



COURSE OUTLINE

SCHOOL OF BUSINESS

COURSE NAME: Sport and Event Marketing
COURSE CODE: SPMK 4001
CREDIT HOURS: 42
PREREQUISITES: None
COREQUISITES: None
PLAR ELIGIBLE: YES (x) NO ()
EFFECTIVE DATE: September 2009
PROFESSOR: _____ **OFFICE #:** _____
PHONE: 416-415-5000 **EMAIL:** _____

NOTE TO STUDENTS: Academic Departments at George Brown College will NOT retain historical copies of Course Outlines. We urge you to retain this Course Outline for your future reference.

FOR OFFICE USE ONLY	
ORIGINATOR: _____	_____
SIGNATURE	DATE
CHAIR: _____	August 2009 _____
SIGNATURE	DATE
DATE OF REVISION: _____	

EQUITY STATEMENT: George Brown College values the talents and contributions of its students, staff and community partners and seeks to create a welcoming environment where equity, diversity and safety of all groups are fundamental. Language or activities which are inconsistent with this philosophy violate the College policy on the Prevention of Discrimination and Harassment and will not be tolerated. The commitment and cooperation of all students and staff are required to maintain this environment. Information and assistance are available through your Chair, Student Affairs, the Student Association or the Human Rights Advisor.

George Brown College is dedicated to providing equal access to students with disabilities. If you require academic accommodations visit the Disability Services Office or the Deaf and Hard of Hearing Services Office on your campus.

STUDENT RESPONSIBILITIES: Students should obtain a copy of the *Student Handbook* and refer to it for additional information regarding the grading system, withdrawals, exemptions, class assignments, missed tests and exams, supplemental privileges, and academic dishonesty. Students are required to apply themselves diligently to the course of study, and to prepare class and homework assignments as given. Past student performance shows a strong relationship between regular attendance and success.

COURSE DESCRIPTION:

This course introduces the student to the sports industry in Canada and focuses on the marketing of sports as it applies to professional leagues, teams and events, amateur sport, sporting goods and sports media. It also looks at marketing of non sports products through sports with an introduction to sponsorship, licensing and athlete endorsement. Students apply marketing concepts and strategies to the sports industry through the development of sports marketing and promotion strategies and plans.

ESSENTIAL EMPLOYABILITY SKILLS:

As mandated by the Ministry of Training, Colleges and Universities essential employability skills (EES) will be addressed throughout all programs of study. Students will have the opportunity to **learn (L)** specific skills, to **practice (P)** these skills, and/or **be evaluated (E)** on the EES outcomes in a variety of courses. The EES include communication, numeracy, critical thinking & problem solving, information management, interpersonal and personal skills. The faculty for this course has indicated which of the EES are either Learned (**L**), Practiced (**P**) or Evaluated (**E**) in this course:

Skill	L	P	E	Skill	L	P	E
1. communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience		X	X	7. locate, select, organize and document information using appropriate technology and information sources	X	X	X
2. respond to written, spoken or visual messages in a manner that ensures effective communication		X		8. show respect for the diverse opinions, values, belief systems, and contributions of others		X	
3. execute mathematical operations accurately				9. interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals		X	X
4. apply a systematic approach to solve problems	X	X	X	10. manage the use of time and other resources to complete projects		X	
5. use a variety of thinking skills to anticipate and solve problems		X	X	11. take responsibility for one's own actions, decisions and consequences		X	
6. analyze, evaluate, and apply relevant information from a variety of sources	X	X	X				

COURSE OUTCOMES:

Upon successful completion of this course the students will have reliably demonstrated the ability to:

1. Apply the core concepts of marketing to the sport industry and sporting events
 - Explain consumer behavior as it relates to fans and marketing to fans
 - Define the sports product and the sports celebrity as product and apply marketing theory to sports products
 - Describe the sports industry in Canada, identifying trends and career opportunities in marketing sports and marketing through sports
 - Describe the ethical and social decisions facing sports marketers
 - Apply marketing strategy and planning to sports products, teams, events and celebrities
2. Conduct a secondary and primary research study applying the basic principles of market research
 - Describe the research process as it relates to the sports product
 - Write effective open and closed ended questions using a variety of scales
 - Explain the basic principles of qualitative and quantitative market research
3. Explain how a sports team creates revenue and profit
 - Examine pricing strategies and tactics for sports teams
 - Explain the role of sponsors in sports marketing
 - Explain the role and significance of sports broadcasting
4. Develop promotion plans to attract fans and leverage sports sponsorship
 - Discuss how association with a cause can enhance marketing potency
 - Design promotional strategies to activate sponsorship that within an integrated marketing strategy
 - Describe the variety of promotional tools to build fan and spectator relationships and enhance brand equity
 - Discuss the role of atmospherics as a sport promotion tool – experiential and entertainment factors
5. Discuss the importance of building customer relationships through creating customer experiences
 - Explain the role of community and customer relations in promoting the sport product
 - Describe tactics for building long term customer relationships

DELIVERY METHODS / LEARNING ACTIVITIES:

Interactive lecture, small and large group discussion, cases and assignments.

