

The University of Florida
 College of Human Health and Performance
 Department of Sport Management
Spring Semester, 2020

SPM5309: Sport Marketing
MONDAYS 3:00-6:00PM (periods 8-10)
FLG 235

Instructor: Christina M. Ramos

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Office hours: Mondays 9:00 AM-10:30 AM & 1:30-3:00 PM, or by appointment (**preferred**)
 FLG 300A (until further notice)

It is your right as a student to have full access to the instructor. I am glad to talk with you about the class or any assignments. Please contact me if you ever have any questions or concerns about anything related to the class. I am happy to help you.

I. Course Goals

By the end of this course, students will (a) understand theories and concepts in sport marketing, (b) know how to use them in the marketing of sport products and events, and (c) acquire skills for making strategic decisions with respect to real-world and hypothetical problems and issues in the sport industry.

II. Course Objectives

Course Objectives	Learning Outcomes	Assessment Tool
1. Be able to articulate and explain the sport industry and the values of the current industry model that makes it unique.	Content knowledge, Critical thinking	Article synopsis, exam
2. Be able to define and apply theories and concepts relative to sport consumers and the marketing of sport events and product brands.	Content knowledge, Critical thinking	Article synopsis, exam
3. Be able to gain information regarding sport consumers and develop market strategies.	Content knowledge, Critical thinking	Article synopsis, project, exam
4. Be able to conduct a thorough analysis of the internal and external environment of sport organizations and events.	Critical Thinking	Project
5. Gain an understanding of service and brand marketing concepts and their application to the sport world.	Content knowledge, Critical thinking, Communication	Project
6. Gain an understanding of key concepts of a marketing mix and sport sponsorship/athlete development, and be able to develop effective strategies for real and/or hypothetical situations.	Content knowledge, Critical thinking, Communication	Exam, case analysis Project
7. Develop a basic understanding of E-business in sport.	Content Knowledge	Exam, Project

III. Course Textbook

Required text:

- Mullin, B. J., Hardy, S., & Sutton, W. A. *Sport Marketing* (4th edition), Champaign, IL: Human Kinetics

Optional Supplements (free versions):

- *Advertising Age*
- *Street & Smith's Sports Business Journal*

Reading from current business news periodicals (e.g., *Sports Business Journal*, *Advertising Age*, *Wall Street Journal*, *Business Week*, *Harvard Business Review*, *Forbes*, *Economist*, *Fortune*, ESPN, etc.) is strongly recommended. The articles will help you see how the marketing concepts you learn in the course are applied in the “real world.”

Optional Supplements – Peer-Reviewed Journals:

- *Sport Marketing Quarterly*
- *Journal of Advertising*
- *European Sport Marketing Quarterly*

Reading from journals other than those required is also very much encouraged. Consider the following as only suggestive: *Journal of Marketing*, *Journal of Consumer Research*, *Journal of the Academy of Marketing Science*, *Journal of Sport Management*, *Sport Marketing Quarterly*, *Sport Management Review*, *Journal of Advertising*, and *European Sport Marketing Quarterly*. Students should be or should become familiar with electronic databases such as ABI Inform, Business Monitor Online, EBSCO and PsycInfo. Virtually any marketing-related publication (popular press or peer-reviewed articles) is available electronically through the UF library.

Library Resources:

For research help, contact Leilani Freund (leifreu@uflib.ufl.edu; 352-273-2622), Sport Management Librarian. UF Business Library resource, Statista: <http://businesslibrary.uflib.ufl.edu/statista>.

IV. Grading

Grading Standards:

94%-100%	A	74%-76.9%	C (S)
90%-93.9%	A-	70%-73.9%	C- (U)
87%-89.9%	B+	67%-69.9%	D+
84%-86.9%	B	64%-66.9%	D
80%-83.9%	B-	60%-63.9%	D-
77%-79.9%	C+	59.9% and below	E

Grade Composition:

Final course grades will be based on the accumulated points, out of a total of 100, based on the individual weight of each of the following:

<u>Item</u>	<u>Points</u>
Article Synopsis & Presentation	15
Case Analysis	15
Exam	15
Service/Fan Audit (15) and Presentation (5)	20
Marketing Plan (25) and Presentation (5)	30
In-Class Attendance, Assignments & Participation	5
Total	100

V. Assignments

1. Article Synopsis & Presentation

Students will be assigned to present an “article synopsis” after carefully reading a sports marketing related article, and writing a synopsis of critical information found in the article. The synopsis should be three (3) pages in length, a minimum of 1,000 words, and synthesize key points from the article. Make sure that you prepare approximately 15 minutes of a PowerPoint (or similar format) presentation and a thought-provoking class discussion by raising challenging questions.

