



SDNY BUSN 3382

Sports Marketing

CAPA SYDNEY PROGRAM

Course Description

This course examines in detail the various techniques and strategies of sports marketing. The issue of professionalism and the corporatization of sport will be addressed. The focus on the necessity of securing various revenue streams including sponsorships, investment opportunities, government grants and fundraising potential of individuals, teams, clubs and facilities in the broad arena of sport. Students will examine the promotion of sport through various channels, including traditional media and the rise of digital marketing in its various forms. The ability to develop and implement marketing strategies and plans to present to individuals or organisations will be based around practical application using Australian case studies.

Course Aims

On completion of this course, students will be able to:

- Apply the knowledge, examples and opportunities of marketing theory to the complex and dynamic industry of sport and events.
- Gain an appreciation of the foundations of services and experiential marketing concepts and practices.
- Apply case studies to demonstrate strategies used to adapt marketing practices to different events and contexts.
- Display critical analysis of national and international examples and observation research of a live case study during the semester of a relevant project for the student's portfolio.
- Develop creative, innovative and entrepreneurial thinking to submit recommendations and innovations for your event.

Requirements and Prerequisites

No previous requirements or pre-requisites are required.

Learning Outcomes

- a. Apply specific sport and event marketing frameworks, models and theory to suggest innovations, recommendations, and enhancements for the sport or the event organizer,
- b. Demonstrate information gathering and observation research skills in sustainable sport and event marketing,
- c. Apply theory to develop strategies for marketing the unique features of the sport and event product/service,
- d. Display team and collaboration skills in the gathering of information and the analysis and presentation of findings to stakeholders.
- e. Evaluate the issues of ethics in sports marketing to achieve sustainable outcomes.

Class Methodology

This course follows a weekly face to face seminar based structure in class. During the seminar, lecture material will be delivered with case studies used in written and video format as a point of group class discussion. This will highlight major concepts and theories to be applied to current real-world situations. Guest speakers with practical specialized knowledge will attend the seminar to deliver presentations. Field trips will allow students to experience Australian sporting organizations in context, meet members of sports organizations to hear and ask first hand questions. The online platform CAPA Canvas will supplement learning with printed and video learning materials and resources. Canvas will be used to foster online interaction and discussion between students, staff and guest presenters.

Field Component(s)

CAPA provides the unique opportunity to learn about the city through direct, guided experience. Participation in the field activity(s) for this course is required. You will actively explore the Global City you are currently living in. Furthermore, you will have the chance to collect useful information that will be an invaluable resource for the essays/papers/projects assigned in this course.

The assigned field component(s) will be confirmed early in the semester but will include either attendance at a relevant talk by an international specialist and/or a visit to an organisation actively involved in promoting and facilitating foreign investment in the Asia Pacific region.

Assessment & Grading

Task	Weighting	SLO
1. Mid Term Case Study Report	30%	A, C, E
2. Marketing Report Proposal	20%	A, B, C, D, E
3. Group Marketing Report	40%	A, B, C, D, E
4. Group Presentation	10%	A, C, D, E

DESCRIPTOR	ALPHA	NUMERIC	GPA	REQUIREMENT/EXPECTATION
Outstanding (High Distinction)	A	93+	4.0	Maximum grade: In addition to description for grade "A-", the student shows detailed understanding of materials about which he or she can show independent analytical ability. This means the ability to question an issue from different perspectives and evaluate responses in an objective manner.
Excellent (Distinction)	A-	90 - 92	3.7	Student shows understanding of literature beyond the textbook/class hand-outs/class notes, and the work shows a high level of independent thought, presents informed and insightful discussion and demonstrates a well-developed capacity for evaluation.
Very good (High Credit)	B+	87 - 89	3.3	Shows evidence of a capacity to generalise from the taught content, or the material in literature, or from class lectures in an informed manner. Also, the work demonstrates a capacity to integrate personal reflection into the discussion and an appreciation of a range of different perspectives.
Good (Credit)	B	83 - 86	3.0	The work is well organised and contains coherent or logical argumentation and presentation.
Good (Credit)	B-	80 - 82	2.7	Student shows understanding of literature beyond the textbook and/or notes, and, there is evidence of additional reading.
Average (Good Pass)	C+	77-79	2.3	The work demonstrates a capacity to integrate research into the discussion and a critical appreciation of a range of theoretical perspectives. Also, the work demonstrates a clear understanding of the question and its theoretical implications and demonstrates evidence of additional reading.
Adequate (Pass)	C	73 - 76	2.0	Shows clear understanding and some insight into the material in the textbook and notes, but not beyond. A deficiency in understanding the material may be

