

University of Florida
SPM 5305 (SEC. 8695): SPORT MARKETING
Fall 2009

Professor: Dr. Yong Jae Ko
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Time: Thursday:9-11 (4:00-7:00PM)
Class Room: Weil 0234.

Office Hours: Wednesday (12:50-2:50PM) & Thursday (12:50-3:50PM), or by appointment.

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 whenever you need me. Please contact me if you ever have any questions or concerns about anything.

Required Reading:

- Shank, M.D. (2009). *Sports Marketing: A Strategic Perspective (4rd Ed.)*. Upper Saddle River, NJ: Pearson Prentice Hall.
- Reading Materials: Each student will download and read academic journal articles assigned for each week (Available in WebCT).
- Some readings from various sources are provided in class during the semester.

I. Course Description:

This course provides students with (a) a graduate level preparation in the marketing of sport services and events of sport teams and programs and (b) an in-depth knowledge and understanding of the current issues, theories, and research in sport marketing.

II. Course Objectives:

The course activities, experiences, assignments, and sequence are intended to provide opportunities for class members to accomplish the following:

Course Objectives	Learning Outcomes	Assessment Tool
1. Be able to define and discuss theories relative to sport marketing	Content knowledge, Critical thinking	Article synopsis, exam
2. Be able to identify and discuss relevant lines of inquiry in research in sport marketing, develop a research idea, and conduct a consumer survey	Content knowledge, Critical thinking	Exam, project
3. Be able to develop a strategy of gaining information regarding the potential consumers of a sport product/service	Content knowledge Critical thinking	Case study, project, exam
4. Gain an understanding of service quality and relationship marketing and their application to the sports world	Content knowledge Critical thinking Communication	Project
5. Understand the importance of conducting a thorough examination of a sport organization's or event's internal and external environment, and be able to conduct such an analysis	Critical thinking	Project

Course Objectives (cont.)	Learning Outcomes	Assessment Tool
6. Understand the concept of a marketing mix, and apply it to a real or hypothetical situation	Content knowledge Critical thinking	Exam Project
7. Develop a basic understanding of sport sponsorship	Content knowledge	Exam
8. Develop a basic understanding of important considerations when developing marketing plans for sport organizations	Critical thinking, content knowledge, communication	Project
9. Analyze case problems related to marketing sport products and events.	Content knowledge, critical thinking, communication	Project

III. Evaluation (Point breakdown):

1. Article synopsis & Presentation	10
2. Market Research	10
3. Service/Fan Audit and Presentation	20
4. Exam I	20
5. Marketing Plan/Presentation	35
6. <u>In-Class Exercises/Assignments/Participation/Attendance</u>	<u>5</u>
Total	100

Grading

A	= 92 plus	C+	= 77 - 79
A-	= 89 - 91	C	= 71 - 76
B+	= 87 - 88	C-	= 69 - 70
B	= 83 - 86	D+	= 67 - 68
B-	= 80 - 85	D	= 61 - 66
		F	= 60 & below

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.”

Please refer to the University of Florida Honor Code for a complete explanation of the UF Academic Honesty Policy. This will be strictly enforced.

1. Article Review

After carefully reading each assigned article, writes a synopsis of the critical information found in the article and present it to the class with three (3) questions for class discussion. **Synthesize key points from each article and this may help you develop academic writing skills.** Each synopsis should be double spaced, not to exceed three (3) pages in length. Make sure that you prepare PowerPoint presentation (approximately 15 minutes) and handouts for your classmates. The synopsis should at least include details regarding the:

- Main theme/purpose
- Research questions/Hypotheses
- Background literature to support research
- Methodology
- Results/Discussion (i.e., conclusions drawn by the author(s) and important points made by the author(s))
- Significance of study/future areas of study
- Your assessment of how the information would be relevant to a sport management professional and academicians (research and managerial implications)

2. Market Research

To be announced.

3. Service/Fan Audit

This is a group assignment which will be worked on the first half course of the semester. You will be assigned to a group of 3-4. Groups will be assigned during the first or second week of class. You are required to conduct a service or fan audit of a specialized sport facility (e.g., arena/stadium, fitness club, golf course, and swimming pool) to evaluate the facility's customer service orientation. You must have your choice of facility approved by the instructor. You will act as a customer receiving the service in order to evaluate it. Tour the facility on at least two occasions (specify in your report the times and dates you visited) and carefully observe its operation. The impressions of employees, other customers, and people who have never visited the establishment all may offer useful insights.

Summarize your impressions, both good and bad. Give factual detailed information. Also, your comments should be analytical not descriptive. Use figures, diagrams, or plans to illustrate points if this clarifies the analysis. **Tie your comments back to reading material and class discussion whenever possible.** Structure your analysis section of the report around the cycle of (1) nature of services offered, (2) service encounter/delivery, and (3) evaluation of service quality. This is defined as "a period of time during which a consumer interacts with a service." It encompasses all aspects of the service including personnel, physical facilities, and other tangible elements. Specify each of the stages in the total cycle of service which constitutes the consumer's total experience. The cycle starts with the first contact a customer or potential customer has with the sport organization.

Do not conspicuously write down responses or notes while you are at the facility. Instead, make mental notes or jot down information inconspicuously. Your final report should be 10-12 pages (without cover and appendix pages), typed, double-spaced, with one-inch margins, and a 12-point font. It should be organized so that related observations are clustered and discussed together. The last quarter of your report should consist of a set of recommendations to management on what actions should be taken to improve their business and service.

4. Exams

The exam will cover lecture, discussion and material from the textbook. Exam format will consist of multiple choice, 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. **Exam must be taken on assigned dates. The test can only be taken early for extenuating circumstances...No exception.**

5. Marketing Plan

This is a group assignment which will be worked on the second half course of the semester. You will be assigned to a group of 4-5. Each group 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 college athletics, your plan should be for some area of college athletics. 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. Professor must approve the topic. Specific details will be given in class.

Marketing Plan Presentation

Each group will give a 20-minute presentation concerning the main points of their marketing plan. You are requested to prepare appropriate slides/overheads/PowerPoint to facilitate a concise and cogent presentation, and handouts for your classmates. All class members must attend all presentation days if they want to receive any credit for their own presentation.

6. In-Class Exercises/Participation/Attendance

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. After two absences, each additional absence will result in 5 point deduction. Be on time to class and conduct yourself in a professional manner during class discussion.

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. Use spell-check and proofread your work. It makes your papers not only easier to read, but you will receive a better grade. All referencing and formatting of papers must be in APA form (5th 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 a given 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 a great number of excellent resources to help you.

IV. Disability Statement:

“Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation”

V. Class Schedule: will be handed out in the class

Bibliography and Supplemental Readings

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