

Note that this syllabus is from an earlier semester. The current syllabus may differ in all areas except the course description and course objectives.

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism
SPMT 412- Sport Marketing
Semester Year

DAY/TIME:

LOCATION:

PROFESSOR:

INSTRUCTOR

EMAIL ADDRESS:

OFFICE LOCATION:

BRH

PHONE NUMBER: 703-993-

OFFICE HOURS:

FAX NUMBER: 703-993-

CREDITS:

3 hours

PREREQUISITES: SPMT 201, 60 hours

COURSE DESCRIPTION

This course investigates principles and processes in sport marketing. Focuses on research and development, sport promotion, sport sponsorship, advertising, merchandising, and distribution of sporting goods.

COURSE OBJECTIVES

The student will be able to:

1. define marketing and sport marketing
2. define such marketing-related concepts as the marketing mix, segmentation, etc.
3. identify the historical development of sport marketing
4. identify the unique aspects of marketing in the sport industry
5. prepare a marketing proposal with appropriate goals and objectives
6. describe sales, merchandising, and licensing in the sport industry
7. identify major marketing theories' relevance in the sport industry
8. identify the fundamentals of consumer behavior
9. describe the role of media in sport marketing
10. describe sponsorships, endorsements, promotions, and fundraising in the sport industry
11. describe venue and event marketing

COURSE OVERVIEW:

The learning experiences in this course are afforded through assignments, class participation, lecture, notes, discussion, group activities, technology, assisted activities, and a variety of additional instructional approaches that will offer ample opportunities to meet the course objectives. Course content includes, but is not limited to, the following: Organization of the Sport Enterprise; The Global Sport Industry; Sport Marketing: Theory & Research, including Production and marketing orientation theories; Sport Industry Segmentation and Market Segments; Target Markets; Consumer demographics and psychographics; Sport consumer and consumer behavior ; Sport Marketing Mix; The Sport Product ; Pricing in the Sport Industry; Distribution in Sport Enterprises; Sport Promotions; Sport Sponsorships and Endorsements; Merchandising in Sport; Licensing in Sport; Fundraising in Sport; Box Office Ticket sales and their use in promotions; Media Relations and Marketing in Sport; Web-based Marketing; Market ratings, market shares; Situational marketing analysis; Marketing planning process ; Preparation of the marketing proposal; Goals and objectives of marketing; Venue and event marketing.

HONOR CODE:

George Mason shares in the tradition of an honor system that has existed in Virginia since 1842. The Honor Code is an integral part of university life. On the application for admission, students sign a statement agreeing to conform to and uphold the Honor Code. Students are responsible, therefore, for understanding the code's provisions. In the spirit of the code, a student's word is a declaration of good faith acceptable as truth in all academic matters. Cheating and attempted cheating, plagiarism, lying, and stealing of academic work and related materials constitute Honor Code violations. To maintain an academic community according to these standards, students and faculty must report all alleged violations to the Honor Committee. Any student who has knowledge of, but does not report, a violation may be accused of lying under the Honor Code. With this in mind, all students in this course are held to the strictest standards of the George Mason University Honor Code.

STUDENT SUPPORT:

Any eligible student with an exceptionality documented through George Mason University's Disability Resource Center must notify the instructor so that suitable accommodations can be implemented. The notification should take place during the first week of classes.

Expectations:

1. All assigned reading for each class is to be completed prior to coming to class.
2. All written assignments must be typed (computer word processing is recommended).
3. Regular attendance and participation is expected. If you miss a class, it is your responsibility to obtain class materials from sources other than the instructor.
4. Students must abide by the Honor Code, guided by the spirit of academic integrity.

Class Attendance:

It enhances your academic success to be in class; therefore, you should attend ALL scheduled class meetings in accordance with George Mason policy: Students are expected to attend the class periods of the courses for which they register. In-class participation is important not only to the individual student, but to the class as a whole. Because class participation may be a factor in grading, instructors may use absence, tardiness, or early departure as de facto evidence of nonparticipation. Students who miss an exam with an acceptable excuse may be penalized according to the individual instructor's grading policy, as stated in the course syllabus.

Participation:

Respect the free exchange of thought in an academic environment and the participants therein. For example: a) do not have any sound emitting devices turned on; b) wait until the teacher/guest speaker has finished prior to gathering your belongings; and c) do not smoke, chew tobacco, eat, sleep, disrupt others by inappropriate talking, or disrespect the class schedule by being tardy. You are encouraged to a) feel free to openly and respectfully contribute your thoughts; b) listen actively to the comments of others; c) be punctual; d) ask any and all appropriate questions that you have; and e) maintain civility in your interpersonal communications. Class discussions will be conducted in a civil, informed fashion wherein disruptive students will be asked to leave the class. Your contributions are not only welcomed, they are essential.

