

School of Kinesiology
Faculty of Health Sciences
Western University

Kinesiology 3399G: Sport Marketing Winter 2016-17

Instructor: Dr. Karen Danylchuk
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Office: Sport Management Lab, Thames Hall 4130

Course Location: UCC 41
Course Lectures: Tuesdays 1:30 – 2:20 pm
Thursdays 12:30 – 2:20 pm

NOTE: All course information including announcements, grades, case study preps, assignment outlines, deadlines, etc. are available on the course website via OWL.

Calendar Description:

Sport is a market driven industry. Managers cannot successfully operate in the industry without a thorough understanding of the marketing concept and its linkage between customers and products. This course focuses on the strategic sport marketing planning process, the sport consumer, market research and strategies, and the elements of the marketing mix.

My Course Description:

This course is intended to provide you with an overview of sport marketing. We will be focusing on the strategic sport marketing planning process, the sport consumer, market research and strategies, and the elements of the marketing mix—product, place, price, and promotion. Throughout the course, you will be responsible for reading and preparing answers to several short case studies that will be discussed in class.

Anti-requisite(s)/Pre-requisite(s)/Co-requisite(s) if applicable:

You are responsible for ensuring that you have successfully completed all course prerequisites, and that you have not taken an anti-requisite course. Lack of a pre-requisite or the completion of an anti-requisite cannot be used as a basis for appeal. If you are found ineligible for a course, you may be removed from it at any time and you will receive no adjustment to your fees. This decision cannot be appealed.

Course Anti-requisites:

None

Course Pre-requisite:

KIN 2298 A/B

Course Format:

Three lecture hours per week—1:30 – 2:30 pm on Tuesdays and 12:30 – 2:30 pm on Thursdays. Case studies and guest speakers will be incorporated into the content of both Tuesday and Thursday classes.

Recommended Course Textbook and Group Project Manual:

The textbook entitled *Fundamentals of Sport Marketing* by Pitts & Stotlar is available for purchase in e-book format for \$45 US. Refer to the following website link: <http://www.fitinfotech.com/FundamentalsSportMarketing4thEdition.html>. Required weekly readings will be taken from this textbook as well as from the other textbooks listed below. Refer to the course schedule at the end of this course syllabus. A manual entitled *Developing Successful Sport Marketing Plans* by Stotlar is also available for purchase online for \$22 US and will be useful for the major group project. Refer to: <http://www.fitinfotech.com/DevelopingSuccessfulSportMarketingPlans4thEdition.html>.

Two-hour Reserve Reading List (D. B. Weldon Library):

The following resources are available on the two-hour reserve reading list in the D. B. Weldon Library. They **include** the course textbook by Pitts and Stotlar, as well as supplementary readings that may enhance the lecture material. All case studies and their prep questions will be posted on the course website.

O'Reilly, N., & Seguin, B. (2009). *Sport Marketing: A Canadian Perspective*. Toronto: Nelson.

Pitts, B. G., & Stotlar, D. K. (2013). *Fundamentals of Sport Marketing*. (4th ed.). Morgantown, WV: Fitness Information Technology, Inc.

Shank, M. D., & Lyberger, M. (2014). *Sports Marketing: A Strategic Perspective*. (5th ed.). Upper Saddle River, NJ: Prentice-Hall.

Shilbury, D., Quick, S., & Westerbeek, H. (2014). *Strategic Sport Marketing*. (4th ed.). Crows Nest, Australia: Allen & Unwin.

Stotlar, D. K. (2013). *Developing Successful Sport Marketing Plans*. (4th ed.). Morgantown, WV: Fitness Information Technology, Inc.

Stotlar, D. K. (2013). *Developing Successful Sport Sponsorship Plans*. (4th ed.). Morgantown, WV: Fitness Information Technology, Inc.

