

• AUTHORIZATION TO OFFER TOPICS COURSES FOR ACADEMIC CREDIT THROUGH EXTENDED STUDIES •

(Note: Extended Studies sections of topic classes for which the appropriate form E-T is not on file in the Office of Academic Programs will be removed from BANNER as periodic audits of course offerings are performed.)

Note: Any proposed topic can only be offered two times before being converted to a non-topics course. Academic Programs will assign the appropriate suffix and edit the topic description provided.

- 1. College of: Business Administration _____ 2. Center/Program/Department: Management & Marketing _____
- 3. Instructor Dr. Vassilis Dalakas
(If more than one instructor will be teaching the course, list full name of the "instructor of record.")
- 4. Topic Abbreviation and Number: MKTG 482-1-EX 5. Grading Method Letter +/-
- 6. Term Intersession _____ 7. Year 2008-2009 _____ 8. Variable Units* 2
- 9. Has this topic been offered previously? ___ Yes X No If yes, indicate term(s) _____ Year _____
- 10. Topic Title: Sports Marketing
- 11. **Topic Description:** Note: This part can be skipped if answer to part 9 is "yes." (NOTE: Please provide detailed information about the topic. Please type. You may also attach the topic description on a separate sheet if you do not have enough space.

Sports Marketing will build upon the marketing knowledge base from Principles of Marketing and provide an overview of the issues faced by marketing managers within the sports industry. Students will be introduced to the unique characteristics of the sports product and also examine marketing mix strategies as they relate to the sports industry. The course also examines how any organization can use sports to achieve its marketing objectives by addressing topics like sponsorship, licensing, and stadium naming rights.

- 12. Does this topic have prerequisites? Yes MKTG 305
- 13. Does this topic have co-requisites? No
- 14. Does the topic require consent for enrollment? ___ Yes X No
 _____ Faculty _____ Credential Analyst _____ Dean _____ Program/Center/Department - Director/Chair
- 15. Is topic crosslisted: ___ Yes X No If yes, indicate which course _____ and obtain signature in #18.
- 16. What resources are needed to offer this topic (including technology)?
- 17. Justification for offering this topic.
 This is proposed as a new marketing elective. This course can meet the College's need to add new marketing electives and also address a topic that is representing a growing industry and is interesting to students.

18. Does this topic impact any other disciplines? Note: This number can be skipped if answer to part 9 is "yes."

 Yes X No If yes, obtain signature(s). Any objections should be stated in writing and attached to this form.

_____ Support _____ Oppose
Discipline Signature Date

_____ Support _____ Oppose
Discipline Signature Date

19. Location (if topic not offered at main campus) _____

20. Is this course being offered on-line? Yes X No

21. Is this a contract topic? Yes X No

22. Enrollment Limit 35

23. Requested Bldg/Room Markstein Hall
Please call Extended Studies first to reserve the room.

Please note: A separate Form E-T must be submitted for each section offered.

SIGNATURES

 Kathleen Wilson 11-04-08
1. Program/Center/Department – Director/Chair Date

 R Eisenbach 11-07-08
2. College Dean (or Designee) Date

The academic credentials of the instructor listed above are known to the Program/Center/Department (either regular faculty, or adjunct faculty with a curriculum vitae on file in the Program/Center/Department Office). The instructor is qualified to deliver the topic as described in part 9 (or on a previous Form T or Form E-T in the case of a topic that has already been offered).

 Jan Jackson 11/17/08
3. Dean of Extended Studies (or Designee) Date

Completed form received in the Office of Extended Studies

 [Signature] 11/19/08
4. Associate Vice President for Academic Affairs – Academic Programs Date



Cal State San Marcos
COLLEGE OF BUSINESS ADMINISTRATION
CoBA
MKTG 452 – Sports Marketing
482 FALL 2008

Monday and Wednesday
5:00-6:50 in Markstein 306

Instructor: Dr. Vassilis Dalakas
Office: Markstein 360
Phone No: 750-4226
E-mail: vdalakas@csusm.edu
Office Hours: Monday/Wednesday 3:00-4:00 or by appointment

Course objectives

Students should:

- 1) understand the impact of the external environment on sports business decisions.
- 2) understand basic concepts in building a strategic sports marketing plan.
- 3) conceptualize a complex sports business issue into coherent written statements and oral presentations.
- 4) understand sponsorship concepts.
- 5) apply sports marketing concepts in the context of “real-world” examples.

