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Office Hours: After class and by appointment

Sports Marketing, MMC 6936-8888, Spring 2022
Monday 5:10-8:10pm, Online-Synchronous

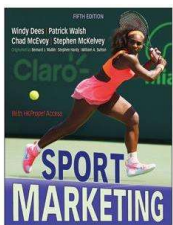
Course Description:

This course provides a framework for understanding the marketing strategies used in the sports industry. The major focus on Sports Marketing examines two themes, sports as medium and sports as product. The first theme views sports as one of the vehicles to promote a product, service or organization. It explains how non-sport related businesses can benefit from using sports as part of their marketing communication program. The second theme focuses on the application of marketing principles to promote sports and sport related products (including professional, college or amateur teams, events, and recreation).

Course Objectives and Learning Outcomes:

- Demonstrate usage of marketing terminology and theory related to the sport industry.
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- Develop analytical skills related to planning, pricing, promoting and distributing sport products and services.
- Recognize and design sport marketing research tools.
- Develop effective sport marketing plans based on data-driven decision making and time-tested marketing principles.
- Evaluate the sport marketing strategies of professionals as well as those of fellow students by critiquing the professionals' work and students' assignments.
- Synthesize course material into a marketing plan for a sport organization.

Required Textbook:



Sport Marketing 5th Edition
Selected ISBN: 9781718201583

Dees, W., Walsh, P., McEvoy, C., McKelvey, S., Mullin, B.J., Hardy, S., and Sutton, W.A. 2022. *Sport Marketing* (5th edition). Human Kinetics.

Recommended Readings & Resources:

Front Office – free daily sport business e-newsletter

Sport Business Journal — the epitome of the bible for those working in the sport industry

TeamWorkOnline — resource for jobs, internships and events

ASSIGNMENTS

Bleacher Report: Sports is an ever growing and changing field of study. A weekly rotation of students will be responsible for bringing a current topic to class discussion. Students may post a video or write up a summary, give POV and propose a question to begin the discussion thread. Additionally, classmates must participate in at least two discussions or threads. During our busy lives, this keeps us stay current and more importantly, sharing and understanding other viewpoints.

BuzzFeed Story: Students will write a sports story for BuzzFeed, a nationally known website. Additional details will be provided, including a how-to guide to publish. The second part of this assignment is to make the story go viral via social media accounts. This introduces social media, an increasingly important tool in marketing.

In sports marketing, there is marketing of sports and marketing through sports. To experience both and gain a 360 view of sport marketing, students will create the following:

- A) **Sport Sponsorship Deck:** An important area of sports marketing concentrates on building brands. One area of this is via sponsorships. Students will conduct an evaluation of a pro or collegiate sport team/sporting event/athlete of choice and develop a new, creative and strategic sponsorship package for a key client.
- B) **Sports Marketing Plan:** Students will choose a sports related company (Nike, Burton Snowboards, Gatorade) or a company that uses sports as a vehicle (Geico, ATT&T, Visa) to communicate their brand. The plan will include a mission statement, goals and objectives, SWOT, and the 4Ps. To be successful, students must create the piece, but almost as importantly, must find the sizzle the sell it through.

Quizzes: Students will have 3 quizzes given throughout the semester. This helps keeps students on track with readings and for preparing for the midterm/final exams. Quizzes will consist of multiple choice and/or true and false questions.

Midterm/Final: There will be two exams given throughout the semester. Tests will consist of 60-100 questions and may be derived from multiple choice, true or false, short answer or a combination of formats. Questions will be from lecture, book, activities done in class, guest speakers, student presentations or discussions, and are largely situation based and applying the application. Tests require critical thinking versus memorization. Students will need to define a concept and/or apply to an example.

Course Grade Breakdown

Bleacher Report	7%
BuzzFeed Viral Story	10%
Brand/Sponsorship Deck	15%
Sports Marketing Plan	20%
Quizzes	12%
Midterm Exam	18%
Final Exam	18%
TOTAL	100%

Course Grading Scale *Final course grades are not rounded up.

A 100-93	A- 92-90
B+ 89-87	B 86-83
B- 82-80	C+ 79-77
C 76-73	C- 72-70
D+ 69-67	D 66-63
D- 62-60	F 59-lower

COURSE POLICIES

Attendance: Students are expected to have regular attendance and participate in class discussion. However, life happens, so students are granted 2 approved absences per semester for any reason. Any absence beyond two will result in a penalty to overall course grade. Students who continually arrive late to class or leave early will be counted as absent.

Students are expected to have cameras on, sitting up and be engaged in class. Students who don't abide to these guidelines will be counted as absent. A link will be provided to students to attend class online.

Class Format: Most class sessions will consist of lecture, student discussion and a quiz, guest speaker and/or activity to reinforce the material covered that week.

