

# SPM 5309: Sport Marketing

College of Health and Human Performance

University of Florida

(Summer 2019)

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## Course Information

Section: 04A7  
Credits: 3  
Dates: July 1 – August 9  
Location: Web Based

## Contact Information

Professor: Dr. Yong Jae Ko  
Office: Florida Gym, Room 325C  
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Phone: 352-294-1665

## Course Website

Canvas (<https://elearning.ufl.edu>)

## Course Communication

For any general course inquiries, please post your questions in the “General Course Questions” discussion link on Canvas. For all other inquiries, please send your questions to [yongko@ufl.edu](mailto:yongko@ufl.edu) and include “SPM 5309” in the email.

## Required Book

(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 the Course

This course is designed to provide students with (1) a deep understanding of theories and concepts in sport marketing, (2) an up-to-date understanding of them as they are currently being applied to solve problems and issues in various sport business contexts, (3) strategies of making effective decisions with respect to the marketing of sport products and brands, (4) a foundation for advanced study and work in marketing, consumer behavior, and related fields.

## Course Objectives

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

1. Articulate the sport industry’s significance by integrating the unique values of the current industry model
2. Analyze the key concepts relative sport marketing to formulate, design, and implement an effective marketing plan
3. Research and analyze theories that underline sport consumers to report upon the findings of their decision process
4. Formulate market segmentation and selection strategies
5. Analyze, classify, and differentiate between services and goods and conduct systematic evaluation of their quality
6. Analyze and differentiate various sport brands identified in this course, in doing so construct new effective branding strategies and report on them
7. Examine the concepts of relationship building in profit and non-profit sport businesses to develop and present upon new and effective sponsorship/partnership, and endorsement strategies
8. Articulate the keys to effectively use social media and technology in e-business
9. Utilizing concepts learned in this course research and conduct a thorough environmental analysis in order to forecast future trends and opportunities

## Course Information and Policies

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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. You have up to three (3) days after the posting 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.
7. This syllabus represents the tentative plans and objectives for this course. As we go through the semester, plans may need to change to enhance the learning opportunity. Such changes will be communicated clearly.

### 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

Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1.

### 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, as well as, cutting and pasting from a student's own work submitted in another course.
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.

## **Accommodations for Students with Disabilities**

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, <http://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.

## **Course Evaluations**

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 these assessments are available to students at <https://evaluations.ufl.edu/results/>.

## **Counseling and Wellness**

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.

## **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 with the following units:

1. Lectures
2. Readings
3. Discussion Questions

### *Lectures and Readings*

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 marketing and consumers. The primary purpose of the readings is to further explore the current topics that pertain to sport consumers and strategic marketing decisions.

### 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
- Respond to two discussions by supporting/disputing the views of others (50-100 word limit)

In summary, the modules will include five key tasks:

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

### Evaluation

1. Industry segment	10
2. Case analysis	10
3. Discussion Questions (5 points each)	30
4. Service/fan audit	15
5. Marketing plan and presentation	25
6. Exam	10
<b>Total</b>	<b>100</b>

### Grade Breakdown

A	= 93-100	C(S)	= 73-76.9
A-	= 90-92.9	C-(U)	= 70-72.9
B+	= 87-89.9	D+	= 67-69.9
B	= 83-86.9	D	= 63-66.9
B-	= 80-82.9	D-	= 60-62.9
C+	= 77-79.9	E	= 0-59.9

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### Performance Evaluations

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#### Industry Segment

Read Pitts, Fielding, and Miller's (1994) article (Industry segmentation theory and the sport industry). Create a list of three (3) sport business, organizations, clubs, or other enterprises existing in your city or community. For each item on your list, list the main products/services offered to the consumer. Categorize everything according to the model of three sport industry segments (i.e., performance, production, and promotion) created by Pitts et al. (1994). Finally, choose one organization from the list and propose new services/products to meet the needs/demand of your community members, OR create new business opportunity for emerging market trends by proposing a new hypothetical organization and services. Please carefully select and address the viable target market (e.g., children, elderly) that needs your proposed services. Your final report should be maximum 3 pages.

