

**University of Florida  
College of Health and Human Performance  
Department of Tourism, Recreation and Sport Management**

**SPM 6308  
Sport Consumer Behavior**

<b>Instructor: Kiki Kaplanidou, Ph. D</b> Office: 190C Florida Gym Office Hours: Monday, 12-1 pm Tuesday 1- 4 pm  or by appointment Office Tel: (352) 294 1668 Email: <a href="mailto:kiki@hnp.ufl.edu">kiki@hnp.ufl.edu</a>  <b>Department Chair:</b> Dr. Stephen Dodd <a href="mailto:sdodd@hnp.ufl.edu">sdodd@hnp.ufl.edu</a>	<b>Semester, Year: Fall 2018</b> Course: SPM 6308 Location: FLG 235  Class time: <b>Wednesdays 9:35-12:35</b> Website: <a href="http://elearning.ufl.edu/">http://elearning.ufl.edu/</a>
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**COURSE DESCRIPTION**

The purpose of this seminar is to acquaint the doctoral student with academic research and theories in various areas of sport consumer behavior.

**COURSE REQUIREMENTS**

Article readings: To achieve the sport consumer behavior knowledge building and synthesis goal, students will be required to read and be prepared to discuss in detail several articles each week. A reading list of assigned articles is provided at the end of this syllabus. A series of questions will accompany each article as a basis for discussion but discussion may not be limited or start with those.

The reading list may be updated throughout the term in order to include recent publications and accommodate class interests. Each student is responsible for reading all articles assigned each week. These articles are designed to provide the students with background knowledge in sport consumer behavior as well as expose the students in fundamental knowledge in consumer behavior.

Main paper: From this exposure, it is hoped that students will be motivated to pursue one of the theoretical areas in greater depth. To enhance this process, each student will be required to write an article-length paper in which she/he develops either: (1) a conceptual framework for research in an area, (2) an original theoretical model of a sport consumer behavior phenomenon, or (3) an experiment to be carried out (in the future) by the student. The students will have to present their papers to the class.

Critiques: In addition, each student will be required to write 3 journal article critiques from the sport articles listed in the syllabus. These critiques should be three-to five-pages each, double-spaced. Makes sure at the beginning of the paper you provide your name and the article reference. The paper should summarize the major points and critique the strengths, weaknesses, and the contribution of the paper. This critique is not supposed to be a summary

or an outline of the paper. The purpose of these papers is to train students to think critically about a piece of research rather than just blindly accept it. Details about potential structure of these papers is offered in this syllabus.

Exam: Students will take an exam for all the material covered in this class. The exam is closed book and essay type. More details will be given to class.

### Required readings

Reading list (pdfs of the journal articles in our list will be provided through the e-learning website). If a pdf is not present you can alert me or you can search for it on the library catalog as all of the articles used in the class are available for download.

### Useful reading resources:

Albarracin, D. Johnson, B. T., Zanna, M. P. (Eds) (2005). *The Handbook of Attitudes*, Mahwah, N.J Lawrence Erlbaum Associates, Inc. **E-book (available online for free through our library)**

Eagly, A. H., & Chaiken, S. (1993). *The Psychology of Attitudes*. Orlando: Harcourt Brace College Publishers.

## **GRADING**

Grades will be assigned based on the following weights:

40%	Major Paper (35%) and paper presentation (5%)
30%	Final Exam (ESSAY TYPE)
20%	Short Papers
<u>10%</u>	Class Participation
100%	

### **POINT BREAKDOWN AND GRADING:**

**Grading Scale:** \*Grades will not be rounded.

A = 90-100%	B+ = 87-89.9%	B = 80-86.9%	C+ = 77-79.9%
C = 70-76.9%	D+ = 67-69.9%	D = 60-66.9%	E = 59.9 or lower

## **MAKE UP EXAM POLICY**

Requirements for class attendance and make-up exams, assignments, and other work are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

## **ACADEMIC INTEGRITY**

As a student at the University of Florida, you have committed yourself to uphold the Honor Code, which includes the following pledge:

The Honor Pledge

"We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.

