2014

SPMG 595 Sport Administration: Marketing

Ernie Florkowski
florkowskie@xavier.edu

Follow this and additional works at: http://www.exhibit.xavier.edu/sport_studies_syllabi_summer_2014

Recommended Citation
http://www.exhibit.xavier.edu/sport_studies_syllabi_summer_2014/3

This Restricted-Access Syllabus is brought to you for free and open access by the Sport Studies Syllabi 2014 at Exhibit. It has been accepted for inclusion in Sport Studies Syllabi Summer 2014 by an authorized administrator of Exhibit. For more information, please contact exhibit@xavier.edu.
The Masters of Education in Sport Administration will prepare you for a career within the expanding sport industry. The program combines the academic strength of a Xavier education with the opportunities of the Cincinnati-area sport industry. You will study areas of sport management, sport marketing, sport finance, personnel and legal issues, and NCAA rules and regulations. The program will develop your leadership skills and prepare you for success in one of today's fastest growing industries.

COURSE PURPOSES AND OBJECTIVES

This course is designed to give students a solid foundation for applying the concepts and theories of marketing in a sports context. By the end of this course, students will:

- Be acquainted with the role of marketing in sports business
- Develop an understanding of the strategic role of marketing in sports and business firms
- Develop skills necessary to utilize the course's tools and frameworks to identify revenue opportunities
- Develop an ability to make strategic marketing decisions

COURSE DESCRIPTION

The course is designed to offer insight into the evolution of the field, its place in our economy, marketing through sport, marketing of sport, current industry trends, promotional strategy, and careers in sport marketing. To reach this insight, assigned readings and class discussions will include topics such as SWOT analysis; the sports marketing mix; the sponsorship process and the sport consumer.

The class format will include discussion, student presentations and guest speakers. Students will take tests, complete a sports experience audit, strategic marketing plan, a sponsorship presentation and other projects as assigned.

COURSE REQUIREMENTS

Attendance/Participation – Attendance and punctuality are essential and expected. It is the student’s responsibility to notify the instructor when he or she will be absent or tardy. The student is responsible for material covered when absent and to make arrangements to make up any missed assignments. Students are also expected to interact professionally during class discussions and presentations, and contribute to the learning environment with insight, comments, questions, and feedback. Summer Session- You may not miss more than one class during the compressed schedule.

There is to be no texting or cell phone usage during class. If you have an emergency and needed to take a call, please step outside the class room to take it. Laptops are not to be open unless it is class specific.

Late Assignments/Incompletes – Turning in assignments late and/or requesting an incomplete grade will not be granted without prior approval from the instructor.
GRADING:

Grade weights:

a. Class attendance/participation/discussion 200 pts  
b. Individual Project 500 pts  
c. Group Project 800 pts  
TOTAL 1,500 pts

COURSE CONTENT

Classes Attendance: Lectures and discussions are intended to reinforce text and other readings. Active participation in class projects, discussions, and group assignments is expected of all students. Students are encouraged to ask questions, actively participate in discussions, and comment on reading/lecture materials. Students should be prepared to discuss and answer questions about the text, lecture and other assigned reading material.

Assignments: All assignments are due at the beginning of class and should be typed and presented in a professional manner.

Individual Project (1): Students will be required to come up with a strategic marketing plan for an issue at their place of employment. Students will then develop a marketing plan to address the specific needs of their organization. The project will need to be presented to the class for critique. (30 min. presentation)

Group Project (1): Students will be broken into small groups to work on a topic for our Athletic Department. The group must present their marketing plan to the class and Xavier’s athletic office. The project will be run in an Apprentice like fashion. Each group will be assigned the same topic. You will have to do your research, marketing plan and presentation. This will be a major part of your grade in this class. Each group member will fill out a grade sheet for their group project. More details to follow.
COURSE MATERIALS:

Required Text

PROJECTED CLASS SCHEDULE (Subject to change at any time)
**Assignments for class are to be completed before the start of that night’s class.