Expected outcomes

By the end of the semester, students should be able to:

- 1) define sports marketing and sponsorship concepts.
- 2) link real-world issues to class concepts.
- 3) analyze sports marketing problems and offer recommendations.
- 4) prepare sports marketing plans.
- 5) give professional presentations.

Course description

Sports Marketing will build upon the marketing knowledge base from Principles of Marketing and provide an overview of the issues faced by marketing managers within the sports industry. Students will be introduced to the unique characteristics of the sports product and also examine marketing mix strategies as they relate to the sports industry. The course also examines how any organization can use sports to achieve its marketing objectives by addressing topics like sponsorship, licensing, and stadium naming rights.

Prerequisites: MKT 305 Principles of Marketing

Required readings: Shank, M. (2005), *Sports Marketing: A Strategic Perspective*, 3rd edition, Pearson Prentice Hall. ISBN: 0-13-144077-2

Additional readings will be assigned (posted on Blackboard or handed out in class). Students are responsible for obtaining and reading all such material.

Course Policies

Grade components

	Points
Exams	
- Exam 1*	250
- Exam 2	200
Sports marketing plan project	
- Document (group)	200
- Presentation (group)	150
- Individual assignment	100
Participation – professional conduct	100
Total	1000

* Each student's best exam score (between the mid-term and the final) will count as the student's exam 1 score.

Letter grades will be assigned in the following way:

- A = 90% or higher of possible points; B = 80%-89.9%; C = 70%-79.9%; D = 60%-69.9%; F = below 60%.

Grades can be communicated to a student in person or by email or by phone but **cannot be given to other students** (even if they have permission from the student whose grades they are requesting). If you are requesting your grade through email, please use your CSUSM email account that identifies your name fairly easily rather than an account with a non-identifiable user name like UKfan@yahoo.com.

Please note that a student **may not** receive full credit for the group project if the student's average score on his or her individual assignments is lower than his or her group's score by 20% or more. In the case there is a 20% or more difference between individual average and group average, the instructor reserves the right to offer only partial credit to the individual student for the group project (document and presentation).

- For example, if a student whose average on his/her individual performance (mid-term and final exams, individual assignment, and participation / professional conduct) was 70% happened to be in a group that received an average group

score (document and presentation) of 92%, this student may not get the full credit for the group project. Despite one's contributions to the group effort, one must be able to demonstrate individually understanding of the concepts in class.

- Along these lines, a student cannot receive a passing grade in the class if his or her average on individual performance (mid-term and final exams, individual assignment, and participation / professional conduct) is a failing grade, independent of the student's group grade.

Description of course assignments

a) Exams

Used to accomplish the following course objectives:

- understand the impact of the external environment on sports business decisions
- understand basic concepts in building a strategic sports marketing plan
- conceptualize a complex sports business issue into a coherent written statement
- understand sponsorship concepts
- apply sports marketing concepts in the context of "real-world" examples

Description:

- ◆ In-class, no book or notes allowed.
- ◆ Combination of multiple-choice questions and essay questions. The mid-term will have approximately 10-15 multiple-choice questions (for approximately 25-30 points) and 5-7 essay questions (for approximately 70-75 points). The final may be slightly longer (e.g., 6-8 essay questions) but will be the same format.
- ◆ **Everything** that is being brought up in class lectures and class discussions (including any potential guest speakers' visit), or is in the assigned readings, or is distributed as a handout (in class or on Blackboard) is testable material, unless the instructor specifically states otherwise. We will not always be able to cover in class everything that is assigned from the readings, but you still need to know that material.
- ◆ The time allocated for the mid-term is 1 hour and 15 minutes; the time allocated for the final exam is 2 hours.
- ◆ Make-up exams may be scheduled only in cases of an emergency. Appropriate documentation must be provided.

	Material tested
Mid-term exam	Everything that was covered from 8/22 to 10/3.
Final exam	Material that was covered from 10/10 to 12/7 (approximately 70-85%) and material that was covered from 8/22 to 10/3 (approximately 15-30%).