				compensated by evidence of independent thought and effort related to the subject matter.
Below Average (Borderline Pass)	C-	70-72	1.7	Shows some understanding of the material in the textbook and notes. A deficiency in any of the above may be compensated by evidence of independent thought related to the subject matter.
Inadequate (Borderline Fail)	D+	67 - 69	1.3	Fails to show a clear understanding or much insight into the material in the textbook and notes
Poor (Fail)	D	60 - 66	0.7 - 1.0	Besides the above for D+, student has not shown interest or engagement in the class work or study.
Poor (Fail)	F	<60	0	Shows little or no understanding of any of the material
Incomplete	I			Please see CAPA policy in the Academic Handbook.

1. Mid Term Case Study Report (30%)

An individual based assessment will be completed during the middle of the term in class. Word count of 2,000 words. This will require students to analyse and provide recommendations on a case applying sports marketing theory and concepts covered in the first half of the course. Further assessment details and outline to be provided through CANVAS.

2. Individual Sport Service Marketing Proposal (20%)

This task is designed to prepare students for the final marketing event report. Word count of 1,500 words. The proposal will define the marketing problems to be addressed, gathering data to assist in the final report. Students will identify a sports service and a particular problem to be evaluated.

This assessment is to be completed and is marked on an individual basis. After working on the proposal individually to be submitted mid term, group members will come together to work towards the final group sport services marketing report and presentation. Further assessment details and outline to be provided through CANVAS.

3. Group Sport Services Marketing Event Report 40%

Building on the work completed for the Market Event Proposal, groups of 3-4 students will use the research design methods and data collected to apply to the marketing problems identified in the proposal. Word length 3,000 words. The final groups marketing report will provide a discussion, findings and recommendations to a real case sporting organisation or event. Recommendations will include clear deliverables, a time line for implementation, tasks and allocation of key resources. The group report will allow students to develop and apply sports marketing strategies to the research problem providing innovative and sustainable solutions to a contemporary sporting event. Further assessment details and outline to be provided through CANVAS.

4. Final Sport Services Marketing Presentation of Report (10%)

Students will deliver a group presentation of their final report clearly setting out the analysis, findings and recommendations to the class. The final presentation is 15 minutes in length to be made in the week of classes. Further assessment details and outline to be provided through CANVAS.

Course Materials

Required Reading

- Smith, A and Stewart B (2015) *Introduction to Sport Marketing*, 2nd Edition, Routledge, London

In addition to the textbook, other Sessionly reading assignments will be posted on CANVAS. Some readings are listed in the seminar outline below however articles on current events may be substituted as appropriate. Refer to CANVAS for the required readings each Session.

Recommended Reading

- Hutchins, B., & Rowe, D. (Eds.). (2013). *Digital Media Sport: Technology and Power in the Network Society*. Routledge.
- Morgan, M. J., & Summers, J. (2005). *Sports Marketing*. Southbank, Vic.: Thomson.
- Nicholson, M. (2006). *Sport and the Media*. Routledge.
- Shilbury, D., Quick, S., Westerbeek, H., Funk., D & Karg, A. (2013). *Strategic Sport Marketing*, St. Leonards: Allen & Unwin.
- Schulenkorf, N., & Frawley, S. (Eds.) (2017). *Critical Issues in Global Sport Management*. London: Routledge.
- Wakefield, K. (2007). *Team Sports Marketing*. Oxford: Elsevier.

Journals

- Journal of the Sport Marketing Association
- International Journal of Sport Communication
- International Journal of Sport Management
- International Journal of Sports Marketing and Sponsorship
- International Journal of Sports Management and Marketing
- Sport Marketing Quarterly

Weekly Schedule

The framework below indicates class-based sessions at CAPA. The schedule may be revised as the term progresses to incorporate field trips and guest speakers.

