Course Syllabus

Department: Business

Date: 2/26/13

I. Course Prefix and Number: BUS 231

   Course Name: Sports Marketing

   Credit Hours and Contact Hours: 3 credit hours and 3 contact hours

   Catalog Description including pre- and co-requisites:

   This course is designed to provide an in-depth study of the general principles of sports marketing. Students will study services marketing theory. The student will be exposed to the relationship between sports marketing, the success of sporting events, and the economic development for a destination. The student will study the effects sports marketing has upon the creation and development of sports facilities and venues. The student will study the role and impact of sports marketing intermediaries. The course emphasis will be focused upon public relations, sponsorship development, media relations, and various promotional techniques as they apply to professional, amateur, and youth sporting events. There will be opportunities for the student to apply sports marketing theory utilizing case studies. Prerequisite: BUS 126

   Relationship to Academic Programs and Curriculum including SUNY Gen Ed designation if applicable:

   This is a required course for Associate in Science Sports and Tourism Studies. It serves as a Business elective in all Business degree programs and a General elective in all other degree programs.

II. Course Student Learning Outcomes:

   Upon completion of this course the student will be able to:

   1. Describe the impact of the external environment on sports business decisions
   2. Analyze the basic concepts in building a strategic sports marketing plan
   3. Conceptualize and explain about a complex sports business issue
   4. Describe sponsorship concepts
   5. Apply sports marketing concepts in the context of contemporary examples
   6. Analyze sports marketing problems and offer recommendations
   7. Prepare and present sports marketing plans
**College Learning Outcomes Addressed by the Course:** (check each College Learning Outcome addressed by the Student Learning Outcomes)

- [x] writing
- [x] oral communications
- [x] reading
- [ ] mathematics
- [x] critical thinking
- [ ] computer literacy
- [x] ethics/values
- [ ] citizenship
- [x] global concerns
- [x] information resources

**III. Assessment Measures (Summarize how the college and student learning outcomes will be assessed):** For each identified outcome checked, please provide the specific assessment measure.

<table>
<thead>
<tr>
<th>List identified College Learning Outcomes(s)</th>
<th>Specific assessment measure(s)</th>
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<tbody>
<tr>
<td>Writing</td>
<td>The student will prepare a written report that details the steps to market a good or service; the plan should refer to the elements of the marketing mix: product, price, Promotion and place.</td>
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<tr>
<td>Oral Communications</td>
<td>Prepare an oral presentation of a marketing plan for a good or service in the sports industry.</td>
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<tr>
<td>Reading</td>
<td>Recall meaning of key terms and concepts explained in textbook through participation in classroom discussions and course exams related to textbook reading assignments.</td>
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<tr>
<td>Critical Thinking</td>
<td>Identify marketing strategies utilized for a particular product or service. Evaluate the effectiveness of the strategy. Detail specific reasons for its success or failure. Students will develop an actual marketing plan and present their plan class.</td>
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<tr>
<td>Ethical Values</td>
<td>Identify specific examples of unethical behavior in process of marketing a good or service in the sports industry. Identify and explain about the specific ethical values in question. Students will write a paper on a product or service that details the unethical behavior and draw conclusions as to how companies can avoid unethical behavior in the future.</td>
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Global Concerns

Identify goods, services and events in the sports industry that are the result of successful multinational marketing efforts. Students will do an oral presentation on what strategies were implemented to enter into a new market.

Information Resources

Through the use of internet resources retrieve information regarding a current public relation crisis in the sports industry and identify the marketing efforts necessary to deal with the crisis. Students will write a paper on how the problem developed and draw conclusions on how organizations can implement procedures to avoid such problems in the future.

IV. Instructional Materials and Methods

Types of Course Materials:

“Required Text”:

Publications: Street and Smith’s Sports Business Journal

Supplemental Materials: Internet resources: teammarketing.com

Current Periodicals: Various weekly and monthly popular publications

Methods of Instructions:

1. Lecture
2. Written Assignments
3. Group Projects
4. Case Study Analysis
5. Authentic Projects/Assignments
6. Discussions
7. Field Experiences
8. Internet
9. Guest Speakers
10. Attendance at professional meetings/events
11. Volunteer opportunities

V. General Outline of Topics Covered:

1. The global market for the sports industry.
2. Historical eras in sports marketing
3. Services marketing concepts.
4. Strategic marketing theory.
5. The expanded marketing mix elements required to market sports.
6. Sports marketing theory.
7. Sports marketing research and segmentation.
8. The principles of consumer behavior as it relates to sport marketing.
9. Promotion in the sport industry.
11. Media relations in sport.
12. Marketing through endorsements and sponsorships.
13. Utilization of licensing and logos in the sport industry.
14. The development and utilization of a marketing plan.
15. How to conduct an analysis of an authentic sports marketing case study.