Sports Branding

PUR 4932 | Spring 2023

College of Journalism & Communications

University of Florida

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Overview and Objectives

Sports Branding is designed to provide students with a modern outlook of branding within athletics. By exploring the true definition of a brand, we will analyze the historical evolution of brands within both collegiate and professional sports. This course will focus on the cross-platform integration of graphic design, video, corporate partnerships, and social media with an intent to build and develop audiences and brands.

Course Learning Objectives

Upon the successful completion of this course, students will be able to:

(1) Accurately dissect and define athletics brands, key in on their target fan bases, and proficiently develop sales strategies geared toward them.

(2) Design and create visual assets to effectively represent a brand.

(3) Execute and coordinate in-game activations and branding plans.

(4) Create and execute full branding campaigns.

(5) Create and pitch full corporate partnership proposals.

(6) Design logo pitch decks.

(7) Complete full brand audits and successfully pitch re-brand proposals.

(8) Create social media plans to grow and develop audiences.

(9) Develop full branding plans to recruit for a university or professional franchise.

(10) Conceive, design, and develop a plan for a brand new sports franchise.

Office Hours

Office hours can be set up via email request conducted online, and/or recorded for access by all (unless a private or in-person meeting is requested).

Course Readings

There is not book required for this course, but reading materials will be assigned weekly throughout this course.

Course Grades

The Following table outlines the point-accruing components of the course. The total points earned from each component will be summed and divided by the total points possible in the course.

Evaluation Components	Points Per Component	Percent of Total Grade
Content Quizzes (5)	30 Points Each = 150 pts	15%
Individual Projects (5)	30 Points Each = 150 pts	15%
Networking Reports (10)	15 Points Each = 150 pts	15%
Online Discussions (5)	30 Points Each = 150 pts	15%
Franchise Re-Brand Project (1)	200 pts	20%
Group Final Exam Project (1)	200 pts	20%
Total	**1,000 pts**	**100%**

Assignment Descriptions

Content Quizzes (5 Assignments, 30 points per assignment):

The 5 quizzes assigned throughout the course will refer back to the content being discussed in class at that particular time. Questions from prior topics discussed may appear as extra credit opportunities.

Individual Projects (5 Assignments, 30 points per assignment):

Throughout the course, students will be required to complete 5 individual projects regarding the content being discussed. These projects will help build the necessary skills required for the Franchise Re-Brand Project and Final Exam Group Project. (e.g. students will be asked to design a new logo for a professional athlete).

Networking Reports (10 Assignments, 15 points per assignment):

Business — in particular sports business — is heavily dependent upon relationships. Therefore, students will be required to interview professionals within the industry (e.g. design, partnerships, marketing, etc.) and report back with what they have learned. Each student will be required to complete 5 reports. Subjects of reports may not be repeated for the purposes of this course; however, students will be encouraged to share their growing networks with each other to launch their virtual Rolodexes.

Online Discussions (5 Assignments, 30 points per assignment):

Students will be required to submit 10 total posts in the course's online forum regarding the content being discussed each week. Answers must be original and substantial to count for full credit. Failure to post or copied answers will result in a ZERO-point grade. Posts can partically serve to respond to another student's post but must also contain new and unique ideas, takes, and examples not previously used by another student.

Franchise Re-Brand Project (200 points):

Students will be asked to analyze a professional sports franchise, explore its strengths, weaknesses, fan base, and the overall temperature of the brand. They will then have to provide a proposal for a re-brand of the organization. This will include a new logo, a secondary logo, new uniforms (home & away), potential corporate partners to target, etc. Projects will be turned in with a corporate pitch format, as though these proposals are being heard by the Presidents & CEOs themselves.

Group Final Exam Project (200 points):

Students will be given a deadline to form and submit their groups prior to the final exam. And an overview of each group member's responsibilities will be required. Each group will be tasked with conceiving and developing an organization in the sports industry (e.g. an NFL team, a sports marketing agency, a Minor League Baseball team, a management agency, etc.). The same corporate pitch format will be required.

Grading

Grades will be rounded up or down to the nearest whole number for grading purposes.

