages in length. Specific details will be given on Canvas.

Marketing Industry Challenge

Groups of 2-3 students will develop a comprehensive response to a specific sport industry case challenge. Every aspect of the plan must be as realistic as possible as you will present your group's case challenge response to the sport industry professionals near the end of the semester. You must research thoroughly and present data where applicable throughout the 4-5 minute presentation. You should prepare an appropriate PowerPoint to facilitate a clear and concise presentation. Students will be required to view all of the group presentations by a specific date and will be required to comment on two other Marketing Industry Challenge presentations via the *Discussions* link. Specific details will be given on Canvas.

Reading Quizzes

There will be ten reading quizzes throughout the semester, and the two lowest grades will be dropped. Reading quizzes will consist of 5 questions and you will have 8 minutes to complete them. Reading quizzes will be available Wednesday to Saturday via Canvas and are due by 11:59pm ET Saturday; however, you only get one opportunity to complete it. Reading quizzes are *open* notes. We are not responsible for computer/connection errors, so please make sure you use a reliable computer with a secure connection and take the quizzes earlier in the day to leave you more time in case there is an issue. If you do have technical difficulties, be sure to contact Learning Support Services and email me immediately with a screenshot of the issue.

Discussion Questions

There will be ten discussion questions throughout the semester, and the two lowest grades for each student will be dropped. The discussion questions will pertain to both lecture and reading materials for that week. The discussion questions will be available to you and answered in the *Discussions* link via Canvas. For every week discussion questions are due, each student must answer the questions in 150-200 words in combined length by Friday and post reactions that are 50-100 words in length each to at least two other students' posts by Sunday. For two of the discussions, the discussion questions (not reactions) must be answered by recording a 2-3 minute video recording via the "Upload/Record Media" icon in the *Discussions* link via Canvas. If not completed, the last two discussions will be counted as a 0.

Exams

There will be two exams throughout the semester. The exams will consist of 5-7 short answer questions and you will have 40 minutes to complete them. Exams will be available for a four day period via Canvas and are due by 11:59pm ET on the due date; however, you only get one opportunity to complete it. Exams are *closed* notes. Please make sure you use a reliable computer with a secure connection and take the exams earlier in the day in case there is an issue because we cannot be responsible for technology errors. If you do have technical difficulties, contact Learning Support Services and email me immediately with a screenshot of the issue.

SPM 5309 FALL 2018 COURSE SCHEDULE

Week 1 – Module 1		
Watch	Introduction Lecture	Wednesday, August 22
Read	Chapter 1	Wednesday, August 22
Post	Student Introduction Video in Canvas <i>Discussions</i>	Friday, August 24
Watch	Student Introductions	Sunday, August 26
Week 2 – Module 2		
Watch	Lecture 1 – Strategic Sport Marketing	Wednesday, August 29
Read	Chapter 2 & Articles on Canvas	Wednesday, August 29
Post	Discussion Question 1 Response	Friday, August 31
Complete	Reading Quiz 1	Saturday, September 1
Post	Reaction to Other Students' Discussion Answer	Sunday, September 2
Week 3 – Module 3		
Watch	Lecture 2 – Sport Marketing Research	Wednesday, September 5
Read	Chapter 3 & Articles on Canvas	Wednesday, September 5
Post	Discussion Question 2 Response	Friday, September 7
Complete	Reading Quiz 2	Saturday, September 8
Post	Reaction to Other Students' Discussion Answer	Sunday, September 9
Submit	Topic for Service/Fan Audit	Sunday, September 9
Week 4 – Module 4		
Watch	Lecture 3 – Sport Consumer Behavior	Wednesday, September 12
Read	Chapter 5 & Articles on Canvas	Wednesday, September 12
Post	Discussion Question 3 Response	Friday, September 14
Complete	Reading Quiz 3	Saturday, September 15
Post	Reaction to Other Students' Discussion Answer	Sunday, September 16
Submit	Topic for Marketing Case Analysis	Sunday, September 16
Week 5 – Module 5		
Watch	Lecture 4 – Target Markets	Wednesday, September 19
Read	Chapter 6 & Articles on Canvas	Wednesday, September 19
Post	Discussion Question 4 Response	Friday, September 21
Complete	Reading Quiz 4	Saturday, September 22
Post	Reaction to Other Students' Discussion Answer	Sunday, September 23
Week 6 – Module 6		
Watch	Lecture 5 – Product	Wednesday, September 26
Read	Chapter 7, 8 & Articles on Canvas	Wednesday, September 26
Post	Discussion Question 5 Response	Friday, September 28
Complete	Reading Quiz 5	Saturday, September 29
Post	Reaction to Other Students' Discussion Answer	Sunday, September 30
Week 7 – Module 7		
Complete	Exam 1	Sunday, October 7
Submit	Teammate for Marketing Industry Challenge Presentation	Sunday, October 7

Week 8 – Module 8		
Watch	Lecture 6 – Promotion	Wednesday, October 10
Read	Chapter 9, 10 & Articles on Canvas	Wednesday, October 10
Post	Discussion Question 6 Response	Friday, October 12
Complete	Reading Quiz 6	Saturday, October 13
Post	Reaction to Other Students' Discussion Answer	Sunday, October 14
Week 9 – Module 9		
Submit	Marketing Case Analysis	Sunday, October 21
Week 10 – Module 10		
Watch	Lecture 7 – Sponsorships	Wednesday, October 24
Read	Chapter 11 & Articles on Canvas	Wednesday, October 24
Post	Discussion Question 7 Response	Friday, October 26
Complete	Reading Quiz 7	Saturday, October 27
Post	Reaction to Other Students' Discussion Answer	Sunday, October 28
Week 11 – Module 11		
Watch	Lecture 8 – Price	Wednesday, October 31
Read	Chapter 12 & Articles on Canvas	Wednesday, October 31
Post	Discussion Question 8 Response	Sunday, November 4
Complete	Reading Quiz 8	Sunday, November 4
Post	Reaction to Other Students' Discussion Answer	Sunday, November 4
Week 12 – Module 12		
Post	Marketing Industry Challenge Presentation	Wednesday, November 7
Watch	Other Group's Marketing Industry Challenge Presentations	Sunday, November 11
Post	Response to Marketing Industry Challenge Presentations	Sunday, November 11
Week 13 – Module 13		
Watch	Lecture 9 – Place (Distribution)	Wednesday, November 14
Read	Articles on Canvas	Wednesday, November 14
Post	Discussion Question 9 Response	Friday, November 16
Complete	Reading Quiz 9	Saturday, November 17
Post	Reaction to Other Students' Discussion Answer	Sunday, November 18
Week 14 – Module 14		
Enjoy	<i>No Classes – Thanksgiving Break</i>	November 21-24
Week 15 – Module 15		
Watch	Lecture 10 – Implementation and Control	Wednesday, November 28
Read	Chapter 13 & Articles on Canvas	Wednesday, November 28
Post	Discussion Question 10 Response	Friday, November 30
Complete	Reading Quiz 10	Saturday, December 1
Post	Reaction to Other Students' Discussion Answer	Sunday, December 2
Submit	Service/Fan Audit	Sunday, December 2
Week 16 – Module 16		
Complete	Exam 2	Wednesday, December 5