2012

SPMG 310-01 Introduction to Sport Marketing

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SPMG 310 Introduction to Sport Marketing
TR 10:00 – 11:15 a.m.
Spring Semester – 2011
3 Credit hours
JOS 206

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Office hours: Monday and Wednesday 10:00 a.m. to 12:00 p.m., and by appointment.
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Syllabus

Texts
2) Suggested reading: Street & Smith’s Sport Business Journal. (Students may subscribe to this publication. Information will be distributed in class.)
3) Additional readings may be place on reserve or distributed in class.

Course description
The course will provide an introductory survey in the field of sport marketing. Theories and strategies will be discussed as they relate to practical application of course material and to career opportunities in the sport industry.

Objectives
1) To develop an understanding of sport marketing.
2) To understand past and current trends in sport and lifestyle marketing and its place in our economy.
3) For the students too be able to express themselves articulately in both written and oral forms.
4) To develop the skills necessary to work effectively in teams.

Course requirements
Readings: All reading should be completed prior to the class in which they are to be discussed. In addition to readings assigned from the text, I suggest that students regularly follow developments in the sport industry as reported in Sports Business Journal. This weekly publication is considered essential reading for professionals in the field.

Quizzes: There will be a series of quizzes given throughout the semester. The format of the quizzes will be as follows:
1. The class will be divided into six groups based on criteria developed by the instructor.
2. Each student will complete the quiz on the day the material is schedule to be discussed.
3. After each student has finished, the instructor will collect the quizzes and students will then assemble in their groups.
4. Students will then re-take the quiz as a group. You will be free to discuss answers with the members of your group but you are not permitted to use the text or notes during these discussions. Once each group has finished, the instructor will collect the quizzes and we will discuss the answers and the course material for the day.
5. Total points for the quizzes will be determined using the following formula:
   a. Each student will receive two scores per quiz: one score will be their individual score on the quiz and the second score will be their group score multiplied by two.
b. Just past the mid-point of the semester, the scores will be added together. The student(s) with the highest combined score will receive 100 points. All other students will receive a percentage of points based their score relative to the highest score in the class.

6. The group (or groups in case of a tie) with highest overall combine quiz score will earn an additional 25 points for the course.

7. Total group scores will be tallied weekly so that each group will know where they stand relative to the rest of the class.

8. There will be no make-up quizzes. If a student misses a quiz then they lose their individual points but still may earn group points.

Panel presentation: During the second half of the course, each group will be responsible for making a presentation to the class. Each group will present material from a chapter in the text based on a question or problem presented by the instructor. The purpose of this assignment is for students to work together as team and provide a creative solution to the problem. The details of this assignment will be presented on February 9.

Panel quiz: Each group will be responsible for submitting two questions to the instructor which will be asked of the panel responsible for the course material for the day. Each group must submit their questions to the instructor by 5:00 of the day indicated on the syllabus. Each student on the panel must answer two questions. If the student answers the question without the help of other group members, then the group receives 10 points. If the student is unsure of the answer, the student may consult with other members of the panel. If the student, after consulting, answers the question correctly then the group receives 7 points. In any case if an incorrect answer is given, the group receives no points. If the group scores more than 75 total points, then they receive all 50 points. If the score 74 points or less, they receive no points. In all cases the instructor will be the final arbiter of any disputed answer. Any group that wishes to dispute their score on the quiz must do so in writing within two business days.

Attendance: Class starts at 10:00 and students are expected to be in class on time. Attendance is required and will be monitored. Because much of the course requires that students work in teams, it is extremely important that students come to class on time and prepared for work. Unexcused absences or excessive tardiness will result in a lower final grade. For an absence to be excused it must be dire, unavoidable and verifiable. Each unexcused absence will result in a 10 point deduction from your final grade. Excessive unexcused absences or excessive tardiness can result in an “F” for the course.