Canvas: All material will be available on Canvas including lecture outlines, communication, assignment prompts, and grades. Please verify your account and check it regularly. For problems contact UF Help Desk, available 24-7, <https://helpdesk.ufl.edu/>

Emails: Although seemingly like a simple step, proper communication is very important. I kindly ask students to always, do not simply attach a file to a blank email and hit send. Since this is a professional setting there is a different criteria for email versus emailing a friend. Here are the course expectations on email communication:

- All emails should have a new Subject line and old emails threads should not be used for a new topic matter
- Include a salutation
- At least 1-2 complete sentences explaining the topic matter or attachment
- Yes, it's that simple. Emails that are sloppy or lack professionalism will not be counted or read.

I typically return emails and texts within 48 hours, except on weekends. If it's a busy time in the semester (midterms, finals, holiday, etc.), email responses might take slightly longer.

Late Policy: All assignments are due in Canvas at the start of the class time on the due date, unless otherwise specified by the professor. **No late assignments accepted.** All assignments are due in Canvas and it is considered late if you miss the time to submit in Canvas. Students may be granted an extension is arranged 24 hours prior to the deadline and has appropriate documentation from a doctor or for jury duty.

Make-Up Exams: Examinations represent a critical component of student learning, required examinations should be taken during the regularly scheduled class period. Make-up examinations are discouraged. Exceptions may be granted only by Professor Gramata or the department chair, and only for unavoidable circumstances (illness verified by a signed physician's note, participation in intercollegiate athletic events, subpoenas, jury duty, military service, bereavement, or religious observance).

Make-up exams will only be considered if students contact Professor Gramata 24 hours prior to the test, approval is granted by Professor Gramata, and it is for unforeseeable circumstances, i.e. cheaper flights for spring break do not count as unforeseeable.

Academic Integrity: Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <https://sccr.dso.ufl.edu/policies/student-honor-code-studentconduct-code/> UF Plagiarism Policy Plagiarism Definition - A student shall not represent as the student's own work all or any portion of the work of another. Plagiarism includes but is not limited to:

- Quoting oral or written materials including but not limited to those found on the internet, whether published or unpublished, without proper attribution.
- Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authorized by the student.
- Unauthorized use of materials or resources.
- Prohibited collaboration or consultation.

- Submission of paper or academic work purchased or obtained from an outside source. For UF's Plagiarism Policy visit <http://regulations.ufl.edu/wp-content/uploads/2018/06/4.040-1.pdf>
- If you have any questions or concerns if it qualifies for plagiarism, just ask!

University Policy on Accommodating Students with Disabilities: Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center (DRC) by visiting their Get Started page. The DRC will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive; therefore, students should contact the office as soon as possible during the term for which they are seeking accommodations.

In-Class Recording: Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor. A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session. Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student

STUDENT RESOURCES

Academic Resources

E-learning technical support: Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@ufl.edu.

Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

Library Support: Various ways to receive assistance with respect to using the libraries or finding resources. Students will be required to use various databases found in the library and used by industry professionals, such as, AdSpender, Census Bureau, Demographics Now, Hoovers, IBISWorld, MarketResearch.com, Mintel, Simmons, SimplyAnalytics, Statista, etc.

Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420.

General study skills and tutoring. Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

Student Complaints On-Campus: Visit the Student Honor Code and Student Conduct Code webpage for more information.

On-Line Students Complaints: View the Distance Learning Student Complaint Process.

Health and Wellness Resources

U Matter, We Care: If you or a friend is in distress, please contact umatter@ufl.edu or 352-392-1575 so that a team member can reach out to the student.

Counseling and Wellness Center: counseling.ufl.edu/cwc and 352-392-1575; and the University of Police Department: 392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS): Student Health Care Center, 392-1161

University Police Department at 392-1111 (or 9-1-1 for emergencies), or police.ufl.edu

Weekly Schedule

**Please note: This class may occasionally deviate from the course outline and Professor Gramata reserves the right to make changes as needed to the course syllabus.*

DATE	TOPIC/CHAPTER
Week 1	The Special Nature of Sport Marketing
Week 2	Strategic Marketing Management
Week 3	Understanding the Sport Consumer
Week 4	Market Research & Analytics in the Sport Industry
Week 5	Market Segmentation & Target Marketing
Week 6	The Sport Product
Week 7	Managing Sport Brands
Week 8	Midterm
Week 9	Promotion & Paid Media
Week 10	Public Relations
Week 11	Sponsorship, Corporate Partnerships, and the Role of Activation
Week 12	Social Media in Sports
Week 13	Delivering & Distributing Core Products & Extensions
Week 14	Emerging Issues in Sport/Presentations
Week 15	Presentations
Finals Week	Final Exam