A	**935-1,000**	**A-**	**895-934**
B+	**865-894**	**B**	**825-864**
B-	**795-824**	**C+**	**765-794**
C	**725-764**	**C-**	**695-724**
D+	**665-694**	**D**	**625-664**
D-	**595-624**	**E**	**0-594**

Course Outline

Intro to the Class	• Defining the world "brand" • Class overview & expectations • Self-brand analysis
Module 1: The Logo	• Examining Powerful Logos • Building Brands, Building Logos • Logo Ideation & Creation • Content Quiz 1 • Individual Project 1 • Networking Report 1 • Online Discussion 1
Module 2: Finding The Audience	• Identifying target audiences • Creating for & Selling to the Audience • Content Quiz 2 • Networking Report 2 • Online Discussion 2
Module 3: Building Creative: Graphics	• Color, composition, and typography • Specs, collections, and setup • Creating a turnkey process • Individual Project 2 • Networking Report 3 • Online Discussion 3

Module	Contents
Module 4: **Building Creative: Video**	• Branding the video • Video analytics • Content Quiz 3 • Individual Project 3 • Networking Report 4 • Online Discussion 4
Module 5: **World of Recruiting**	• Implementing graphics & video • Promoting the program/franchise • Content Quiz 4 • Individual Project 4 • Networking Report 5 • Online Discussion 5
Module 6: **Social Media: Campaigns**	• Identify the assets • Target & Execute the campaign • Content Quiz 5 • Individual Project 5 • Networking Report 6
Module 7: **Social Media: Daily Ops**	• Post Construction • Tagging & Timing • Content Quiz 6 • Online Discussion 6
Module 8: **Power of Partnerships**	• Identifying potential partners • Identifying assets • Content Quiz 7 • Individual Project 6 • Networking Report 7
Module 9: **Pitching a Partnership**	• Acquisition vs Management • Creating & Delivering a pitch • Content Quiz 8 • Individual Project 7 • Online Discussion 7
Module 10: **In-Game Activations**	• Knowing the Roster • Creation, Execution, & Evolution • Content Quiz 9 • Individual Project 8 • Networking Report 8 • Online Discussion 8
Module 11: **Re-Branding a Franchise Pt 1**	• Preparing a brand audit • Discovery & evolution • Content Quiz 10 • Individual Project 9 • Networking Report 9 • Online Discussion 9
Module 12: **Re-Branding a Franchise Pt 2**	• Conceive & create • Build a narrative • Sell the narrative • Individual Project 10 • Online Discussion 10
Module 13: **Final Exam**	• Group Project to be assigned • Franchise Re-Brand Project • Networking Report 10

Late Work

You are responsible for all material covered or assigned. Your grade on late assignments will drop one letter grade for every day they are late. If a technical problem occurs that prevents timely submission of an assignment, you should first contact your instructor and/or TA and then the UF Help Desk. Follow up with an email to the instructor that includes an update and Help Desk Ticket #.

Academic Integrity

UF students are bound by the Honor Pledge, which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code specifies a number of behaviors that are in violation of this code and the possible sanctions. For more information visit the Honor Code web page at http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/ or contact Student Judicial Affairs, P202 Peabody Hall, 392-1261.

Students with Disabilities

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc) by providing appropriate documentation. Once registered,students will receive an accommodation letter that must be presented to the instructor when requesting accommodation. Students with disabilities should follow this process as early as possible in the semester.

Diversity

In this course, we will respect and listen to one another. No instructor, teacher, student, or guest speaker shall allow or display the disrespect of any person based on gender identity, sexuality, disability, age, socioeconomic status, ethnicity, race, nationality, religion, or culture. If such an act is observed, or if you feel and believe the environment can be more inclusive or foster a more positive outlook toward diversity, please let me know. Please also let me know if you feel the course can be fine tuned to be more accepting of you, other students, or other student groups.

The material taught in this course will touch on real life events and could lead to sensitive discussions. Everyone involved in this course will respect one another and allow every voice and opinion to be heard. Trust and safety are paramount. We will respect each other's emotions and be aware of our own. If you feel you wish to speak up regarding an issue of diversity or inclusion, please feel free to reach out to me directly, and we will work together to solve it and allow you to express your concerns — whether one-one-one, in front of the class, or with a trusted academic advisor, a trusted faculty member, or with a peer.

Course Evaluations

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 at https://gatorevals.aa.ufl.edu/students/. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from Gator-Evals, in their Canvas course menu under GatorEvals, or via https://ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at https://gatorevals.aa.ufl.edu/public-results/.

Course Grading

Students will be graded in accordance with UF policies for assigning grade points as articulated in the link that follows. https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

U Matter, We Care

Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact umatter@ufl.edu so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center.

*NOTE: Topic schedule subject to change based on guest availabilities and other factors. There will be no change in project due date or the midterm examination.