On all work submitted for credit by students at the university, the following pledge is either required or implied: On my honor, I have neither given nor received unauthorized aid in doing this assignment." Source: <https://sccr.dso.ufl.edu/students/student-conduct-code/>

It is assumed that you will complete all work independently in the course unless the instructor provides explicit permission for you to collaborate on course tasks (e.g. assignments, papers, quizzes, exams). Furthermore, as part of your obligation to uphold the Honor Code, you should report any condition that facilitates academic misconduct to appropriate personnel. It is your individual responsibility to know and comply with all university policies and procedures regarding academic integrity and the Student Honor Code. Violations of the Honor Code at the University of Florida will not be tolerated. Violations will be reported to the Dean of Students Office for consideration of disciplinary action.

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honorcode/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class."

## **CAMPUS RESOURCES: HEALTH AND WELLNESS**

### **U Matter, We Care:**

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

### **Counseling and Wellness Center:**

<http://www.counseling.ufl.edu/cwc/Default.aspx>, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS)

Student Health Care Center, 392-1161.

University Police Department, 392-1111 (or 9-1-1 for emergencies).

<http://www.police.ufl.edu/>

### **Academic Resources**

E-learning technical support, 352-392-4357 (select option 2) or e-mail to [Learningsupport@ufl.edu](mailto:Learningsupport@ufl.edu).

<https://lss.at.ufl.edu/help.shtml>.

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling.

<http://www.crc.ufl.edu/>

Library Support, <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources

## **TOPIC OUTLINE\***

Fall 2018

Week 1- Aug 22	Introduction—Syllabus review, Thoughts on doctoral study
Week 2, Aug 29	Thinking and Writing Critically at the doctoral level
Week 3, Sept 5	<b>KIKI AWAY –CONFERENCE-</b>
Week 4, Sept 12	Methodological Issues in Consumer Behavior Research
Week 5, Sept 19	General Overview of Sport Consumer Behavior
Week 6, Sept 26	Attitudes toward Sport- Background
Week 7, Oct 3	Attitude - Behavior Relations in Sport
Week 8, Oct 10	Current Sport Consumer Behavior Research in Attitudes
Week 9, Oct 17	Information Processing – General and specific approaches in sport
Week 10 Oct 24	Involvement--- <b><u>One page draft of the paper idea due</u></b>
Week 11 Oct 31	Decision Making
Week 12 Nov 7	Attribution Research, Match-up, congruency theory
Week 13 Nov 14	Emotion
Week 14 Nov 21	NO-CLASS- THANKSGIVING <i>EXAM AND PAPER PREPARATION WEEK</i>
Week 15 Nov 28	<b>EXAM</b>
Week 16 Dec 5	<b>Paper due and presentations</b>

\*The schedule may slip a little depending on class discussion, etc. For this reason, some slack (i.e. number of papers to read) is deliberately scheduled. If this time is not needed to catch up, then it will be used for other topics.

**SPM 6308**  
**Guidelines for Short Papers**  
**Fall 2016**  
**Dr. Kaplanidou**

**You will have to write 3 short critique papers during the semester.**

**Instructions about article critique**

You have will to critique **three** articles from our reading list during the semester, which have to be completed by week 13. You can start your critiques in Week 4 of the class, given that weeks 1-3 are introductory and designed to prepare you to critique the articles. Which SPORT article you choose is strictly up to you as long it is one from the course reading list from **weeks 4-13**. You can critique only one article for each topic. So: plan your critiques accordingly. ☺

**Purpose**

The purpose of these papers is to train students to think critically about a piece of research rather than just blindly accept the research as sound. The paper should be prepared for a person who has read the original article. Therefore, the evaluation should not be a review or summary, but should be a well thought out and thoroughly justified critique of the article.

**Criteria to be Used by the professor in the evaluation of the article critiques**

The criteria to be used in evaluating an article are similar to those that are used for evaluating manuscripts sent in for review to the Journal of Sport Management, Journal of Travel Research, or Sport Marketing Quarterly. These include, but are not limited to, three major areas:

1. **Conceptual Soundness (40 points)**
  - a) Theoretical soundness
    - (i) Is the theory behind the research logical and thoroughly justified?
    - (ii) Does the paper correctly interpret previous research findings?
    - (iii) Are the hypotheses based on the theory, are they clearly stated, and are they actually tested?
  - b) Empirical soundness
    - (i) Are the correct analytical techniques applied?
    - (ii) Are the results correctly interpreted?
    - (iii) Are the conclusions and/or implications based on the results?
2. **Communication (20 points)**
  - a) Ease of understanding
    - (i) Is the article clearly written?
    - (ii) Are its major points easily grasped?
    - (iii) Is the paper laid out in a logical format?
3. **Contribution (40 points)**
  - a) Advancement of knowledge
    - (i) Does the paper contribute to the advancement of knowledge in an area of sport marketing?
      - Are the findings noteworthy?
      - Are the implications noteworthy?
      - Is the paper of interest to many people in the field?