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b) Sports marketing plan project

Used to accomplish the following course objectives:

- understand the impact of the external environment on sports business decisions
- understand basic concepts in building a strategic sports marketing plan
- conceptualize a complex sports business issue into a coherent written statement and oral presentation
- understand sponsorship concepts
- apply sports marketing concepts in the context of “real-world” examples

Description:

- ◆ Students will work on teams of up to 3 people. One student in each group will serve as the group leader; the leader’s responsibilities will include turning in a progress report to the professor outlining all tasks for the group, who is responsible for each task, what the completion date is, and if the task is completed by that date. The progress reports are intended to keep the groups from falling behind and to identify and eliminate potential problems with group members that do not carry their load.
- ◆ The project can be done for any of the following:
 - 1) A major league professional sports team (MLB, MLS, NBA, NFL, NHL, or WNBA)
 - 2) A minor league professional sports team (baseball, basketball, or hockey)
 - 3) A collegiate sports team NCAA Division I or II (football, men's basketball, women's basketball, baseball, softball, men's soccer, or women's soccer)
- ◆ More information on the project, including the individual assignment that is part of the project and grading criteria, will be posted on Blackboard.

c) Participation – professional conduct

Used to accomplish the following course objectives:

- understand the impact of the external environment on sports business decisions
- understand basic concepts in building a strategic sports marketing plan
- conceptualize a complex sports business issue into an oral presentation
- understand sponsorship concepts
- apply sports marketing concepts in the context of “real-world” examples

Description:

- ◆ Reading the assigned readings for each day prior to attending class on that day increases the student’s ability to contribute to class discussion in a meaningful way.
- ◆ Simply coming to class does **not** constitute participation.

Participation grades will be assigned based on the following criteria:

- ◆ Perfect score: Regular contributor to class discussions (every class), quality of contributions demonstrates excellent understanding of material, additional insight on class material offered through emails and/or office hours discussions
- ◆ A (but no perfect score): Regular contributor to class discussions (almost every class), quality of contributions demonstrates excellent understanding of class material
- ◆ B: Quite regular contributor to class discussions (at least every other class), quality of contributions demonstrates very good understanding of material
- ◆ C: Average contributor to class discussion (primarily when asked), quality of contributions demonstrates basic understanding of material
- ◆ D: Rare contribution to class discussion (only when asked), quality of contributions demonstrates little understating of class material
- ◆ F (but some credit): Rare contribution to class discussion (only when asked), quality of contributions demonstrates no understanding of class material
- ◆ Zero: No contribution to class discussion (even when asked)

It is important to develop good habits while in college that will help you be a better professional after college. Good professional conduct will be taken into consideration and will be rewarded. Poor professional conduct will also be taken into consideration and will result in a reduced score. Some signs of poor professional conduct include the following:

- ◆ Poor attendance
- ◆ Disruptive behavior while in class
- ◆ Arriving late or leaving early (without a valid excuse and without notifying the instructor)
- ◆ Reading other material during class
- ◆ Text messaging during class
- ◆ Sleeping in class

Attendance

Students are expected to attend each class. It is the student's responsibility to know all the material covered on the days that he or she misses class and to make up any work missed as a result of absence from class.

Poor attendance (defined as missing more than 2 classes) will result in a lower score in "participation / professional conduct." Excused absences include participation in official

NKU events, career fairs, job interviews, medical reasons, death in family, or any other reason officially excused by the Provost's Office. If asked, a student must be able to provide appropriate documentation to the professor.

Having a *reason* for an absence (e.g., "my boyfriend's/girlfriend's car is in the shop and I need to give him/her a ride," "my roommate is sick and I need to drive him/her to the doctor," "I have two tests and a paper due today," "I was out of town over the weekend and got home late so I was very tired." etc.) does not qualify as an *excused absence*.

Also, although letting me know in advance that you will be missing class and telling me the reason for missing class is polite and I appreciate it, it *does not qualify as an excused absence* (unless the reason is one of the approved reasons listed earlier).

Student rights and responsibilities

The maintenance of academic standards and integrity includes the obligation not to cheat or plagiarize. A student who uses a dishonest or deceitful means to obtain a grade is guilty of cheating; a student who submits another's work as one's own without adequate attribution is guilty of plagiarism. Identical work will earn a grade of zero.

Students are fully responsible for learning the course content and material disseminated in the class. Absences do not release you from this responsibility.

Your instructor will do all the grading of exams, assignments, and projects. Assessment and assignment of final grades are also the responsibility of each instructor.

Additional expectations

- It is your responsibility to regularly check Blackboard for announcements and other material. Failure to check Blackboard is not an excuse for not knowing about the announcements or material.
- Turning any assignment after the due date will result in loss of points (10% for every calendar date the assignment is late).
- Students are expected to come to class on time and not leave before class is over. If there are certain circumstances that necessitate a late arrival or early departure, please inform the instructor accordingly.
- Student participation in class discussions will be encouraged and expected. Reading the assigned readings prior to attending class increases the student's ability to contribute to class discussion in a meaningful way.
- Students will work together in teams of up to 3 people. Every student is expected to contribute to the team's effort. It is your responsibility as a group to manage your group and ensure each person is contributing.
- Please be aware that preparation of the document and presentation material for the group project may entail some additional financial cost (split among the group members).