I. June 16, 2014: “OPENING DAY”
   A. Introduction to course and syllabus, marketing plan lecture
   B. Ice Breaker
   C. Group Assignment
   D. Individual Project Assignment

II. June 18, 2014: Marketing Outline
    Class Agenda:
    Individual Project Topic Due
    *Bring to class and be prepared to discuss your individual marketing projects with the class

III. June 23, 2014: Brian Hicks, Associate Athletic Director, Xavier University

IV. June 25, 2014: Group & Individual Project Work Night

V. June 30, 2014: LICENSING, PRODUCT DECISIONS IN SPORTS MARKETING

VI. July 2, 2014:
    Individual Project Presentations Round 1

VII. July 7, 2014: Individual Project Presentations Round 2
     VIII. July 9, 2014: Individual Project Presentations Round 3

IX. July 14, 2014: Individual Project Presentations Round 4
    X. July 16, 2014: FINAL CLASS
       Group Project Presentations
Marketing Plan Assessment

Outline

1. Executive Summary

2. Situational Review of Environmental Factors
   a. Internal Environment
      i. Organization Background
      ii. Products
   b. External Environment
      i. Markets
      ii. Competitive Environment
      iii. Economic Environment
      iv. Demographic Environment
      v. Social and cultural Environment
      vi. Political and Legal Environment
      vii. Technological Environment
   c. SWOT Analysis (strengths/weakness/opportunities/threat)

As you approach your S.W.O.T. Analysis, consider the following questions.

- **Strengths:** What advantages does your company/product have that no one else has? What makes you most unique? Focus on those things that make your offer most compelling to a prospect or customer.

- **Weaknesses:** Where can you improve? Where have you made mistakes in the past? What do you not have that other companies/products in your industry have? Focus on those things that most detract from your offer.

- **Opportunities:** What trends lend to your strengths? What is the potential “expansion” potential over time? Opportunities are external factors that represent why your company exists or should/can grow.

- **Threats:** What challenges do you face? What are your competitors doing? What is the overall competitive landscape? Threats are external forces that could impact your success, such as competition, operational capacity, cost of goods increases, etc.

3. Marketing Objective

4. Marketing Strategies
   a. Target Market
   b. Product
   c. Price
   d. Promotion
   e. Distribution (Place)

5. Timeline of Events
Assignment: To create a marketing plan for your place of employment.

Need to Create:

1. Marketing Plan (see attached outline in syllabus)
2. A 30 Minute Power Point Presentation

Please turn in one (1) copy of your marketing plan and power point. Both items need to be in color and overwhelmingly professional.

Paper structure:

- 1” margins all the way around
- No three ring binders or folders
- No plastic covers on the pages
- Nothing is to be handwritten
- Everything

Grading will be on the following (but not limited to) topics:

Marketing Plan / Power Point Presentation

1. Information Content
2. English/Grammar/Flow of writing
3. Design/Creativity
4. Timeline of Implementation
5. Overall Presentation (score sheet)
Major Project
SPMG 595 SUMMER 2014
(500 pts.)

Assignment: To create a marketing plan for Xavier Women’s Volleyball.

Need to Create:

Marketing Plan (see attached outline in syllabus)

A 30 Minute Power Point Presentation

Please turn in two (2) copies of your marketing plan and power point. Both items need to in color and overwhelmingly professional.

Paper structure:

- 1” margins all the way around
- No three ring binders or folders
- No plastic covers on the pages
- Nothing is to be handwritten
- Everything in color

Grading will be on the following (but not limited to) topics:

Marketing Plan / Power Point Presentation

Information Content
English/Grammar/Flow of writing
Design/Creativity
Timeline of Implementation
Overall Presentation (score sheet)

Presentation Night 7/16/2014
Professor: Ernie Florkowski  
E-mail: florkowskie@xavier.edu  
Phone:  513.623.6371 (c)

Statement of Understanding

I, ________________________________________, have read and understand the course objectives, course description, grading system and attendance policy outlined in the syllabus above for course SPMG 595, Summer 2014. I understand that my failure to meet academic requirements for this course will affect my academic grade at the conclusion of the semester.

By signing this, I am stating that I understand and will comply with the policies and procedures of this course.

_____________________________________________  
Printed Name

_____________________________________________  
Signature

_____________________________________________  
Date