**Format**

The papers should be typed, double spaced, and be between three and five pages in length. They should not be in outline form. Each paper should have a **brief** statement of the major points of the article being evaluated, followed by a discussion of the points described above. **It is not**

**sufficient to merely say something is good or bad or you like or dislike something. You must justify your evaluations with points from the article.** Each article is to be judged on its own merit; i.e., there is no need to do outside research on an article. Some articles will be stronger than others, some will have flaws, and some will not. Do not attempt to "invent" criticisms if you cannot support them. If the paper is good, say so, but justify your conclusion that it is good.

#### IV. Grading

The criteria used to grade the papers are basically the same as those used to evaluate the articles. In other words, in the three areas listed above you will be evaluated based on the completeness of the evaluation, strength of the arguments presented, the soundness of the logic used to support those arguments, and the ability of the writer to communicate his/her major points to the reader will form the basis for the grade.

The article critiques are worth 100 points each.

## Reading list for consumer behavior for Fall 2013

### ***Week 1 – Introduction—thoughts on doctoral study***

1. Sturdivant, Fred, "Some Thoughts on Doctoral Study," unpublished manuscript.
2. Ward, Larry, "Caution! A Doctorate May be Fatal to Your Writing Style," Et Cetera, Fall, 1986, 268-271.

### ***Week 2 - Thinking and Writing Critically***

1. Holbrook, Morris B., (1986) "A Note on Sadomasochism in the Review Process: I Hate When That Happens," Journal of Marketing, , 50, 3, 104-108.
2. Kerlinger (1970): The research report.
3. Fiske, D.W., and L. Fogg, (1990), "But The Reviewers are Making Different Criticisms of My Paper!", American Psychologist, May, pp. 591-598.
4. Summers, John O., (2001), "Guidelines for Conducting Research and Publishing in Marketing: From Conceptualization Through the Review Process," Journal of the Academy of Marketing Science (JAMS), 29, 4, pp. 405-415.
5. Yuksel, A. (2003). "How to write publishable papers". Tourism Management, 24, 437-446.

### ***Week 3—KIKI away- class coverage accommodations TBD***

### ***Week 4 – Methodological Issues in Consumer Research***

1. Downward, P. (2005). Critical (realist) reflection on policy and management research in sport, tourism and sports tourism. European Sport Management Quarterly, 5(3), 303-320.
2. Weed, M. (2006). Sports tourism research 2000-2004: A systematic review of knowledge and a meta-evaluation of methods. Journal of Sport Tourism, 11(1), 5-30.
3. Calder Bobby, Lynn Phillips and A. Tybout, (1981), "Designing Research For Application," Journal of Consumer Research (JCR), 8, (2), pp. 197-207.
4. Wells, William, (1993), "Discovery-Oriented Research," JCR, March, 489-504.
5. Lynch, John G. (1999), "Theory and External Validity," JAMS, pp. 367-376.

### ***Week 5 – General Overview of Sport Consumer Behavior***

1. Funk, DC; Mahony, DF; Havitz, ME. (2003). Sport Consumer Behavior: Assessment and Direction. Sport Marketing Quarterly, 12 (4). 200-205.
2. Trail, G. T.; Fink, J. S.; Anderson, D. F. (2003) Sport spectator consumption behavior.
3. Sport Marketing Quarterly, 12, 1, 8-17
4. Warde, A. (2015). The Sociology of Consumption: Its Recent Development. Annual Review of Sociology, 41(1), 117-134. doi: doi:10.1146/annurev-soc-071913-043208
5. Holbrook, Morris, B. (1987), "What is Consumer Research?," JCR, 14, June, 128-132.
6. Calder, B.J. and A.M. Tybout (1987), "What Consumer Research is...," JCR 14, 136-140.

