

School of Kinesiology
Faculty of Health Sciences
Western University
KIN 3399G - Sport Marketing
Winter 2022

Instructor: Dr. Mac Ross

Email: gross7@uwo.ca

Office: 3M Ctr 2213

Location: FNB-1270

Lectures: Tu 11:30-1:30 pm, Th 11:30 pm–12:30 pm

Teaching Assistants: Swarali Patil, Lucas Filice

Office Hours: Available in office outside of teaching and meeting commitments. Call or e-mail to make an appointment. I will respond to your email messages.

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.

Anti-requisite(s)!Pre-requisite(s)!Co-requisite(s): You are responsible for ensuring that you have successfully completed all course pre-requisites, and that you have not taken an anti-requisite course. Unless you have either the requisites for this course or written special permission from the course department to enroll in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.

Readings: All readings will be posted to OWL.

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:

- Essay #1 – History of Sport Marketing (30%) – Due February 1 - (Optional Two-Week Grace Period) – 5 pgs, double-spaced
- Essay #2 – The Marketing Mix (30%) – Due March 1 (Optional Two-Week Grace Period) – five pages, double-spaced
- Essay #3 – Critical Issues in Sport Marketing (40%) – Due March 30 – NO GRACE PERIOD – eight pages, double-spaced

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

KIN 3399G FW17 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 instructor. A missed mid-term examination without appropriate documentation will result in a zero (0) grade. The course policy is not to allow makeups 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:** 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 (ex. KIN students ~ KIN Undergraduate Office), not to the instructor, with a request for relief specifying the nature of the accommodation being requested. In the event of a medical request, the documentation should be obtained at the time of the initial consultation with the physician or walk-in clinic. An "Accommodation

Consideration Request Form" found online or in the Kinesiology Undergraduate Office" for ALL such accommodation requests must be submitted into the appropriate Academic Counselling office of the student's Faculty/School of registration. These documents will be retained in the student's file, and will be held in confidence. 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. 15% of course grades will be posted by the last day to drop a course.

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 may 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>) 4 KIN 3399G FW17 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/> Students who are in emotional/mental distress should refer to Mental Health@Western <http://www.uwo.ca/uwocom/mentalhealth/> for a complete list of options about how to obtain help.