

COURSE SYLLABUS
Department Approval: 9/6/00
College Council Approval: 10/19/00

Department of: Physical Education

Course No.: SM460

Title of Course: Sport Finance and Marketing

New: Fall 2000

I. Catalog Description and Credit Hours of Course:

Student will develop understanding of how sport in the United States is financed and marketed
(3)

II. Prerequisite: SM 360 or permission of instructor

III. Course Objectives:

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

- A. Understand the various sources of revenue used to fund the sport industry.
- B. Be able to apply concepts from traditional or mainstream marketing to sport marketing.
- C. Understand concepts of sponsorship, endorsements, and fundraising as they relates to the sport industry.
- D. Understand the process and procedures needed to market and promote a sport event.
- E. Understand what the future issues and concerns regarding financing and marketing might be.

IV. Expectations of the Students:

Students are expected to:

- A. Come to the class having read all assignments for each class session
- B. Participate in all class discussions and activities
- C. Complete all assignments

V. Course Outline:	<u>Hours</u>
A. Introduction and Course Overview	1
B. Sources of Revenue	18
1. How much is needed	
2. Ticket sales	
3. Concessions	
4. Merchandising	
5. Personal seat license	
6. Naming rights	
7. Luxury boxes	
8. Club Seating	
9. Taxes	
10. Broadcast rights	
11. Entry fees	
12. Parking fees	
13. Evolving Sources	
C. Marketing Principles as they apply to the sport industry	22
1. The Special Nature of Sport Marketing	
2. The Application of the 5 P's of Marketing to Sport	
3. Marketing planning process	
4. Consumer demographics and psychographics	
5. Marketing mix	
6. Advertising	
7. Sponsorship	
8. Endorsements	
9. Merchandising	
10. Fundraising	
11. Public Relations	
12. Development of the marketing plan	
D. Future Issues/Concerns	4
Total Hours	<hr/> 45

IV. Textbook:

Required:

Mullin, B., Hardy, S., and Sutton, W. (2000). Sport Marketing (2nd ed.). Champaign: Human Kinetics

Howard, D.R. and Crompton, J.L. (1995). Financing Sport. Morgantown, WV. : Fitness Information Technology.

References:

Stotlar, D. (2000). Developing Successful Sport Marketing Plans. Morgantown: Fitness Information Technology.

Stotlar, D. (2000). Developing Successful Sport Sponsorship Plans. Morgantown: Fitness Information Technology.

Pitts, B.G. and Stotlar, D. (1996). Fundamentals of Sport Marketing. Morgantown: Fitness Information Technology.

Pitts, B.G. (Ed.). (1998). Case Studies in Sport Marketing. Morgantown: Fitness Information Technology.

Issues of Sport Marketing Quarterly

Issues of Sport Business Journal

VII. Basis for Student Evaluation:

- A. Participation in all class discussions and activities
- B. Examinations and Quizzes
- C. Development of a consumer satisfaction survey
- D. Development of a sponsorship proposal for a sport event
- E. Development of a fund raising campaign for a sport organization
- F. Report on a future sport marketing or sport finance issue/concern