

MMC 6936: SPORTS BRANDING

Fall 2019

WEIM 1098

1:55-4:55 p.m. T

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Course description

Welcome to *Sports Branding*! This course examines the world of sports as a business, focusing on how to reach people and create a community through branding. The course highlights the international management of sports at professional, collegiate and special event levels. We will explore the remarkable evolution of sports branding and focus on the forces that interact with a sports brand, including media coverage, sponsorship, fan participation, local tourism and event management.



Goals

The overall objective for this class is for you to comprehend the incredible ongoing evolution of the sporting industry. By the end of the semester, you will be able to:

- 1) Explain the role of branding in the sporting industry;
- 2) Identify the steps necessary to build, measure, and manage brand equity over time;
- 3) Research key industries and professional jobs related to sports branding;
- 4) Discuss branding and brand communication techniques from a business perspective.



Readings

There is no required textbook for this class, but required readings will be posted on Canvas. I do recommend the following textbook though:

Fetchko, M., Roy, D. & Clow, K. (2018). *Sports Marketing*. Pearson. / ISBN-13: 978-1138039841 / ISBN-10: 1138039845.



Some rules

Here are a few rules to follow for this to be a successful course:

1. Be professional

Respect your classmates, their work and their views. Listen to your classmates' opinions before voicing your own. All in all be polite, professional and respectful when expressing yourself.

Please also respect your classmates' and my time. Class will start and end on time. If you must walk in late or leave class early for some important commitment, please email or see me before the day that you will be doing so.

2. Be prepared

As the old adage goes, “by failing to prepare, you are preparing to fail,” so come fully prepared for each session. Do the required reading and complete the assignments to the best of your abilities. This preparation will help you retain the materials and make class discussions richer.

3. Be engaged

My role is akin to that of a coach. You are the players, the main actors of this course. Get involved!

Deadlines

Remember there's a reason “DEAD” makes up half the word “deadline.” All deadlines are firm, especially in the media industry. You are responsible for turning in all projects on the date and time they are due. If you cannot make it to class that day, you are still responsible for uploading your project where appropriate. Exceptions may be made for extraordinary circumstances if the student notifies the instructor prior to the due date.

Assignments

When applying for a job, employers may discard your application for not following basic instructions. To get you ready for these expectations, you will have to follow every single instruction on any given assignment. Failure to do so will earn you a grade of zero. Detailed instructions for all assignments are available on Canvas.

Honor Code

All students are expected to follow the University of Florida Honor Code. The full text of the Honor Code can be found on the [Dean of Students Office's website](#). Any violation of the academic integrity expected will result in a minimum academic sanction of a grade of zero on the appropriate assignment, and the student being reported to the journalism department. Note that plagiarism specifically is unforgivable in journalism. It essentially ends a journalist's career.

Disability

Students with disabilities requesting accommodations should first register with the [Disability Resource Center](#) (352-392-8565) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

GatorEvals

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via [GatorEvals](#). Guidance on how to give feedback in a professional and respectful manner is available [here](#). Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals. Summaries of course evaluation results are available to students [online](#).

Grading

Your course grade is based on your involvement and participation in the course, various assignments and a semester-long project tailored to your individual needs based on your dream career. Short descriptions for each are below. Detailed descriptions are on Canvas.

Involvement and participation	5%
Assignments	45%
Individual Project	50%

Involvement and Participation

My role is to efficiently guide the class throughout the semester, but it is your responsibility, as a class, to bring all projects to fruition. This course will be successful only if all of you participate. Thus, part of your overall grade will be determined by your active involvement in class, group activities and discussions. This includes online activities. The first task is for you to email me as soon as you finish reading this syllabus: send me –within the email body– a short paragraph explaining why you decided to take this class. Note that all ungraded exercises and activities are taken into consideration for your participation grade.

Assignments

Assignments include writing a weekly one-page paper (12-point Times New Roman, double-spaced, 1-inch margins) reflecting on the assigned readings and/or coursework, a social media strategy exercise, a brand relationship interviews assignment, and case briefs.

Project

Throughout the semester, you will complete a project tailored to your individual needs. The project may be research-based or related to your career goals in the professional sporting industry. Each student has until Tuesday, Sept. 17 to decide on the final topic. We will regularly discuss each project in class –as well as outside of class if needed.



Tentative schedule

- Week 1 – Introduction & Overview. What is a brand?
- Week 2 – Understanding brand within the sporting industry
- Week 3 – Understanding brand within the sporting industry (cont.)
- Week 4 – Brand-Person Relationships & Brand Community
- Week 5 – Case study week + Project topics due
- Week 6 – Mega-events as branding platforms
- Week 7 – Measuring brand
- Week 8 – Measuring brand (cont.)
- Week 9 – Project week
- Week 10 – Midterm Project Presentation
- Week 11 – Managing sporting brands
- Week 12 – Case study week
- Week 13 – Managing sporting brands (cont.)
- Week 14 – Managing sporting brands (cont.)
- Week 15 – Project week
- Week 16 – Final Project Presentation