### Optional

Stewart, D. W., & Zinkhan, G. M. (2006). From the editors: Enhancing marketing theory in academic research. *Journal of the Academy of Marketing Science*, 34(4), 477-480. doi: 10.1177/0092070306291975

Simonson, Itamar, Ziv Carmon, Ravi Dhar, Aimee Drolet, and Stephen M. Nowlis (2001), "Consumer Research: In Search of Identity," *Annual Review of Psychology*, 52, 249-75.

Jacoby, J., G.V. Johar, and M. Morrin (1998), "Consumer Behavior: A Quadrennium," *Annual Review of Psychology*, 49, 319-44.

### Week 6 - Attitudes-Background

1. Funk & James, (2004) The Fan Attitude Network (FAN) Model: Exploring Attitude Formation and Change among Sport Consumers, *Sport Management Review*, 7, 1-26.
2. DC Funk, & J James – (2001) The psychological continuum model: A conceptual framework for understanding an individual's psychological connection to sport. *Sport Management Review*, Volume 4, Issue 2, Pages 119– Attitude toward advertising through sport: A theoretical framework
3. Pyun & James (2011). Attitude toward advertising through sport: A theoretical framework. *Sport Management Review*, 14, 33-41.
4. Funk, Haugtvedt, & Howard, (2000) Contemporary Attitude Theory in Sport: Theoretical Considerations and Implications, *Sport Management Review*, Volume 3, Issue 2, November 2000, Pages 125-144,
5. Albarracin, Zanna, Johnson, Kumkale (2005). Attitudes: Introduction and scope. *The Handbook of Attitudes* (online book-Chapter 1), pp. 3-20 .
6. Krosnick, Judd and Wittenbrink (2005). "The Measurement of Attitudes," in *The Handbook of Attitudes* (online book-Chapter 2), pp. 21-77

### Optional

Azjen, I., and M. Fishbein (1975), "Theories of Attitude," in *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*, Addison-Wesley, pp. 21-52. (**online book**)

Eagly, Alice H. and Shelly Chaiken (1993), "The Structure of Attitudes and Beliefs," in *The Psychology of Attitudes*, HBJ, pp. 89-118.

### Week 7 - Attitude-Behavior Relationships

1. GB Cunningham, H Kwon (2003). [The theory of planned behaviour and intentions to attend a sport event-](#) *Sport Management Review*, 2003 - Elsevier
2. Madrigal, 2001, Social Identity Effects in a Belief–Attitude–Intentions Hierarchy: Implications for Corporate Sponsorship.
3. Kaplanidou, K., & Gibson, H. (2012). Event image and traveling parents' intentions to attend youth sport events: A test of the reasoned action model. *European Sport Management Quarterly*, 12(1), 3-18.  
  
Hagger, M. S., & Chatzisarantis, N. L. D. (2009). Integrating the theory of planned behaviour and self-determination theory in health behaviour: A meta-analysis. *British Journal of Health Psychology*, 14(2), 275-302.
5. Albarracin and Shawit (2018): Attitudes and attitude change, *Annual Review of Psychology*, 69, 299-327.

- Lutz, Richard J. (1991), "The Role of Attitude Theory in Marketing," in Perspectives in Consumer Behavior, Kassarian and Robertson, eds., pp. 317-339.

#### **Optional**

Ajzen, I. and Fishbein, M. (2005), "The influence of Attitudes on Behavior," in Handbook of Attitudes (chapter5-online book), pp. 173-222.

Olson, M. and Stone, J. (2005), "The influence of Behavior on Attitudes" in Handbook of Attitudes (chapter5-online book), pp. 223-272.