Students should sign-up for their presentation date on the following google sheet by January 13: https://docs.google.com/spreadsheets/d/1Oans-u6ggqcMTvTaMQmx55TIkWrM4_KKKWX5tgxm_OE/edit?usp=sharing

Please ensure that your relevant sports-marketing article is submitted two weeks in advance of your presentation date. Please note that should your article not be relevant, the professor will notify you so that you have time to change your article. Before working on your presentation, please confirm with Professor Ramos to avoid any problems.

Each student should find a current article that is related to the sport marketing industry that relates to current course topics. Some useful resources might be *Street & Smith's Sports Business Journal*, databases available through the UF Libraries, newspaper such as *The New York Times*, *USA Today*, *The Wall Street Journal*, magazines such as *Sports Illustrated*, *Forbes*, or websites such as ESPN.com, CBSSports.com, etc.

Each student should upload the title and original link of the article to the spreadsheet by Friday noon in the week before their presentation. After being confirmed by the instructor, students can work on their presentation. Failure to comply this rule will cause a 2-point reduction.

At a minimum, the written synopsis and presentation should include details regarding the:

- Summary of the article
- How it relates to a sport marketing topic within the course
- Discussion (i.e., important points and conclusions drawn by the author(s))
- Your assessment of how the information is relevant to sport marketing professionals
- Ask three (3) thought-provoking questions about the main idea of the article, application, and future opportunities/implications for class discussion.
- Your own critical analysis/findings to the questions above.

Note: Written assignment is due on the day you are scheduled to present (a hard copy and an electronic submission to Canvas). Failure to present on the scheduled date without written notification in advance will lose 50% of the points.

General Guidelines for Written Assignments

- **Written Work:** All written work is due at the beginning of the class period. All documents must be submitted via Canvas. Submissions late by 10 minutes will lose 30% of the assignment's total points. Any work later than that will lose 50% of the points.
- An excessive number of typos and misspellings, or multiple grammatical errors will significantly lower your final grade.
- Failure in following guidelines will significantly lower your final grade.

2. Group Project #1 – Fan Survey / Audit

The purpose of this assignment is to give students the opportunity to visit a UF sporting event/activity and evaluate the key elements comprising the sport experience based on information learned during lectures/discussion. Your task is to apply classroom material to a real-world sport/leisure setting. For this assignment, you need to visit/attend a UF sporting event or facility and perform a qualitative/quantitative assessment of the spectator/participant experience.

Students must select a sporting event or facility to visit and survey and submit for approval by **Monday, January 13**. Each game/facility is limited to one group per event/day as to not affect the data or interrupt the fan experience.

Prior to attending the sporting event or facility, groups must submit their sample surveys utilizing the requirements outlined in the syllabus no later than **Monday, February 10, 2020**. Once your survey is approved by the professor, your group may plan to survey the event and collect data. Groups who do not have their surveys approved prior to data collection will not receive full credit.

By analyzing the service components and noting their impact on consumer behavior, you should heighten your understanding of sport consumers' reactions to the activity or event.

- Each team will attend one UF sporting event and collect data.
- Students will administer the survey, summarize the findings, and make recommendations.
- Data Collection from more than 50 individuals at the game (Sample size > 50).
- Final Due Date: **Monday, April 20, 2020**
- Total Points: 65 points
- Submit peer evaluation.

Part 1 – Question item generation

Use of questionnaire – Survey:

The intent of the survey is to find out (a) what influences the consumers/fans decision to take part in the sport activity or event, and (b) how they rate their overall service/experience. Review literature (books & articles) and identify at least 4 to 5 factors (that will require 15 to 20 question items) that significantly influence consumption of sport of your interest (you will have to provide references for all of the items you identified in the final report). Include demographic items separately at the end of the questionnaire such as gender, race, age, major, marital status, etc. Specific lines of inquiry (e.g., cover letter - introduction) will depend upon the nature of the event/activity you select to attend. Each group should survey a minimum of 50 participants.

