2012

SPMG 595-01 Sport Administration: Marketing

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XAVIER UNIVERSITY
College of Social Sciences
SPORT ADMINISTRATION

SPMG 595 - Sport Administration-Marketing
3 Credit Hours
Tuesday 7:00pm - 9:30 p.m.
Joseph 306 SPR 2012

Adjunct Professor: Ernie Florkowski, M.Ed.
E-mail: florkowskie@xavier.edu
Phone: 513.623.6371 (c)
Office Hours: By appointment only

Xavier Sport Administration Masters Degree Program

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
- Develop the skills and abilities to network, network, network

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 group projects. Students will not take tests or quizzes. A complete a sports experience audit, strategic marketing plan, a sponsorship presentation and other projects will be assigned for grades.
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. 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 500 pts
TOTAL 1,200 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. Attendance is a factor in determining your grade. I would prefer you miss no classes, however if you have to I expect advanced notice.

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

Individual Project: 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. (45 min. presentation)

Group Project: Students will work on a topic for our client Sleep Outfitters. Each person will submit a proposal to me. Debbie Green (Marketing Manager from Sleep Outfitters), Mike Albanese (Xavier Sports Properties) and myself will select the project manager. He/she will run the project for the semester. 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. This will be a factor in determining your group grade. All people are asked to participate equally and fairly.
COURSE MATERIALS:

Required Text

PROJECTED CLASS SCHEDULE

*Subject to change*

**Assignments for class are to be completed before the start of that night’s class.

I. January 10, 2012: OPENING DAY

Class Agenda:
- Introductions
- Group Project Assignment
- Syllabus

II. January 17, 2012: CLASS/ PROJECT OVERVIEW

Class Agenda:
- Group Project Assignment- Guests from XU Sports Properties and Mattress

III. January 24, 2012: In Class Prep for Group Project

IV. January 31, 2012: Individual Project Topic Due
- Marketing Plan Outline-Reviewed

V. February 7, 2012: Segmentation-Psychographics

VI. February 14, 2012: Self Marketing- How to promote yourself for your career

VII. February 21, 2012: SPONSORSHIP COMPONENTS & SPONSORSHIP COMMITMENT

VIII. February 28, 2012: SELLING THE PROPOSAL, PRE AND POST EVENT EVALUATION

IX. March 6, 2012: ***NO CLASS SPRING BREAK***

X. March 13, 2012: TECHNOLOGY AND CONTROVERSIAL ISSUES
XI. March 20, 2012:
   Assignment for class: LICENSING, PRODUCT DECISIONS IN SPORTS

XII. March 27, 2012:
   Assignment for class: MAJOR SPORT BUSINESS RELATIONSHIPS

XIII. April 3, 2012:  ***NO CLASS EASTER BREAK***

XIV. April 10, 2012:  Individual Projects Round 1

XV. April 17, 2012:   Individual Projects Round 2

XVI. April 24, 2012:  Individual Projects Round 3

XVII. May 1, 2012:    Finals Week (Sleep Outfitters-Kenwood Mall)
Marketing Plan Assessment
SPMG 595 SPRING 2012

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 growth.

- **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
SPMG 595 - Sport Administration Marketing
Tuesday 7:00 - 9:30 p.m.
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Memorandum of Understanding (MOU)

I, ________________________________, have read and understand the course objectives, course
description, grading system and attendance policy outlined in the syllabus above for course SPMG 595, Spring
2012. 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