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MKTG 495.01: Sports Marketing

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**MARKETING 495 – SPORTS MARKETING
SPRING 2007**

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CLASS SCHEDULE: TTh: 12:40 -2:00 pm

OFFICE HOURS: Tuesdays 2:10 pm – 4:00 pm
Wednesdays 9:30 am – 11:30 am and by appointment
Walk-ins are always welcomed

REQUIRED MATERIALS:

Fullerton, Sam (2007) *Sports Marketing*, 1st edition. McGraw-Hill Irwin, New York, NY.

COURSE OBJECTIVES:

Sports Marketing covers two broad perspectives including the marketing OF sports and marketing THROUGH sports.

1. The first perspective includes how to increase participation in sports, how to increase the number of spectators at sporting events, how to increase various media audiences for sporting events, and how to market sporting goods and equipment.
2. The second perspective, which is often overlooked by sports marketing classes, is how to use a sports platform as the foundation of marketing for nonsports products. Topics in this perspective include sponsorships, venue naming rights, licensing, and sports celebrity endorsements.

This course attempts to cover both perspectives using a combination of theoretical and experiential pedagogy. Students will learn the basic concepts of sports marketing and will develop marketing plans for sports organizations.

COURSE EXPECTATIONS:

This course is an advanced undergraduate course intended for marketing majors and other student who require knowledge of consumer behavior for their courses of study and chosen career paths. It is a required course for those choosing an option in marketing. Class sessions will be devoted to the discussion of selected concepts, research studies and applications. **MKTG 360 is a prerequisite to this course. You must have already taken (cannot be currently taking) MKTG 360 to be enrolled in MKTG 495.**

It is expected that students will approach this course in ways that will maximize their learning rather than minimize their effort. Those students who do not approach the class in this way will suffer both in the ability to learn the material and in the grade they will receive in class. The learning experience of this class depends on student participation by active listening, by contributing to class discussions, and by contributing consistent effort to the process and outcome of hands-on exercises. Consistent preparation rather than pre-exam cramming is a necessity. I expect you to have read the assigned chapters BEFORE class on the day they are scheduled for discussion. Preparation time may vary somewhat depending on the assignment, but can be expected to average two or three hours per class session.

The quality of this course is heavily dependent on thorough preparation, consistent attendance, and spirited participation. Those who are reluctant to speak in front of others should use this opportunity to overcome their fears before entering the business world. The class participation grade will be based on participation during class discussions and in-class exercises. **QUALITY** of participation rather than **QUANTITY** will be judged. Student should expect to be called upon at random throughout the term, either to initiate class discussion or to respond to a question by the professor.

NO LATE WORK WILL BE ACCEPTED. Late work is defined as any work not turned in when the professor collects it on the day the assignment is due. **NO EXTRA CREDIT WORK WILL BE ACCEPTED.**

You are encouraged to visit me during my office hours if you have any questions, problems, or if you just want to talk. If you cannot meet me during posted office hours, you are encouraged to make an appointment to meet at some other time. Also, if I am in my office when you walk by, I'm always willing to meet with you.

EXAMINATIONS:

Two examinations will be given during this course. **NO MAKE UP EXAMS** will be given. If you cannot be in class during an examination time, you may then take an optional comprehensive final exam during finals week. You may also take the optional final if you wish to raise your grade at the end of the semester. The format of the exams will be determined in class.

SEMESTER PROJECTS:

Students will be conducting a sports-related marketing plan for an organization. These projects will be done by groups of no more than four members. I will be providing some

options of potential projects in the next week. I will also provide an outline of the written marketing plan and the deadline for various deliverables. Each group will present their marketing plan to the class, and if possible, to their clients.

CLASS PARTICIPATION:

Randomly throughout the semester in-class projects will be conducted. **You must be in class to receive credit for these assignments.**

STUDENT CODE OF CONDUCT: All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University.

It is the student's obligation to be familiar with the Student Conduct Code, especially as it pertains to academic misconduct (cheating, plagiarism, etc.), which is available on line at <http://www.umt.edu/SA/VPSA/index.cfm/page/1321>. Please note that it is a form of academic misconduct to submit work that was previously used in another course.