You should construct your own questionnaire similar to the sample questionnaire provided and submit for final approval to Professor Ramos. Please do not survey at an event with questions that have not been approved by the professor. The following is a short sample question to review as an example of what is expected:

The purpose of this following question is to identify what factors motivate your consumption of televised sports. Please rate the manner in which you agree with the following statements using the scale ranging from “Strongly Disagree” (1) to “Strongly Agree” (7):

*(SAMPLE: this is a **PARTIAL** presentation of a questionnaire)*

Items	Scale						
1. I always watch the games of my favorite team	1	2	3	4	5	6	7
2. The success of my favorite team/athlete is important to me	1	2	3	4	5	6	7
3. I feel elated for hours after a victory by my favorite team(s)	1	2	3	4	5	6	7
4. I feel proud when my favorite team plays well	1	2	3	4	5	6	7

Note. Items are randomly ordered to secure reliability

Part 2 - Personal Assessment

In addition to capturing the fans'/participants' experiences through the surveys, you should also appraise each service performance area for yourself from a critical marketing perspective. How effectively did the service personnel (attendants, ushers, and concessionaires) perform their tasks? Was the event staff knowledgeable, enthusiastic, and hospitable? Are there ways in which the services could be managed or performed more effectively? How does the service performance influence consumers' behaviors and their evaluation of the experience? Were you satisfied with the overall experience?

Part 3 – Data Analysis

1. Data analysis
 - a. Technique (e.g., descriptive statistics such as mean, standard deviations, frequency, correlations)
2. Use of software (e.g., Excel, etc.)
3. Try to utilize graphic functions to showcase the data/survey findings (e.g., bar chart, pie chart)

Part 4 - Written Report

As you prepare the written presentation of your interviews, personal evaluation and/or survey, report your findings by including quotes from the participants/fans, and summarize your impressions by placing emphasis on the evaluation rather than mere descriptions. Be sure to tie your evaluations to the things that we have learned in class. Also, be sure to conclude your paper with some marketing recommendations that seem appropriate for improving the fan/participant experience and the process of service delivery. The final written report should consist of following sections:

- A. Cover Page
- B. Table of Contents
- C. Summary
- D. Objectives

- E. Description of Participants
- F. Data Collection Procedures
- G. Survey Instrument (questionnaire)
- H. Data Analysis (statistical techniques used)
- I. Results
- J. SWOT Analysis
- K. Recommendation (Be specific and provide an example(s) for each of your recommendation.)
- L. Appendices (Attach your questionnaire, all surveys collected, etc.)

Other Important Considerations:

- Your report should be TYPED (**Times New Roman, 12 fonts**) on an 8½ x 11 size paper. The text should have **1.0 inch** for the left margin and **1.0 inch** for the rest of surrounding margins.
- The text needs to be SINGLE spaced.
- Although 8-10 page (counting only text pages) is preferred LENGTH for your report, more pages are acceptable (possibly considered for more credit points if presents with the same or better quality).
- Submit all 50 completed surveys.
- Do spelling and grammar checks.
- **When writing a review:**
 - Develop an outline
 - Ensure that communication is clear and concise
 - Use appropriate headings and subheadings
 - Pay attention on the degrees of importance related to identified issues
 - Be critical
 - Be complete
 - Use proper citations and quotations (try not to use quotations – paraphrase and cite)
 - Proofread your work prior to submitting final work

Peer Evaluation

All team members should submit peer evaluation regarding final group project. The form will be uploaded on the course Canvas, and should be submitted by the deadline of your final group project. The goal of the peer evaluation is to ensure that all members in your group are putting forth the same level of work and effort to complete the group assignment.

3. Group Project #2 – Sport Marketing Plan

Each group composed of four (4) students will develop a marketing plan for their new Major League Baseball team in the USA – each group must sign up to select a city to open their team, but no group can pick the same city. Groups must sign up for their team and city no later than February 3, 2020. Each group must give a 20 minute presentation that focuses on their marketing plan. Each group will also submit a 10-12 page written paper that addresses all areas, whether they are covered in the presentation or not. This does not have to be in a traditional paper format, but all areas must be covered. The groups may or may not have enough time to discuss all of the below areas during their presentation.

Your Marketing Plan should include the following:

1. General Information

- Team Name
- Logo & Mascot
- Team Colors
- Hat Design/Jersey Design
 - Be creative & original with the above list, but remember too creative or too original will restrict sales (not too many teams sport pink and green, and it's for a reason)
 - Think about what will make me buy these products after the inaugural season is over
- Stadium Seating Capacity & Breakdown (General seating, club, suite)
 - Look at typical stadiums and make your assumptions
 - Will you add any unique touches to the stadium?

