2015

SPMG 310-01 Sport Marketing

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The sport management and marketing programs prepare students to work in the sport industry. This industry is competitive, and for students to succeed, it is necessary to network and build relationships in the industry while pursuing undergraduate education. To this end, the program seeks to maximize student contact with industry professionals and enhance understanding of the business of sport through rigorous academic preparation.

**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. Students will be able to define sport marketing.
2. Students will be able to identify the sport marketing mix.
3. Students will explain the marketing planning process.
4. Students will be able to identify and describe market segments and target markets.
5. Students will be able to apply fundamental marketing concepts to the sport industry.
6. Students will understand the uniqueness of the sport product.
7. Students will be able to articulate the unique aspects of sport consumer and sport product markets.
8. Students will 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. (www.sbjcollege.com/subscribe)

*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. At 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 Bonus points** for the course. This is the only “extra credit” offered and it can result in a significant letter grade jump.

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 10.**

**Panel quiz:** Students not presenting will be responsible for submitting two questions to the instructor that will be asked to the panel responsible for the course material for the day. Students must submit their questions to the instructor by 12:00 of the day indicated on the syllabus. Typically, the day after the presentation. Each student on the panel must answer two (2) questions. If the student answers the question **without** the help of other group members, then their 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.

**Attendance:** Class starts at 4:00pm (16:00) 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 are prepared to 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 **15 point deduction from your final grade.** Any student who is absent for eight (8) or more classes will receive 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. Any missed assignments are the student’s responsibility to seek the missing work, not the professor’s. If it’s not important to you to make up the work, it’s not important to me to grade it. An “F” is just as easy to write as an “A”. You choose where you want to fit on that scale. All missed assignments, must be request upon your return to class. Once missing work is received, it is due the next class.

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.

There is to be no texting or cell phone usage during class. If you have an emergency and need to take a call, please step outside the class room to take it. Otherwise, put it away it will be taken away. Laptops are not to be open unless it is class specific. No Google surfing for fun night spots in Cincinnati during class.

Exams: There will be one mid-term exam and one final exam. All students are expected to take the final exam on the scheduled time and date, no exceptions.

Grading

Grading scale

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<thead>
<tr>
<th>Grade</th>
<th>Points</th>
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<tbody>
<tr>
<td>A</td>
<td>500 - 470</td>
<td></td>
</tr>
<tr>
<td>A-</td>
<td>469 - 450</td>
<td></td>
</tr>
<tr>
<td>B+</td>
<td>449 - 435</td>
<td></td>
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<tr>
<td>B</td>
<td>434 - 415</td>
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</tr>
<tr>
<td>B-</td>
<td>414 - 400</td>
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<tr>
<td>C+</td>
<td>399 - 385</td>
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<tr>
<td>C</td>
<td>384 - 365</td>
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<td>C-</td>
<td>364 - 350</td>
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<td>D+</td>
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<td>D</td>
<td>334 - 315</td>
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<td>D-</td>
<td>314 - 300</td>
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<tr>
<td>F</td>
<td>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. Barring no unexpected changes, the mid-term exam date and the final exam date will remain firm.
Required Text

2. Other reading assignments maybe emailed to the student or handed out in class.

PROJECTED CLASS SCHEDULE

(Subject to change at Professor’s discretion)

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

January 13, 2015: OPENING DAY

Class Agenda:
- Introductions
- Group Project Assignment
- Syllabus

January 15, 2015: What is Sport Marketing?

January 20, 2015: Quiz 1 (Ch.1 & 2)
- Ch.1 Lecture- Special Nature of Sport Marketing

January 22, 2015: Ch.2 Lecture- Strategic Marketing

January 27, 2015: Quiz 1 (Ch.1 & 2)
- Ch.1 Lecture- Special Nature of Sport Marketing

January 29, 2015: Ch.2 Lecture- Strategic Marketing

February 3, 2015: Quiz 2 (Ch.3 & 4)
- Ch.3 Lecture- Understanding the Sport Consumer

February 5, 2015: Ch.4-Lecture-Market Research in the Sport Industry

February 10, 2015: Quiz 3 (Ch.5 & 6)
- Ch.5-Lecture- Market Segmentation
- Group Panel Presentations Process- Explanation

Sponsorship Group 1 Panel Ch. 9 Meeting

February 12, 2015: Ch.6-Lecture-The Sport Product
- Group Panel Presentations Process- Explanation

February 17, 2015: Quiz 4 (Ch.7)
- Ch.7-Lecture-Mananging Sport Brands

Promotion Group 2 Panel Ch. 10 Meeting

February 19, 2015: Quiz 5 (Ch.8)
- Ch.8-Lecture-Sales & Service

February 24, 2015: Mid-Term Exam Review
Panel Ch. 11 Meeting
February 26, 2015: Mid Term Exam

March 3, 2015: Spring Break

March 5, 2015: Spring Break

March 10, 2015: Panel Presentation 1 (Ch. 9)  Social Media Group 4 Panel Ch. 12 Meeting
Quiz Questions Ch. 9 due by March 11 @ noon.

March 12, 2015: Ch. 9 Panel Quiz  Delivery & Distribution Group 5 Panel Ch. 13 Meeting

March 17, 2015: Panel Presentation 2 (Ch. 10)  Legal Aspects Group 6 Panel Ch. 14 Meeting
Quiz Questions Ch. 10 due by March 18 @ noon.

March 19, 2015: Ch. 10 Panel Quiz

March 24, 2015: Panel Presentation 3 (Ch. 11)
Quiz Questions Ch. 11 due by March 25 @ noon.

March 26, 2015: Ch. 11 Panel Quiz

March 31, 2015: Easter Break

April 2, 2015: Easter Break

April 7, 2015: Panel Presentation 4 (Ch. 12)
Quiz Questions Ch. 12 due by April 8 @ noon.

April 9, 2015: Ch. 12 Panel Quiz

April 14, 2015: Panel Presentation 5 (Ch. 13)
Quiz Questions Ch. 13 due by April 15 @ noon.

April 16, 2015: Ch. 13 Panel Quiz

April 21, 2015: Panel Presentation 6 (Ch. 14)
Quiz Questions Ch. 14 due by April 22 @ noon.

April 23, 2015: Ch. 14 Panel Quiz

April 28, 2015: Comprehensive Final Exam Review Day 1

April 30, 2015: Comprehensive Final Exam Review Day 2
May 5, 2015: Comprehensive Final EXAM Time: 4:00pm-5:50pm

XAVIER UNIVERSITY
College of Social Sciences
SPORT ADMINISTRATION

SPMG 310 - Sport Administration Marketing
Tuesday / Thursday 4:00 – 5:15p.m.
Spring 2015

Professor: Ernie Florkowski
E-mail: florkowskie@xavier.edu
Phone: 513.623.6371 (c)

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 310, Spring 2015. 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 have read through the syllabus and that I understand & I will comply with the policies and procedures of this course. The Professor has the final say on anything not specifically covered in this syllabus.

_____________________________________________
Printed Name

_____________________________________________
Signature

_____________________________________________
Date
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Printed Name

_____________________________________________
Signature

_____________________________________________
Date