#### Case Analysis: Cause-related Marketing and Corporate Social Responsibility

Each student will present a case analysis that relates to cause marketing in the global sport industry. The topic can be anything that interests you in the current news related to any social and environmental issues that sport organizations/athletes and their corporate partners/sponsors work together to resolve. The case analysis

requires a 3 pages 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. Most of the grade for this assignment will be based on your ability to communicate the problem/issues, relate it to relevant class topics, and discuss ways (suggest your marketing/promotional approach) to address this problem from a sport marketer's point of view in creative ways. Specific details will be given on Canvas.

### **Discussion Questions (6)**

There will be 4 discussion questions throughout the semester. 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.

### **Service/Fan Audit**

You are required to 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 services. 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 may all offer useful insight.

Evaluate the nature of services offered and the delivery process, and briefly summarize your impressions (both good and bad) about each dimension in one of the frameworks Dr. Ko and his colleagues developed. It encompasses all aspects of the service including personnel, physical facilities, and other tangible elements. Then, please give ratings (e.g., A, B, C; or 5 stars, 4 stars, and 3 stars) for each dimension (e.g., program and interaction in a fitness center) or sub-dimensions (e.g., operating hour, information about program, and facility design). Lastly, for each dimension or sub-dimension, please provide your recommendations to management on what actions should be taken to improve their business and service. Your comments should be analytical (not descriptive). You should tie your comments back to reading materials and class discussion whenever possible. Your final report should be maximum 4 pages.

### **Marketing Plan/Presentation**

This is a group assignment which will be completed during the second half of the course. Each group (4-5 students, assigned) will develop a comprehensive marketing plan based on the area of sport business you aspire to go into. Example: If you want a career in professional sport, your plan should be for some areas of league, team, and athletes. If you want to start your own company, write the marketing plan for the hypothetical company. Every aspects of the plan must be as realistic as possible. You must research thoroughly and present data where applicable throughout the paper. Specific details will be given in class, and topics must be approved by the instructor. To present your group's marketing plan, you will create a Voice Thread presentation. Instruction for Voice Thread presentation will be provided.

### **Exam**

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

## Course Schedule

This schedule is a tentative outline of the reading, projects and assignments that will be covered throughout the semester. If there are changes or amendments to this schedule, you will be told well in advance of any assignments that may be due.

Module	Week	Topic	Assignment	Due Date	Points (100)
<b>Module 1</b> In this module, students will gain a clear understanding of what sport marketing is and why relationship building is important in the sport business. We will also explore the nature of the sport industry and specific components of strategic marketing plan.	1	1. Course introduction	Student Information	7/5	
		2. Sport industry & Marketing	Industry segment; Discussion questions (#1)	7/5	10
		3. Strategic Sport Marketing	Selecting marketing problem	7/5	5
<b>Module 2</b> In this module, students will gain a better understanding of sport consumers and key factors that influence their decision-making process. Students will also learn how to develop effective market (segmentation) strategies.	2	4. Sport Consumers	Discussion questions (#2)	7/12	5
		5. Market Segmentation	-	-	-
<b>Module 3</b> In this module, students will learn strategic components (4Ps) of marketing; sport product, promotion, price, and place. Specific topics include; (a) branding sport products, teams, and athletes, (b) developing effective promotional strategies of sport brands and their applications to partnership, sponsorship, and endorsement, (c) developing effective pricing strategies for luxury and non-luxury sport brands, and (d) coordinating the marketing mix.	3	6. Sports Products	-	-	-
		7. Service Quality	Service Audit	7/19	15
		8. Managing Sport Brands	Discussion Questions (#3)	7/19	5
	4	9. Promotion Concepts/Mix	Discussion Questions (#4)	7/26	5
		10. Sponsorship/ Endorsement Strategies	Discussion Questions (#5)	7/26	5
		11. CSR; Cause-Marketing	Case Analysis	7/26	10
	5	12. Pricing Strategies	-	-	-
13. Coordinating & Controlling the Mix		Grid of Marketing Mix	8/2		
<b>Module 4</b> In this module, students will explore key issues in e-business and social media usage. Students will apply what they have learned throughout the semester with a culminating project and a final examination.	6	14. E-business & Technology	Discussion Questions (#6)	8/9	5
		15. Social Media	-	-	-
		16. Future Trends	-	-	-
		-	Marketing Plan	8/9	25
		-	Exam	8/9	10