Each seminar there are set readings from the textbook and other sources. Class materials including lecture slides, explanatory notes and relevant additional readings will be posted online in CANVAS. The students are expected to review these materials prior to the session.

Date	Module topics	Class activities
Session 1	<p>Module 1 The history and special nature of sport and event marketing in Australia</p> <p>Required Reading Smith (2015) Chapter 1 and 2</p> <p>Additional Reading See CANVAS Module 1</p>	<p>In Class</p> <p>Course overview</p> <p>Introductory lecture</p> <p>Allocate Groups presentation</p> <p>Online / Homework</p> <p>Review textbook chapter 1 & 2</p> <p>Review additional readings</p>
Session 2	<p>Module 2 - Evaluating Marketing Opportunities</p> <p>Required Reading Smith (2015) Chapter 4</p> <p>Additional Reading See CANVAS Module 2</p>	<p>In Class</p> <p>Lecture 2</p> <p>Case Study Analysis</p> <p>Online / Homework</p> <p>Review textbook chapter 4</p> <p>Complete online quiz</p>

		Review additional readings
Session 3	Module 3 – Consumer Behavior Required Reading Smith (2015) Chapter 3	In Class Lecture 3 Case Study Analysis Online / Homework Review textbook chapter 3 Complete online quiz
Session 4	Module 4 – Segmentation, target markets and positioning to the consumer Required Reading Smith (2015) Chapter 5 Additional Reading See CANVAS Module 4	In Class Lecture 4 Online / Homework Review textbook chapter 5 Review additional readings
Session 5	Module 5 – Sports products, services and experiences branding Required Reading Smith (2015) Chapter 6 Additional Reading See CANVAS Module 5	In Class Lecture 5 Online / Homework Review textbook chapter 6 Review additional readings Complete online quiz Assessment 1: Mid Term Case Study Report 30%
Session 6	Module 6	In Class Lecture 6

<p>Session 7</p>	<p>Module 7 - Pricing strategies and revenue streams</p> <p>Required Reading Smith (2015) Chapter 7</p> <p>Additional Reading See CANVAS Module 6</p>	<p>In Class Lecture 7</p> <p>Online / Homework Review textbook chapter 7 Review additional readings</p>
<p>Session 8</p>	<p>Module 8 – Events Marketing</p> <p>Required Reading Smith (2015) Chapter 8</p> <p>Additional Reading See CANVAS Module 8</p>	<p>Class Field Trip to GWS Giants Head Office</p> <p>Online / Homework Review textbook chapter 8 Complete online quiz</p>
<p>Session 9</p>	<p>Module 9 – Promotional mix and Integrated Marketing Communication,</p> <p>Required Reading Smith (2015) Chapter 9</p> <p>Additional Reading See CANVAS Module 9</p>	<p>In Class Lecture 9</p> <p>Assessment 2: Individual Sport Services Marketing Proposal 20%</p>
<p>Session 10</p>	<p>Module 10 Digital Marketing and Social Media</p> <p>Required Reading Smith (2015) Chapter 12</p> <p>Additional Reading See CANVAS Module 10</p>	<p>In Class Lecture 10 Final Report Discussion</p> <p>Online / Homework Review textbook chapter 12 Review additional readings Complete online quiz</p>

<p>Session 11</p>	<p>Module 11 - Customer satisfaction and service quality</p> <p>Required Reading Smith (2015) Chapter 11</p> <p>Additional Reading See CANVAS Module 9</p>	<p>Class</p> <p>Lecture 11</p> <p>Final Report Discussion</p> <p>Online / Homework</p> <p>Review textbook chapter 11</p> <p>Review additional readings</p> <p>Complete online quiz</p>
<p>Session 12</p>	<p>Module 12 – Sponsorship and Stakeholder Engagement</p> <p>Required Reading Smith (2015) Chapter 10</p> <p>Additional Reading See CANVAS Module 12</p> <p>Marketing Implementation and Control</p> <p>Required Reading Smith (2015) Chapter 13</p>	<p>In Class</p> <p>Lecture 12 and 13</p> <p>Final Report Discussion</p> <p>Online / Homework</p> <p>Review textbook chapter 12 and 13</p> <p>Review additional readings</p> <p>Complete online quiz</p>
<p>Session 13</p>	<p>Final Presentations</p>	<p>Assessment 3. Group Sport Services Marketing Report</p> <p>Assessment 4. Final Marketing Presentation of Report 10%</p>

