

## SPORT MARKETING SPM 5309

DEPARTMENT OF SPORT MANAGEMENT  
UNIVERSITY OF FLORIDA  
FALL 2019

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<b>Course Information</b>	Section: 258E Credits: 3 Dates: Tuesday, August 20 – Wednesday, December 4 Location: Web Based
<b>Contact Information</b>	Instructor: Dr. Tavormina, Ph.D. Office: Florida Gym, Room 308 Phone: 352-294-3567 Email: atavor@ufl.edu Skype: atavor10 Office Hours: Tuesdays and Thursdays 2:00pm – 4:00pm or by appointment
<b>Course Website</b>	Canvas <a href="https://elearning.ufl.edu">https://elearning.ufl.edu</a>
<b>Course Communication</b>	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).
<b>Required Books</b>	(1) Shank, M. D., & Lyberger, M. R. (2014). <i>Sports marketing: A strategic perspective</i> (5 <sup>th</sup> ed.). New York: Routledge. (2) Articles on 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/](http://www.dso.ufl.edu/drc/)). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instruction 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](mailto: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 stealing, misquoting, insufficiently paraphrasing, or patch-writing, submitting materials from any source without proper attribution, submitting a document, assignment, or material that, in whole or in part, is identical or substantially identical to a document or assignment the

student did not author, and self-plagiarism, which is the reuse of the Student's own submitted work, or the simultaneous submission of the student's own work, without the full and clear acknowledgment and permission of the faculty to whom it is submitted.

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

5. This course is an online course and all class sessions (including Plagiarism includes but is not limited to stealing, misquoting, insufficiently paraphrasing, or patch-writing, submitting materials from any source without proper attribution, submitting a document, assignment, or material that, in whole or in part, is identical or substantially identical to a document or assignment the student did not author, and self-plagiarism, which is the reuse of the Student's own submitted work, or the simultaneous submission of the student's own work, without the full and clear acknowledgment and permission of the faculty to whom it is submitted.

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 Presentation	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-
<b>Total</b>	<b>200</b>	135 - 139.9	D+
		128 - 134.9	D
		119 - 127.9	D-
		118.9 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 Presentation**

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 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. Reading quizzes are *open* note. 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 2019 COURSE SCHEDULE**

<b>MODULE I</b>		
<b>Week 1</b>		
Watch	Introduction Lecture	Wednesday, August 21
Read	Chapter 1	Wednesday, August 21
Post	Student Introduction Video in Canvas <i>Discussions</i>	Friday, August 23
Watch	Student Introductions	Sunday, August 25
<b>Week 2</b>		
Watch	Lecture 1 – Strategic Sport Marketing	Wednesday, August 28
Read	Chapter 2 & Articles on Canvas	Wednesday, August 28
Post	Discussion Question 1 Response	Friday, August 30
Complete	Reading Quiz 1	Saturday, August 31
Post	Reaction to Other Students' Discussion Answer	Sunday, September 1
<b>Week 3</b>		
Watch	Lecture 2 – Sport Marketing Research	Wednesday, September 4
Read	Chapter 3 & Articles on Canvas	Wednesday, September 4
Post	Discussion Question 2 Response	Friday, September 6
Complete	Reading Quiz 2	Saturday, September 7
Post	Reaction to Other Students' Discussion Answer	Sunday, September 8
Submit	Topic for Service/Fan Audit	Sunday, September 8
<b>Week 4</b>		
Watch	Lecture 3 – Sport Consumer Behavior	Wednesday, September 11
Read	Chapter 5 & Articles on Canvas	Wednesday, September 11
Post	Discussion Question 3 Response	Friday, September 13
Complete	Reading Quiz 3	Saturday, September 14
Post	Reaction to Other Students' Discussion Answer	Sunday, September 15
Submit	Topic for Marketing Case Analysis	Sunday, September 15
<b>Week 5</b>		
Watch	Lecture 4 – Target Markets	Wednesday, September 18
Read	Chapter 6 & Articles on Canvas	Wednesday, September 18
Post	Discussion Question 4 Response	Friday, September 20
Complete	Reading Quiz 4	Saturday, September 21
Post	Reaction to Other Students' Discussion Answer	Sunday, September 22
<b>Week 6</b>		
Watch	Lecture 5 – Product	Wednesday, September 25
Read	Chapter 7, 8 & Articles on Canvas	Wednesday, September 25
Post	Discussion Question 5 Response	Friday, September 27
Complete	Reading Quiz 5	Saturday, September 28
Post	Reaction to Other Students' Discussion Answer	Sunday, September 29
<b>Week 7</b>		
Complete	Exam 1	Sunday, October 6
Submit	Teammate for Marketing Industry Challenge Presentation	Sunday, October 6

<b>MODULE II</b>		
<b>Week 8</b>		
Watch	Lecture 6 – Promotion	Wednesday, October 9
Read	Chapter 9, 10 & Articles on Canvas	Wednesday, October 9
Post	Discussion Question 6 Response	Friday, October 11
Complete	Reading Quiz 6	Saturday, October 12
Post	Reaction to Other Students’ Discussion Answer	Sunday, October 13
Submit	Focus Area for Marketing Industry Challenge Presentation	Sunday, October 13
<b>Week 9</b>		
Submit	Marketing Case Analysis	Sunday, October 20
<b>Week 10</b>		
Watch	Lecture 7 – Sponsorships	Wednesday, October 23
Read	Chapter 11 & Articles on Canvas	Wednesday, October 23
Post	Discussion Question 7 Response	Friday, October 25
Complete	Reading Quiz 7	Saturday, October 26
Post	Reaction to Other Students’ Discussion Answer	Sunday, October 27
<b>Week 11</b>		
Watch	Lecture 8 – Price	Wednesday, October 30
Read	Chapter 12 & Articles on Canvas	Wednesday, October 30
Post	Discussion Question 8 Response	Friday, November 1
Complete	Reading Quiz 8	Saturday, November 2
Post	Reaction to Other Students’ Discussion Answer	Sunday, November 3
<b>Week 12</b>		
Post	Marketing Industry Challenge Presentation	Wednesday, November 6
Watch	Other Group’s Marketing Industry Challenge Presentations	Sunday, November 10
Post	Responses to Marketing Industry Challenge Presentations	Sunday, November 10
<b>Week 13</b>		
Watch	Lecture 9 – Place (Distribution)	Wednesday, November 13
Read	Articles on Canvas	Wednesday, November 13
Post	Discussion Question 9 Response	Friday, November 15
Complete	Reading Quiz 9	Saturday, November 16
Post	Reaction to Other Students’ Discussion Answer	Sunday, November 17
<b>Week 14</b>		
Watch	Lecture 10 – Implementation and Control	Wednesday, November 20
Read	Chapter 13 & Articles on Canvas	Wednesday, November 20
Post	Discussion Question 10 Response	Friday, November 22
Complete	Reading Quiz 10	Saturday, November 23
Post	Reaction to Other Students’ Discussion Answer	Sunday, November 24
Submit	Service/Fan Audit	Sunday, November 24
<b>Week 15</b>		
Enjoy	<i>No Classes – Thanksgiving Break</i>	November 27-30
<b>Week 16</b>		
Complete	Exam 2	Wednesday, December 4