Learning Objectives:

Upon completion of this course students will be able to:

1. **Identify and delineate** theoretical terms, concepts, and philosophies related to sport marketing. (Knowledge)
2. **Compare and contrast** theoretical approaches to sport marketing. (Analysis)
3. **Synthesize** research and theoretical knowledge as it relates to a particular research topic. (Comprehension)
4. **Develop** skills in writing research papers and presentations pertaining to each student's particular area of interest (Application)
5. **Further develop** abilities to *critically reflect* upon own learning and relate to the topics discussed in class. (Reflection)

Course Evaluation:

Budweiser Gardens Tour reflection due Thursday, February 16	20%
Sport event analysis reflection due Thursday, March 2	20%
Class test Thursday, March 9	30%
Sport marketing group presentation last two weeks of course	15%
Sport marketing group written analysis due day of group presentation	<u>15%</u>
	100%

Full details of each assignment are contained in separate PDFs on the course OWL site.

Course/University Policies

1. **Lateness/Absences:** Assignments are due at the beginning of class on the assigned due date and will not be accepted late, except under medical or other compassionate circumstances. Electronic submission of assignments will not be accepted (unless otherwise specified) under any circumstances. Submitting a late assignment without appropriate documentation will result in a zero (0) grade. Appropriate documentation for assignments worth less than 10% should be submitted to the Undergraduate office. A missed mid-term examination without appropriate documentation will result in a zero (0) grade. The course policy is not to allow make-ups for scheduled midterms, presentations or final exams, nor to assign a grade of Incomplete without acceptable and verifiable medical (or equivalent compassionate) reasons. Acceptable reasons might include hospital stays, serious illness, family emergencies (like serious accidents or illness, death) or similar circumstances.
2. **Written documentation:** Whenever possible, students who require academic accommodation should provide notification and documentation in advance of due dates, examinations, etc. stating specific reasons and dates. Students must follow up with their

professors and their Academic Counselling office in a timely manner. Documentation for any request for accommodation shall be submitted directly, as soon as possible, to the appropriate *Academic Counselling Office* of the student's Faculty/School of registration not to the instructor, with a request for relief specifying the nature of the accommodation being requested. This documentation should be obtained at the time of the initial consultation with the physician or walk-in clinic. These documents will be retained in the student's file, and will be held in confidence in accordance with the University's Official Student Record Information Privacy Policy.

See <https://studentservices.uwo.ca/secure/index.cfm> for specific policy and forms relating to accommodation.

3. **Grades:** Where possible assignment objectives and rubrics will be posted on OWL. Should you have a concern regarding the grade you received for an assignment or feel that it is unfair in any way, you must wait 24 hours from the receipt of the assignment to approach the instructor or TA. In doing so, please make an appointment and prepare in writing, with evidence, why you feel your grade is inappropriate. Please be aware that in requesting a grade reassessment, your grade could go up/down/or stay the same. Note that calculations errors (which do occur!) should be brought to my attention immediately.

4. **Scholastic offences:** They are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site:

http://www.uwo.ca/univsec/handbook/appeals/scholastic_discipline_undergrad.pdf.

A) Students must write their essays and assignments in their own words. Whenever students take an idea, or a passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence (see Scholastic Offence Policy in the Western Academic Calendar). All required papers might be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com (<http://www.turnitin.com>)

B) Computer marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.

5. **Formatting** (*as recommended by the course instructor*): example- APA style is the approved style of writing for all assignments produced for this course. Please refer to Western University Library webpage for information on citation style and format or

consult the APA publication manual: Publication manual of the American Psychological Association (6th ed.). (2009). Washington, DC: American Psychological Association.

6. According to the **Examination Conflict policy**, “A student who is scheduled to write more than two examinations in any 24-hour period may request alternative arrangements through the office of their Academic Counsellor.” **This policy does NOT apply to mid-term examinations.* There will be no make-up for the mid-term exam. Students who miss this exam with a valid reason will have the final re-weighted accordingly.

7. **Classroom Behaviour:** Class will begin promptly at the time specified at the top of page one of this syllabus. In the event that you must arrive late, please enter the classroom with a minimal disturbance to the class. I reserve the right to lock the classroom door and deny entrance if lateness becomes a common occurrence. Excessive talking during class time is disruptive, disrespectful, and will not be tolerated. Students engaging in such behaviour may be asked to leave the room. Cellular phones, pagers, and text-messaging devices are disruptive when they ring in class. If you must bring these with you, please place them on silent mode or turn them off during class. Failure to do so may result in your being asked to leave.