2. Pricing

- What will you charge for ticket prices? Club seats? Suites? Etc.?
 - Is that higher, lower, or the same as similar teams and why?
 - What types of season ticket packages will you offer?
 - Will you charge for PSLs?
 - Make sure that all pricing is logical and in-line with current trends and teams within the area. Do not just copy prices from another team. This will be noted as plagiarism.
- What will you charge for concessions? Alcohol?
 - Is that higher, lower, or the same as similar teams and why?
 - Will you offer different food in the club and suite level than the general seating? Why? What? How?
 - Make sure that this pricing is in-line with league and team trends within your area.

3. Promotional Plan (local, national, international)

- If local (why not expand?); If national (different campaigns for different regions?)
 - How would strategies differ for the different regions?
- What is your promotional strategy?
 - Slogans, advertisements, etc.
 - Will you focus on player, team, excitement of going to a game, etc.?
- How will you get your message across?
 - What mediums (print, television, internet, etc.) will you use and how will you use them?
- What types of promotions will you use to entice fans to come to specific games?
 - Bobble heads, free hats, schedule magnets, etc.

4. Sponsorships

- What corporate sponsorships do you think you will be able to obtain?
 - Remember to ensure that partnerships are realistic and obtainable based on supporting team/league data
 - Look locally and nationally
 - What will you offer in return for these sponsorships?
 - Will they be able to have corporate events at the stadium? Promotional nights? Be coupled with specific marketing programs (i.e. Baseball 101, etc.)?

- How much and how long will these contracts be for?
 - This will require research, this should not just be based on anecdotal evidence, but facts gleaned either from MLB information, salient articles, or research journals (how to access these journals will be covered in class)
 - This must be realistic and based upon the current economic market
- 5. Target market
 - Who is it and why?
 - Does this make sense?
 - Supporting Data
 - This will require research, this should not just be based on anecdotal evidence, but facts gleaned either from company information, salient articles, or research journals (how to access these journals was covered in class)
- 6. A presentation of a Timeline for implementation/plan of action.
- 7. A discussion of methods of Evaluating the plan/marketing strategies (e.g., sales analysis, # attendance, brand awareness).

The marketing plan should be thorough and detailed enough so that the organization to which it is submitted could actually implement the plan based on the information and suggestions contained therein.

Oral presentation of Marketing Plans

- Students should be prepared to make a professional 20 minute oral presentation using Power Point (or similar software) to the class. Any group exceeding their time limit will be penalized. Presentations must be professional. You should treat this experience like a competition (you will be competing against other “agencies” to win the “contract”). The group that wins will be awarded extra credit points for the project. Grades will be determined by the quality of work and presentation, not solely by the competition, and assigned at the instructor’s discretion. Additionally, all group members will have the opportunity to evaluate their colleagues’ performances. Each group member must contribute to the oral presentation. Oral presentations will be given on **April 20, 2020.**

Written guidelines for Marketing Plans (60 Points)

- The marketing plan should be approximately **10~12 pages (not including title page, references, figures, or tables)**, typed and double spaced with pages numbered.
- You should be creative and innovative, using any graphics that will supplement your ideas, and the overall presentation of the plan.
- Each group member is expected to contribute to the overall written plan in an equitable manner. At the conclusion of the presentations, each student will be asked to evaluate the contribution of each group member to the written plan.
- The marketing plan is worth 100 points and will be graded based on the content/substance, accuracy of information, creativity, integration of strategic marketing concepts, and overall presentation of the information.
- Written plans are **DUE Monday, April 20, 2020.**
- Each group should submit one copy of the written plan and one electronic file (email attachment).
- Please complete and submit your peer evaluation.
- All assignments must be turned in (**typed and stapled/bound**).
- All assignments and exam dates are subject to change **with notice** from the instructor

4. Sports Marketing Case Analysis for Client

Groups of three to four students will present a “case analysis” that relates to marketing issues and challenges in the sport industry for a partnering organization. This fall, the partner agency is the University of Florida Athletic Association. The case analysis requires a 3 page write-up of the situation (and citation of your source). You must include a short summary of the case, how it relates to class topics, and what you might do as a sport marketer to address the issue (develop and present your marketing/promotional strategies). Students must also prepare a 15-minute presentation and your sports marketing recommendations addressing the situation. Additionally, you will lead a minute class discussion. Most of the grade for this assignment will be based on your ability to communicate the problem and a strategic solution, relate it to relevant class topics, and address this problem from a sport marketer’s point of view. The other benefit of this project is presenting your findings to the University of Florida Athletic Association.