### **Week 8 – SUPER READING WEEK: Current Sport AND GENERAL Consumer Behavior Research**

- Alain Decrop, & Christian Derbaix (2010). Pride in contemporary sport consumption: a marketing perspective. *Journal of the Academy of Marketing Science*, Volume 38, Issue 5, pp 586-603
- Mark P. Pritchard, Daniel C. Funk, (2010) "The formation and effect of attitude importance in professional sport", *European Journal of Marketing*, Vol. 44 Iss: 7/8, pp.1017 - 1036
- YK Kim, G Trail (2010). Constraints and motivators: A new model to explain sport consumer behavior, *Journal of Sport Management*.
- Cohen, J. and Reed II, Americus. (2006). A Multiple Pathway Anchoring and Adjustment (MPAA) Model of Attitude Generation and Recruitment. *Journal of Consumer Research*. 33, 1, 1–15.
- Woermann, N. Rokka, J. (2015) Timeflow: How Consumption Practices Shape Consumers' Temporal Experiences *Journal of Consumer Research*, 41, 6,1486-1508, DOI: <http://dx.doi.org/10.1086/680668> 1486-1508
- Lock, D. J., & Funk, D. C. (2016). The Multiple In-group Identity Framework. *Sport Management Review*, 19(2), 85-96. doi: <http://dx.doi.org/10.1016/j.smr.2015.10.001>

#### **Optional**

Richard E. Petty (2006). A Metacognitive Model of Attitudes, *Journal of Consumer Research*. 33, 1, 22–24

Park, C., Whan and MacInnis, D J. (2006). What's In and What's Out: Questions on the Boundaries of the Attitude Construct, *Journal of Consumer Research*. 33, 1, 16–18

Lynch, J. Jr. (2006). Accessibility-Diagnosticity and the Multiple Pathway Anchoring and Adjustment Model, *Journal of Consumer Research*, 33, 25-27

### **Week 9 – Information Processing general and specific**

- Bettman, James and Mita Sujun (1987), "Research in Consumer Information Processing," in Review of Marketing, Houston, ed., AMA, Chicago, pp. 197-235.
- Bettman, James (1979), "Memory Factors in Consumer Choice: A Review," JM, 43, Spring, 37-53

3. Dimofte, C. V., & Yalch, R. F. (2011). The mere association effect and brand evaluations. *Journal of Consumer Psychology*, 21(1), 24-37. doi: 10.1016/j.jcps.2010.09.005
4. Cornwell, T. B., Weeks, C. S., & Roy, D. P. (2005). Sponsorship-linked marketing: Opening the black box. *Journal of Advertising*, 34(2), 21-42. doi: 10.1080/00913367.2005.10639194
5. Herrmann, J.-L., Kacha, M., & Derbaix, C. (2016). "I support your team, support me in turn!": The driving role of consumers' affiliation with the sponsored entity in explaining behavioral effects of sport sponsorship leveraging activities. *Journal of Business Research*, 69(2), 604-612. doi: <http://dx.doi.org/10.1016/j.jbusres.2015.05.016>

## Week 10 – Involvement

1. Funk, D. C., Ridinger, L. L., & Moorman, A. M. (2004). Exploring origins of involvement: Understanding the relationship between consumer motives and involvement with professional sport teams. *Leisure Sciences*, 26, 35-61.
2. Funk, D. C., Toohey, K., & Bruun, T. (2007). International sport event participation: Prior sport involvement; destination image; and travel motives. *European Sport Management Quarterly*, 7(3), 227-248. doi: 10.1080/16184740701511011
3. Kaplanidou, K. & Havitz, M (2010). Situational and Enduring involvement of Spectators of Mega Events: *International Journal of Sport Marketing and Sponsorship*, 11(4), 344-359.

### Optional

- Petty, R. E., Cacioppo, J. T., & Schumann, D. (1983). Central and peripheral routes to advertising effectiveness. *Journal of Consumer Research*, 10(2), 135-146.
- Celsi, R. L., & Olson, J. C. (1988). The role of involvement in attention and comprehension processes. *Journal of Consumer Research*, 15(2), 210-224.
- Richins, M. L., Bloch, P. H., & McQuarrie, E. F. (1992). How enduring and situational involvement combine to create involvement responses. *Journal of Consumer Psychology*, 1(2), 143-153. doi: 10.1016/s1057-7408(08)80054-x