- Please turn your cell phones off while in class. If you must have your cell phone on, please let me know your reasons in advance. In that case, please have the cell phone within your reach, so that you can grab it immediately when it rings and minimize class disruption.

Students with disabilities who require accommodations (academic adjustments, auxiliary aids or services) for this course must register with the Disability Services Office. Please contact the Disability Services Office immediately in the University Center, Suite 320, or call (859) 572-6373 for more information. Verification of your disability is required in the Disability Services Office for you to receive reasonable academic accommodations. Visit the Disability Services website at <http://www.nku.edu/~disability/>.

Tentative class schedule

Dates and assignments documented in this syllabus are subject to change at the discretion of the instructor. Every effort will be made to provide any changes to the class in writing; **please check Blackboard regularly for potential changes.** Verbal notification at a class meeting, however, will constitute sufficient notice.

Our coverage of the material will follow this order:

Module 1: Marketing through sport

Module 2: Marketing of sport to consumers as fans

Module 3: Marketing of sport to consumers as participants

WEEK	DATES	TOPICS	ASSIGNMENT
1	8/22 and 8/24	Introduction to sports marketing ◆ The essence of sports marketing ◆ The sports industry	p. 3-5 (top); 6-8; 10 (bottom)-26
2	8/29 and 8/31	Use of sports to market products ◆ Sports personalities as endorsers ◆ Sports as advertising media for placement of messages ◆ TV rights for sports broadcast	p. 278 (middle)-281 (middle); 306 (middle)-316 (middle); 388 (bottom)-392
3	9/5 and 9/7	Labor Day – no classes (Monday) Use of sports to market products ◆ The role of sponsorship in the marketing mix ◆ Ambush marketing ◆ Sponsorship activation ◆ Evaluating sponsorship packages	p. 100-102; 330-360
4	9/12 and 9/14	Use of sports to market products ◆ The role of sponsorship in the marketing mix ◆ Ambush marketing ◆ Sponsorship activation ◆ Evaluating sponsorship packages	p. 100-102; 330-360
5	9/19 and 9/21	Contingency framework for strategic sports marketing ◆ Environmental factors affecting sports marketing ◆ SWOT analysis	p. 39-40; 42-51 (middle); 53 (middle)-54; 60-78 (top); 83-84

6	9/26 and 9/28	Consumption of sports as a fan ◆ Research tools for understanding sports consumers ◆ Understanding consumer motives for following sports	p. 94-96 (middle); 98 (middle)-99; 103-122; 157-166; 173 (middle)-177
7	10/3 and 10/5	◆ Understanding consumer motives for following sports Mid-term exam (Wednesday)	157-166; 173 (middle)-177 See page 4 of syllabus
8	10/10 and 10/12	Marketing strategies for sports properties ◆ Segmentation, targeting, and positioning	p. 182-208
9	10/17 and 10/19	Fall Break – no classes (Monday) Marketing strategies for sports properties ◆ Segmentation, targeting, and positioning	p. 182-208
10	10/24 and 10/26	Marketing strategies for sports properties ◆ Branding and licensing and other sports product concepts	p. 225-238 (top)
11	10/31 and 11/2	Marketing strategies for sports properties ◆ Pricing	p.396; 398-400; 401 (middle)-409 (top); 412-417 (top) 420-426
12	11/7 and 11/9	Marketing strategies for sports properties ◆ Promotion concepts and the promotion mix	p.277-278 (middle); 281 (middle)-288 (top); 292-293; 301 (middle)-306 (top); 320 (bottom)-325
13	11/14 and 11/16	Marketing strategies for sports properties ◆ Sports facilities ◆ Naming rights and sports facilities ◆ Implementing and controlling the strategic sports marketing process	p. 167-171 (middle); 383 (middle)-388 (bottom); 459-469

14	11/21 and 11/23	Guest speaker Project discussion and guidelines for presentations	
15	11/28 and 11/30	Presentations	
16	12/5 and 12/7	Consumption of sports as a participant ◆ Participant consumption behavior ◆ Marketing sport-related products	p. 125-132 (middle); 260 (bottom)-261; 272-273
17	12/12	Final exam (1:00-3:00)	See page 4 of syllabus