Moreover, as the Catalog reads (in terms of Academic Policies and Procedures regarding plagiarism specifically):

“Plagiarism is the representing of another's work as one's own. It is a particularly intolerable offence in the academic community and is strictly forbidden. Students who plagiarize may fail the course and be remanded to Academic Court for possible suspension or expulsion.”

It continues,

“Students must always be very careful to acknowledge any kind of borrowing that is included in their work. This means not only borrowed wording *but also ideas*. Acknowledgement of whatever is not one's own original work is the proper and honest use of sources. Failure to acknowledge whatever is not one's own original work is plagiarism.”

So, *ALWAYS* err on the side of caution by citing the resources used in preparing your work. Moreover, *always* use direct quotations for exact wording taken from another source.

Finally, I am well aware of the various websites where one can go to find “free term papers.” Believe me, it is not worth the gamble with your academic future.

GRADING:

The following weights will be used to compute your course grade:

Exam 1	20%
Exam 2	20%
(Optional final exam can be taken to replace grade of one exam)	
Class Participation/in-class projects	10%
Marketing Plan	50% (see Marketing plan handout for more <u>information</u>)
TOTAL	100%

All courses conducted by the Management & Marketing Department will be graded on a +/- basis. Below is the grade scale for this grading method.

$A \geq 93$	$77 \leq C+ < 80$
$90 \leq A- < 93$	$73 \leq C < 77$
$87 \leq B+ < 90$	$70 \leq C- < 73$
$83 \leq B < 87$	$60 \leq D < 70$
$80 \leq B- < 83$	$F < 60$

- A = 4.00
- A- = 3.67
- B+ = 3.33
- B = 3.00
- B- = 2.67
- C+ = 2.33
- C = 2.00
- C- = 1.67
- D+ = 1.33
- D = 1.00
- D- = 0.67
- F = 0.00

Grades will not be curved or rounded up.

SPORTS MARKETING COURSE SCHEDULE

Spring 2007

DATE	TOPIC	ASSIGNMENT
1/23	Introduction to Sports Marketing	Read Chapter 1
SECTION I: MARKETING OF SPORTS		
1/25	Segmenting the Sports Market	Read Chapter 15
1/30	Product Decisions in Sports	Read Chapter 16
2/1	Product Decisions (cont.)	
2/6	Distribution Decisions in Sports	Read Chapter 17
2/8	Pricing Decisions in Sports	Read Chapter 18
2/13	Promotion Decisions in Sports	Read Chapter 19
2/15	Promotion Decisions (cont.)	
2/20	EXAM 1 – covers Chapter 1, 15, 16, 17, 18 and 19 and all material covered in class from 1/23 to 2/15. This includes material covered by guest speakers	
SECTION II: MARKETING THROUGH SPORTS		
2/22	Marketing through Sports Introduction	Read Chapter 2
2/27	Sponsorships	Read Chapter 3
3/1	Sponsorship Objective/Components	Read Chapter 4
3/3	Sponsorships (cont.)	
3/6	Ambush Marketing	Read Chapter 6
3/8	Leveraging	Read Chapter 7
3/13	Sports Endorsements	Read Chapter 12
3/15	Endorsements (cont.)	
3/20	Venue Naming Rights	Read Chapter 13
3/22	Licensing	Read Chapter 14

3/27	SPRING BREAK	HAVE FUN!!
3/29	SPRING BREAK	HAVE FUN!!
4/3	Role of Technology in Sports Marketing	Read Chapter 21
4/5	Technology (cont.)	
4/10	Exam 2-covers Chapters 2, 3, 4, 6, 7 12, 13 14 and 21 and material covered in class from 3/22 through 4/5. This includes material covered by guest speakers.	
4/12	Marketing Plan Consultations	
4/17	Marketing Plan Consultations	
4/19	Group Presentations	
4/24	Group Presentations	
4/26	Group Presentations	
5/1	Group Presentations	
5/3	Dissemination of Students' Grades	
5/9	8:00 am Optional Final Exam	