LIST OF TEXTBOOKS AND OTHER TEACHING AIDS:

Required:

Sport Marketing, second edition Sam Fullerton, McGraw Hill 2007 ISBN 9780073381114

Leading industry resources:

Sport Business International www.sportbusiness.com

IEG Sponsorship Report: www.sponsorship.com

TESTING POLICY:

Exemption or deferral of a midterm exam or final exam is not permitted except for a medical or personal emergency.

Regarding absence from the final exam:

- Professor must be notified by e-mail before the examination
- Documentation must be presented to the professor within three working days.
- Appropriate documentation, as determined by the professor, must be submitted – such as: a doctor's note, court summons or funeral documentation
- If the majority of the course work has been completed with a passing performance, and the documentation is acceptable, an "Incomplete" grade (INC) will be entered by the instructor. An INC grade will not be granted if term work was missed or failed.
- The final examination must be written within 60 days of the submission of the incomplete grade. Failure to do this will result in an F grade.

ASSIGNMENT POLICY:

Exemption or deferral of in-class work or assigned work is not permitted except for a medical or personal emergency. Appropriate documentation, as determined by the professor, must be submitted – such as: a doctor's note, a court summons or funeral documentation – by the first class after the missed class or assignment due date.

In-class assignments:

Success in this course is based heavily on in-class participation and assignments (assignments may be given impromptu); therefore attendance and active in-class participation is essential to a student's success.

All in-class assignments must be completed in class; they cannot be made up with a take-home assignment. Failure to attend these classes will therefore result in a grade of zero for that particular assignment.

Assigned work:

Late assignments are not accepted.

Group work:

This course is also based on group work. In some cases your groups will be assigned and in others you can select your own groups. The professor will decide. It is the individual student's responsibility to ensure they are an active, contributing member of the group.

EVALUATION SYSTEM:

Assessment Tool:	Description:	Outcome(s) assessed:	EES assessed:	Date / Week:	% of Final Grade:
In class assignments	Best 6 out of 7 @ 5% Short cases, readings analysis, review questions, application exercises	1-5	1-11	Week 3, 4, 6,9, 10,11 & 12	30
Mid-term test	Test	1, 2, 5	1-11	Week 9	20
Research assignment	Questionnaire design & testing	2	1-11	Week 6	15
Sports Activation Presentation	Activation promotion plan presentation	4	1,2,7,9	Week 15	15
Final test	Test	1-5	1-6	Week 14	20
				TOTAL:	100%

GRADING SYSTEM

The passing grade for this course is: D

A+	90-100	4.0	B+	77-79	3.3	C+	67-69	2.3	D+	57-59	1.3	Below 50	F	0.0
A	86-89	4.0	B	73-76	3.0	C	63-66	2.0	D	50-56	1.0			
A-	80-85	3.7	B-	70-72	2.7	C-	60-62	1.7						

Excerpt from the College Policy on Academic Dishonesty:

The *minimal* consequence for submitting a plagiarized, purchased, contracted, or in any manner inappropriately negotiated or falsified assignment, test, essay, project, or any evaluated material will be a grade of zero on that material. To view George Brown College policies please go to www.georgebrown.ca/policies

TOPICAL OUTLINE:

Week	Topic / Task	Outcome(s)	Content / Activities	Resources
1	Introduction to the course, sports marketing careers/ The sports landscape	1	Canadian sports industry Marketing strategy and sports Career directions	Ch 1
2	Sports marketing & marketing through sports	1	4 domains	Chapters 2, 3
3	Introduction to sport sponsorship	3	Sponsorships – corporate objectives In class assignment 1	Chapter 4
4	Activation – leveraging the sponsorship with promo activity	4	Leveraging sport sponsorship In class assignment 2	Ch 7
5	Research for sports	2	Market research process	Handouts

	marketing		and techniques/ questionnaire design Take home research mini project	Reference: Marketing text pp 120-139
6	The sport consumer and relationship marketing in sports – fan development	5	What influences sports consumer Relationship marketing tactics to build fan loyalty In class assignment 3	Ch18 Research project due
7	Mid term test			
8	<i>INTERSESSION WEEK</i>			
9	Segmentation in the sports industry	1	Segmenting sports consumers/ selecting target markets In class assignment 4	Ch 13
10	The sport product and product decisions – intro to licensing	1	Types of sport products Leveraging the brand through licensing/ In class assignment 5	Ch 14
11	Sports promotion & media	4	Promo techniques for sports/Event promotion How to get media coverage Selling media rights In class assignment 6	Chapters 16 Assign sports activation/ promotion presentation
12	Revenue generation & Pricing decisions in sports marketing Distribution decisions in sports marketing	3	Sports revenue sources – role of sport broadcasting Tier pricing sports events / Pricing the season ticket Facilities Management In class assignment 7	Chapter 15. 17
13	Applying IMC and web marketing to sports	1,4	Pulling it all together using VANOC 2010	Chapter 16, 19
14	Final test	1-5	Final test – comprehensive	
15	Presentations	4	Group Presentations	Sports activation presentation ppt due
<p>Please note: this schedule may change as resources and circumstances require. For information on withdrawing from this course without academic penalty, please refer to the College Academic Calendar: http://www.georgebrown.ca/Admin/Registr/PSCal.aspx</p>				