Alternative Work:

There is NO make-up work. Only those excused absences supported by documentation will be addressed at the instructor's discretion on an individual basis (e.g. a physician's note for an illness). Alternative work due to intercollegiate athletic competitions or other legitimate university activity must be arranged PRIOR to due date. A grade of '0' will be assigned to all missed work unless otherwise determined by the instructor. ***There will be NO extra credit!!!***

Further, upon completion of this course, students will meet the following professional accreditation standards:

SMPRC: NASSM-NASPE Standards

Standard	Content
6	Definitions of marketing and sport marketing
	Unique aspects of sport marketing
	Marketing planning process
	Consumer demographics and psychographics
	Marketing mix
	Segmentation and target markets
	Preparation of the marketing proposal
	Sponsorship
	Endorsement
	Merchandising
	Fundraising
	Goals and objectives of marketing
	Sport consumer and consumer behavior
	Historical development of sport marketing

	Production and marketing orientation theories
	Industry segmentation
	Special events and their use in sports
	Ticket sales and their use in promotions
	The role of media
	Marketing ratings and shares
	Situational analysis
	Venue and event marketing
7	Customer service

REQUIRED READINGS

Readings will include current articles and news in sport management (e.g. Sport Business Journal, International Journal of Sport Management, Sport Management Review, International Journal of Sport Management & Marketing, etc.)

Possible Texts Include:

Pitts, B.G., & Stotlar, D.K. (2002). *Fundamentals of sport marketing* (2nd Ed.). Morgantown, WV: Fitness Information Technology, Inc.

Additional Resources:

Shank, M. (2005). *Sport marketing: A strategic perspective*. Upper Saddle River, NJ: Prentice Hall.

Irwin, R., Sutton, W., McCarthy, L. (2002). *Sport promotion and sales management*. Champaign, IL: Human Kinetics Publishers.

Stotlar, D.K. (2001). *Developing successful sport marketing plans*. Morgantown, WV: Fitness Information Technology, Inc.

Stotlar, D.K. (2001). *Developing successful sport sponsorship plans*. Morgantown, WV: Fitness Information Technology, Inc.

Shropshire, K. (1995). *Sports franchise game: Cities in pursuit of sports franchises, events, stadiums, & arenas*. Philadelphia, PA: University of Pennsylvania Press.

EVALUATION

Assessment Activities:

Assessment of student objectives could include, but is not limited to, successful completion of a combination of quizzes, exams, written and/or oral projects/presentations, and regular in-class and/or out-of-class assignments. Students may undertake the development of an in-depth marketing plan as a vehicle through which to investigate 'real world' sport marketing.

Grading Scale

A = 94 – 100	B+ = 88 – 89	C+ = 78 – 79	D = 60 – 69
A- = 90 – 93	B = 84 – 87	C = 74 – 77	F = 0 – 59
	B- = 80 – 83	C- = 70 – 73	

TENTATIVE COURSE SCHEDULE:

DATE	TOPIC	READINGS/ASSIGNMENT DUE
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DATE		TOPIC	READINGS/ASSIGNMENT DUE
	Week 1	Organization of Sport Enterprise	Varied
	Week 2	Historical development of sport marketing	
	Week 3	Sport Marketing: Theory & Research	
	Week 4	Sport Market Segmentation, MIS	
	Week 5	Sport Marketing Mix	
	Week 6	Product & Pricing in the Sport Industry	
	Week 7	Distribution in Sport Enterprises	
	Week 8	Sport Promotions	
	Week 9	Revenue Streams in Sport	
	Week 10	Sport Sponsorships	
	Week 11	Licensing in Sport	
	Week 12	Media Relations in Sport	
	Week 13	Web-based Marketing	
	Week 14	Venue and event marketing	
	Week 15	Sport consumer and consumer behavior, Customer service	

Note: Faculty reserves the right to alter the schedule as necessary.



- ❖ All students are held to the standards of the George Mason University Honor Code [See <http://www.gmu.edu/catalog/apolicies/#Anchor12>]
- ❖ University policy states that all sound emitting devices shall be turned off during class unless otherwise authorized by the professor
- ❖ Students with disabilities who seek accommodations in a course must be registered with the Disability Resource Center (DRC) and inform the instructor, in writing, at the beginning of the semester [See www.gmu.edu/student/drc]
- ❖ For additional School of Recreation, Health, and Tourism information, please visit the website at <http://rht.gmu.edu>