8. Laptops for the **purpose of typing lecture notes** are permitted in class, but please be respectful to your fellow students and turn the sound off. If I receive complaints from other students regarding noise or other disruptive behaviour (e.g., watching videos on YouTube.com, updating your Facebook status, playing Solitaire), your classroom laptop privileges will be revoked.

9. Audio and/or videotaping of lectures is not permitted unless approval has been sought from the instructor in advance.

STUDENT CODE OF CONDUCT

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at Western University, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For more information, visit

<http://www.uwo.ca/univsec/board/code.pdf>

ENGLISH PROFICIENCY FOR THE ASSIGNMENT OF GRADES

Visit the website <http://www.uwo.ca/univsec/handbook/exam/english.pdf>

SUPPORT SERVICES

There are various support services around campus and these include, but are not limited to:

1. Student Development Centre -- <http://www.sdc.uwo.ca/ssd/>
2. Student Health -- <http://www.shs.uwo.ca/student/studenthealthservices.html>

3. Registrar's Office -- <http://www.registrar.uwo.ca/>
4. Ombuds Office -- <http://www.uwo.ca/ombuds/>

DATE	TOPIC	READINGS (DB Weldon Library reserve list for textbooks; cases posted on OWL)
January 5	Course outline discussion Intro. to sport marketing	
January 10	Strategic sport marketing planning process	Pitts & Stotlar Chapters 1-4 O'Reilly & Seguin Chapters 1, 2, & 3 Shank & Lyberger Chapters 1-2
January 12	Understanding the sport consumer & STP	Pitts & Stotlar Chapters 5-7 O'Reilly & Seguin Chapters 4 & 5 Shank & Lyberger Chapters 3-6
January 17	The sport product	Under Armour, Beckham, and Canada Goose cases
January 19	The sport product	Pitts & Stotlar Chapter 8 O'Reilly & Seguin Chapters 6 & 7 Shank & Lyberger Chapters 7 & 8
January 24	Branding & product identification & protection	Miami U. cases
January 26	Pricing	Pitts & Stotlar Chapter 9 O'Reilly & Seguin Chapter 8 Shank & Lyberger Chapter 12 Shilbury, Quick, & Westerbeek Chapter 6
January 31	Pricing	
February 2	Place & distribution	Pitts & Stotlar Chapter 10 Shank & Lyberger Chapter 13 Shilbury, Quick, & Westerbeek Chapters 7-8
February 7	Super Bowl	Super Bowl cases
February 9	Budweiser Gardens tour	Meet at Gate 4 at 12:45 pm
February 14	Marketing sport to special populations	
February 16	Social, cause, relationship, ethnic marketing Social media in marketing	Budweiser Gardens analysis due
February 20-24	NO CLASS –Reading Week	
February 28	Sport promotion Advertising	Pitts & Stotlar Chapter 11 O'Reilly & Seguin Chapter 9 Shank & Lyberger Chapters 9-11
March 2	Athlete endorsement	Sport Event analysis due

March 7	Sponsorship	Pitts & Stotlar Chapter 13 O'Reilly & Seguin Chapters 11 & 12 Shilbury, Quick, & Westerbeek Chapter 12 Race for the Cure case and Danylchuk article
March 9	Class test	
March 14	Olympic marketing Ambush marketing	Salt Lake City and Coke/Pepsi cases Shilbury, Quick, & Westerbeek, Chapter 10
March 16	Promotions	
March 21	Public and media relations	Pitts & Stotlar Chapter 12 O'Reilly & Seguin Chapter 10 Shank & Lyberger Chapter 16 Shilbury, Quick, & Westerbeek Chapter 15
March 23	Public and media relations Course wrap-up	
March 28	Group project presentations	
March 30	Group project presentations	
April 4	Group project presentations LAST DAY OF CLASSES	