Class and group participation: Each student is expected to participate in class by keeping up with readings, answering questions during lectures and participating in class or group assignments. It is expected that all members of each working group will receive the same grades on all group assignments. Exceptions may be made when students are excessively absent or late for class. At the conclusion of the semester, each group will complete a group evaluation form to assess their overall effort in group work, the effort put forth by each of the members of their group, and their group’s ability to cooperate. An individual group member may receive a reduced final grade if there is overwhelming evidence to suggest that the student in question did not put forth sufficient effort in group assignments. In such cases, the student will be notified by the instructor and given the opportunity to defend their effort in course before a final decision is rendered.

Exams: There will be one mid-term exam and one final exam. All students are expected to take the final exam at the scheduled time and date, no exceptions.
Grading
Final grades are based upon the total points accumulated for the semester.

<table>
<thead>
<tr>
<th>Point distribution</th>
<th>Grading scale</th>
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<tbody>
<tr>
<td>Mid-term exam</td>
<td>A 500 - 470</td>
</tr>
<tr>
<td>Final exam</td>
<td>A- 469 - 450</td>
</tr>
<tr>
<td>Individual/group quizzes</td>
<td>B+ 449 - 435</td>
</tr>
<tr>
<td>Panel presentation</td>
<td>B 434 - 415</td>
</tr>
<tr>
<td>Panel quiz</td>
<td>B- 414 - 400</td>
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<tr>
<td>Panel quiz questions</td>
<td>C+ 399 - 385</td>
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<tr>
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<tr>
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<td>C- 364 – 350</td>
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<td>D+ 349 – 335</td>
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<td>D 334 – 315</td>
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<td>D- 314 - 300</td>
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<td>F 299 and below</td>
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This is the tentative course schedule. Although the schedule may change due to unforeseen circumstances, every effort will be made to maintain the schedule set forth below. Regardless of unexpected changes, the mid-term exam date and the final exam date will remain firm.

10-Jan   Course introduction, syllabus, group assignments
12-Jan   What is sport marketing?
17-Jan   **Quiz # 1 over Chs. 1 & 2**
          Chapter 1: The special nature of sport marketing
19-Jan   Chapter 2: Strategic Marketing Management
24-Jan   **Quiz # 2 over Chs. 3 & 4**
          Chapter 3: Studies of sport consumers
26-Jan   Chapter 4: Perspectives in sport consumer behavior
31-Jan   **Quiz # 3 over Chs. 5 & 6**
          Chapter 5: Database marketing & research in sport mktg.
2-Feb    Chapter 6: Market segmentation
7-Feb    **Quiz # 4 over Chs. 7 & 8**
          Chapter 7: The sport product
9-Feb    Chapter 8: Managing sport brands
          Details for panel presentations Ch13
14-Feb   **Quiz # 5 over 9 & 10**
          Chapter 9: Licensed and branded merchandise
16-Feb   Chapter 10: Pricing strategies
          Panel topic Ch14
21-Feb   Exam Review

23-Feb   **Midterm Exam**

28-Feb   Second half of course overview.

1-Mar   **Quiz # 6 over Chs. 11 & 12**
Panel topic Ch15

13-Mar   **Panel presentation 1** (Ch13)
Quiz questions due Ch13
Panel topic Ch16

15-Mar   Chapter 13: Promotional licensing and sponsorship -- Panel quiz

20-Mar   **Panel presentation 2** (Ch 14)
Quiz questions due Ch14
Panel topic Ch17

22-Mar   Chapter 14: Place or product distribution -- Panel quiz

27-Mar   **Panel presentation 3** (Ch 15)
Quiz questions due Ch15
Panel topic Ch18

29-Mar   Chapter 15: Electronic media -- Panel quiz

3-Apr   **Panel presentation 4** (Ch 16)
Quiz questions due Ch16

10-Apr   Chapter 16: Public relations -- Panel quiz

12-Apr   **Panel presentation 5** (Ch 17)
Quiz questions due Ch17

17-Apr   Chapter 17: Coordinating and controlling the marketing mix -- Panel quiz

19-Apr   **Panel presentation 6** (Ch.18)
Quiz questions due Ch18

24-Apr   Chapter 18: The legal aspects of sport marketing -- Panel quiz

26-Apr   Exam review: course wrap-up

3-May   **FINAL EXAM: 8:30 AM**