Attendance, Participation & Student Responsibilities

Attendance

CAPA has a mandatory attendance policy. Attendance is taken at the beginning of every class.

The first time a student has an unexcused absence for a class, his/her grade will not be impacted. The second time a student has an unexcused absence in that class, it will result in a 3 percent reduction of the final grade (for example: an A- [92] will become an B+ [89]). The student will be placed on academic probation at this time. Three unexcused absences per class will result in failure of the course. A pattern of three absences in more than one course will result in dismissal from the program.

Excused Absences

Absences are only excused for medical reasons, for a family emergency or for a religious holiday. To request an excused absence, students must contact jmiller@capa.org ahead of time and provide evidence (e.g. a doctor's note) of the reason for his/her absence, otherwise the absence will not be excused. Even if the student knows the absence will not be excused, the student should still contact CAPA to inform CAPA they will not be in class.

In addition to contacting jmiller@capa.org, it is the responsibility of the student to contact his/her instructor and make up any missed assignments.

Class Participation

Students are expected to participate actively and critically in class discussions, and the participation portion of the class will be graded accordingly. Students must read assignments BEFORE the class, and come in on time.

Participation is a vital part of your grade: students are expected to participate orally in seminars and in online forums and discussions in a critical and evaluative manner; to interact with the faculty and fellow students with respect and tolerance; and to actively engage in discussion. Derogatory or inflammatory comments about the cultures, perspectives or attitudes of others in the class will not be tolerated.

Any student who feels they may need an accommodation based on the impact of a physical, psychological, medical, or learning disability should contact the instructor and/or the director of academic affairs privately to discuss your specific needs.

Academic Integrity

A high level of responsibility and academic honesty is expected. Because the value of an academic course depends upon the absolute integrity of the work done by the student, it is imperative that a student demonstrates a high standard of individual honour in his or her scholastic work and class behaviour. Plagiarism, self-plagiarism and cheating can result in dismissal from the program.

Self-plagiarism, copying an assignment entirely or partially to submit to a different class attempting to receive credit twice for one piece of work is unacceptable and considered cheating by duplication. Students risk receiving an "0" for any assignments in which they have duplicated their own work.

All substantial writing assignments (typically anything worth 20% or more of the final course grade) will be run through the plagiarism checking software Turnitin when submitted via CANVAS. See CAPA's Academic Standards and Policies for more information and resources on plagiarism.

Use of electronic equipment in class

All devices such as laptops, iPods, iPads, netbooks, notebooks and tablets, smartphones, cell phones, etc. are *not* allowed unless you have express permission from the faculty or you have been instructed to do so. If you require an accommodation to use any type of electronic equipment, inform the Associate Director of Academic Affairs at the beginning of Term.

Use of Electronic Translators

In Language courses students are NOT allowed to use electronic translators for writing texts in the target language: those submitting compositions and texts of whatever kind translated in such a fashion will receive a final F grade for the course.

Late Submission

Late submission of papers, projects, journal entries, pieces of homework and portfolios is only permitted with prior approval. A request must be made to the relevant Faculty member no later than two days prior to the due date. Late submission without prior approval will result in a full alpha grade penalty. In either case, work cannot be submitted after feedback has been provided to the rest of the class on the relevant assessment or one Session after the due date whichever comes first, after which point a grade of F will be given for the assessment.

Behaviour during Examinations

During examinations, you must do your own work. Unless specifically instructed by the lecturer or instructor, talking during an exam is not permitted, nor may you compare papers, copy from others, or collaborate in any way. Any failure to abide by examination rules will result in failure of the exam and may lead to failure of the course and disciplinary action.