## Week 11 –Decision Making theory

1. Smith, A. C. T., & Stewart, B. (2007). The travelling fan: Understanding the mechanisms of sport fan consumption in a sport tourism setting. *Journal of Sport & Tourism*, 12(3-4), 155-181. doi: 10.1080/14775080701736924
2. Kang, J. H. (2002). A structural model of image-based and utilitarian decision-making processes for participant sport consumption. *Journal of Sport Management*, 16(3), 173-189.
3. Bettman J., E. Johnson, and J. Payne (1990), "Consumer Decision Making," in *Handbook of Consumer Behavior*, T. Robertson, and H. Kassarian, eds., Prentice-Hall, pp. 50-85. *available at Library West, COURSE RESERVE*
4. Bettman, James, R., Mary Luce, and John W. Payne (1998), "Constructive Consumer Choice Processes," *JCR* 25, 3, pp. 187-217.
5. Ravi Dhar and Eunice Y. Kim. (2007). Seeing the Forest or the Trees: Implications of Construal Level Theory for Consumer Choice, *JOURNAL OF CONSUMER PSYCHOLOGY*, 17(2), 96–100
6. Wyer, R. S. J. (2011). Procedural influences on judgments and behavioral decisions. *Journal of Consumer Psychology*, 21(4), 424-438. doi: 10.1016/j.jcps.2010.12.002

## **Week 12 – Attribution Research, Match-up, congruence theory**

1. Kaplanidou, K. & Vogt, C (2010). The Meaning and Measurement of a Sport Event Experience among Active Sport Tourists: *Journal of Sport Management*, 24, 544-566
2. Rifon, N. J., Choi, S. M., Trimble, C. S., & Li, H. (2004). Congruence effects in sponsorship: The mediating role of sponsor credibility and consumer attributions of sponsor motive. *Journal of Advertising*, 33(1), 30-42. doi: 10.1080/00913367.2004.10639151
3. Walker, M., Heere, B., Parent, M., & Drane, D. (2010). Social responsibility and the Olympic Games: The mediating role of consumer attributions. *Journal of Business Ethics*, 95(4), 659-680. doi: 10.1007/s10551-010-0445-x Fiske, Susan and Shelley Taylor (1991), "Attribution Theory," in Social Cognition, McGraw-Hill, pp. 22-56
4. Folkes, V.S. (1988), "Recent Attribution Research in Consumer Behavior: A Review and New Directions," JCR, March, 14, pp. 548-565.
5. Weiner, Bernard (2000), "Attributional Thoughts About Consumer Behavior," JCR, December, 27, 3, pp. 382-387.

### **Optional**

Ross, M. and G. Fletcher (1985), "Attribution and Social Perception," in The Handbook of Social Psychology, 3<sup>rd</sup> edition, volume II, Lindzey and Aronson (eds.), pp. 73-98. .

## **Week 13 – Emotion**

1. Kang, J.-H., Bagozzi, R. P., & Oh, J. (2011). Emotions as Antecedents of Participant Sport Consumption Decisions: A Model Integrating Emotive, Self-Based, and Utilitarian Evaluations. *Journal of Sport Management*, 25(4), 314-325.
2. Dae Hee Kwak , Yu Kyoum Kim & Edward R. Hirt (2011) Exploring the Role of Emotions on Sport Consumers' Behavioral and Cognitive Responses to Marketing Stimuli, *European Sport Management Quarterly*, 11:3, 225-250, DOI: 10.1080/16184742.2011.577792
3. Lee, S., Kim, Y., & Heere, B. (2018). Sport team emotion: Conceptualization, scale development and validation. *Sport Management Review*, 21(4), 363-376.
4. Bagozzi, R. P., M. Gopinath, and P. Nyer (1999), "The Role of Emotions in Marketing," JAMS, Spring, 27, 2, pp. 184-206.
5. Richins, M. (1997), "Measuring Emotions in the Consumption Experience," JCR, 24, 2, pp. 127-146.
6. Han, S., Lerner, J., & K. Dacher. (2007). Feelings and consumer decision making: The appraisal-tendency framework. *Journal of Consumer Psychology*, 17(3), 158-168

### **Optional**

Tuan Pham, M., Joel B. Cohen, John W. Pracejus, and G. David Hughes (2001), "Affect Monitoring and the Primacy of Feelings in Judgment," JCR, 28, 2, pp. 167-188.

Cavanaugh, Lisa A., Bettman, James., Luce, Mary Frances., & Payne John W. (2007). Appraising the Appraisal Tendency framework. Journal of Consumer Psychology, 17(3), 169-173

***Week 14- EXAM AND PAPER PREPARATION WEEK***

**Week 15 – EXAM**

***Week 16 – PAPER AND PRESENTATIONS DUE***