

SOUTHEAST MISSOURI STATE UNIVERSITY
COURSE SYLLABUS

Department of Management and Marketing

Course Number: MK351

Title of Course: Sports Marketing

I. This course will introduce students to the unique nature of sport marketing at both the professional and amateur levels. (3 credit hours)

II. Prerequisite: MK-301

III. Purposes or Objectives of the Course:

Upon completion of the course, students will be able to:

1. Demonstrate an understanding of the unique aspects of sport marketing
2. Demonstrate an understanding of how marketing concepts such as strategic planning and segmentation apply to sport marketing.
3. Demonstrate an understanding of the interrelationship of integrated marketing communications and sport.
4. Develop an understanding of sport as industry and the fan as consumer.

IV. Expectations

All students are expected to attend class regularly and to actively participate in course discussion and presentations. Students are expected to stay current in course readings in both the course textbook and casebook. Students are expected to be familiar with and uphold university policies regarding academic honesty.

V. Course Content and Outline

| Topics | Approximate Class Hours |
|---|-------------------------|
| 1. Emergence of Sport Marketing Definitions of marketing and sport marketing Production, sales and marketing orientation theories Historical development of sport marketing Unique aspects of sport marketing | 2 |
| 2. Framework for Strategic Sport Marketing Goals and objectives of sport marketing Marketing mix for sport marketing | 3 |

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| Situational analysis | |
| Marketing planning process | |
| Development of the sport marketing proposal | |
| 3. External and Internal Contingencies | 3 |
| External | |
| Economy | |
| Sport governing bodies | |
| Legal and political | |
| Competitors | |
| Consumers | |
| Internal | |
| Management/administrative | |
| Participants | |
| 4. Research Tools | 3 |
| Primary data | |
| Secondary data | |
| Internal data | |
| External data | |
| Research methodologies | |
| MIS | |
| 5. Understanding Participants as Consumers | 3 |
| Defining participation | |
| Recreational participants by sport | |
| Participation trends | |
| Examples of participation studies | |
| 6. Understanding Spectators as Consumers | 3 |
| Recreational spectators by sport | |
| Indexing consumers | |
| Sponsorship reports | |
| 7. Segmenting Targeting and Positioning | 3 |
| Consumer demographics and psychographics | |
| Identifying and targeting industry market segments | |
| Identifying and targeting consumer market segments | |
| 8. Sport Product Concepts | 3 |
| Core sport product | |
| Sport product extensions | |
| Importance of extensions | |
| 9. Managing Sport Products | 3 |
| New sports products | |

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| New product development process | |
| Product life cycle | |
| Merchandising | |
| 10. Promotion Concepts | 3 |
| Communications process | |
| Promotional strategic planning | |
| Role of media in sport marketing | |
| Measurement through media rating and market share | |
| 11. Promotion Mix Elements | 3 |
| Advertising | |
| Publicity/public relations | |
| Personal selling | |
| Endorsements | |
| Special events | |
| Media strategy | |
| 12. Sponsorship Programs | 3 |
| Purpose of sponsorships | |
| Objectives of sponsors | |
| Designing a sport sponsorship program | |
| Relationship with and among sponsors | |
| Fundraising | |
| Budgeting | |
| 13. Distribution Concepts | 3 |
| Distribution concepts | |
| Types of channels | |
| Ticket distribution | |
| Product extension distribution | |
| Stadium as distribution channel | |
| Sport media as distribution | |
| 14. Pricing Concepts | 3 |
| Definition of price | |
| Determinants of price | |
| 15. Pricing Strategies | 3 |
| Differential pricing strategies | |
| New sport product pricing strategies | |
| Ticket pricing strategies | |
| Psychological pricing strategies | |
| Product mix pricing strategies | |
| Price adjustments | |

16. Implementing and Controlling the Sport Marketing Process

1

Evaluation of plan/sponsorship

Implementation

Control

Budget

VI Textbooks:

Shank, Matthew D., (2005) Sport Marketing: A Strategic Perspective 3rd Edition

Pitts, Brenda G., (2003) Case Studies in Sport Marketing

VII. Grading—weights to be established by instructor

1. Exams
2. Quizzes
3. Written Case Summaries
4. Internet Exercises
5. Experiential Exercises
6. Guest Speaker Synopses