Stay tuned for more details, deadlines and pertinent dates.

5. Exam

The exam will cover lecture, discussion and material from the textbook. Exam format will consist of short answer and essay type questions. The questions must be answered using complete sentences and in appropriate paragraph form (i.e., no response listing). Review sheet will be provided and the exam must be taken on assigned dates. The exam may be taken early for prior approved, extenuating circumstances.

IV. Course Policies and Requirements

1. Attendance and Participation

Your attendance and participation are expected as a natural expression of your commitment to your academic major and, most importantly, your desire to succeed. In addition, it provides you with the opportunity to contribute to our class discussions. If you are absent for any reason, you are expected to check with other students to find out about lecture assignments or announcements. Each absence will result in 2 point reduction in the final grade (100 points – maximum point you can earn). Excused absences are consistent with university policies in the undergraduate catalog (<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>) and require appropriate documentation.

2. Class Demeanor

Students are expected to arrive to class on time and behave in a manner that is respectful to the instructor and to fellow students. Please avoid the use of cell phones and restrict eating to outside of the classroom. Opinions held by other students should be respected in discussion, and conversations that do not contribute to the discussion should be held at minimum, if at all.

3. Assignment Policies:

Assignments are due in class on the specified day. Anytime thereafter the assignment is considered late. It is your responsibility to turn in your assignments. Make arrangements with someone to deliver your assignment if you must be absent. Assignments turned in one day late will be deducted 20% of their grade. Assignments turned in two days late will receive zero points. All assignments and papers must be typed, proofread, and spell checked. All referencing and formatting of papers must be in APA form (6th edition; e.g., double-spaced, 1” margins, 12-point

font, and list of references). Failure to do so will result in a lower score on the assignment. If you need extra help in preparing for classes, writing your papers, or any other type of academic development, please go to the Reading and Writing Center (<http://www.at.ufl.edu/rwcenter>). They have excellent resources to help you.

4. University Honesty Policy

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 (<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) 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. Violations will not be tolerated and may result in penalties may include (but are not limited to): *A zero on the exam/project, a failing class grade, community service, and university expulsion*. If you have any questions or concerns, please consult with the instructor in this class.

5. Course Evaluation

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of assessments are available to students at <https://evaluations.ufl.edu/results/>

6. Disability Statement

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester. For optimal consideration, you must see the professor within the first three (3) days of class.

7. Counseling and Wellness Center

Contact information for the 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.

VI. Class Schedule Change

The instructor reserves the right to make changes to the syllabus and outline as the class progresses and circumstances arise. Students will be given notice of any changes in advance.

VII. Class Schedule:

Date	Topic	Required Reading
Jan. 6	Introductions & Syllabus Review	N/A
Jan. 13	The Special Nature of Sport Marketing & Strategic Marketing Management Deadline to sign up for survey event or facility Deadline to sign up for article presentation date	Ch. 1 & 2 N/A N/A
Jan. 20	<i>Martin Luther King Jr. Day (OBSERVED)</i>	N/A
Jan. 27	Understanding the Sport Consumer & Market Research Presentations	Ch. 3 & 4 N/A
Feb. 3	Market Segmentation Deadline to sign up for group project city and team <i>Super Bowl Edition</i>	Ch. 5 N/A N/A
Feb. 10	The Sport Product Deadline to submit survey questions for approval Presentations	Ch. 6 N/A N/A
Feb. 17	Managing Sports Brands Presentations	Ch. 7 N/A
Feb. 24	EXAM 1	Ch. 1-7
Mar. 2	<i>SPRING BREAK (NO CLASS)</i>	N/A
Mar. 9	Sponsorship, Corporate Partnerships, and the Role of Activation Presentations	Ch. 9
Mar. 16	Promotion & Paid Media	Ch. 10
Mar. 23	Public Relations <i>March Madness Edition</i>	Ch. 11 N/A
Mar. 30	Social Media in Sports & Delivering and Distributing Core Products Presentations	Ch. 12 & 13 N/A
Apr. 6	Legal Aspects of Sports Marketing Presentations	Ch. 14 N/A
Apr. 13	Putting It All Together & The Shape of Things to Come Presentations	Ch. 15 & 16 N/A
Apr. 20	FINAL PROJECT PRESENTATIONS	N/A
Apr. 27	Final Exam	Ch. 1 - 16

* *This syllabus is a guide for the course and is subject to change with advance notice.*

***Additional Case Study details and deadlines are forthcoming.*