

**BUS 311: Sport Marketing
Section 22704
M/W 11:00 – 12:15
Payson Smith 305**

Instructor: Dr. Newell

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Office Hours: By Appointment

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**Services &
Policies that
Support You**



Course Materials & Books: We will use all materials listed as required for this course. However, I am ok if you share books, buy a used copy, or buy one without an online access code. We will not need access to any of the online supplemental materials for this course.

Required: Dees, W., et al. (2020). Sport Marketing (5th Ed.) Human Kinetics: Champaign, IL. ***NOTE: you do not need an access code, so save the money if you can!***

Course Format:

This course is operating as a **flipped class**. This means your lectures will be posted online, and we will spend the online, live class time focused on application of material and current trends in sport marketing. Each week will be roughly structured as:

- 1-2 online lectures with accompanying 5-question quizzes (lecture and quiz posts on Sunday, and you have 1 week to complete them)
- Time dedicated to questions surrounding that week's chapters
- Work on small projects related to reading that contribute to the portfolio for the final project.

Technology Requirements: Because this class has a substantial online component, it is imperative that students have consistent access to a computer and internet.

Course Description:

Basic marketing concepts are applied to sport organizations, both amateur and professional. Topics include promotions and public relations, sport consumer behavior, strategic marketing planning, marketing information management, marketing communications, and sponsorship. Prerequisites: BUS 260 (C- or higher).

Learning Outcomes:

At the end of this course, students in this course will be able to...

1. Define marketing, and explain its uniqueness in the context of sport.
2. Know the terminologies, concepts, and theories associated with sport marketing.
3. Analyze the effectiveness of marketing plans and campaigns.
4. Design a marketing plan for a sports franchise.
5. Connect principles and concepts learned to real-world examples.

Course Schedule and Assignments:

Rubrics for assignments will also be provided in advance of projects. I expect you to put effort into your work for the class and truthful in your presentation of your work, that is, no plagiarism, cheating, or the like.

A draft schedule is posted at the end of the syllabus and is subject to change. All changes will be posted in the newsfeed of Brightspace by Dr. Newell. Please see me if you have questions about academic misconduct. Please note that all assignments are due on time. **Assignments will not be accepted late.** Your assignment is late if it is not turned in by the time posted on Brightspace.

Assessment:

Marketing Portfolio	25%
Marketing Presentation	15%
Short Writes	10%
Movie Worksheet	10%
White Paper	10%
Mini Assignments	20%
<u>Quizzes</u>	<u>10%</u>
Total	100%

Group Project. Over the course of the semester, the class will be split into groups in order to complete the ongoing Fantasy Basketball marketing project. Teams will develop their own team to compete in the NBA **with the assumption that ALL current league conditions exist.** This means, all franchises exist in their current cities competing in their current venues. You should develop your team as though you are being granted an expansion franchise. Your group will draft players, create a team name, logo, slogans, ticket plans, pricing, etc. A list of all available cities will be presented to the class, and teams will draw numbers to decide what city they would like to compete in. Numbers will also be drawn to select draft order. The draft will occur at a selected time during the second week of classes. **There will be many times where you finish a mini assignment or other work before the end of the class period,**

and groups are encouraged to use this time to work on their projects together. Students have the option to set their draft picks for auto select. The following components make up the project:

Marketing Portfolio Each group will develop a marketing plan, which will be presented in the form of a digital marketing plans book and submitted to Dr. Newell in PDF format at the end of the semester. The marketing plan book will include edited and expanded versions of the mini assignments, which follow the chapter. The plan should be thorough, written in complete sentences, with bullet points only where applicable, using professional language and proper grammar. The design of the book is up to the group, but can include photos (properly cited), charts, and diagrams if needed. A more detailed explanation of the project and rubric will be given to students during the semester.

Presentation Students will also be charged with giving an executive summary of their plan that does not exceed 10 minutes. Presentations will be given during the last two class periods. We will schedule times closer to the end of the semester.

Short Writes. Over the course of the semester, there will be 4 advertisements (individual or a campaign of advertisements), current issues, or other marketing related materials presented from a sport company, team, or brand. Students will then critically analyze the advertising/marketing campaign using principles learned in the course. Each short write will be roughly 500 words. Guided questions are provided. **Students must complete 3 of 4 short writes throughout the semester. No extra credit will be given for completing all 4, and only the first 3 assignments submitted will be graded.**

Movie Worksheet. As a class, we will watch the ESPN *30 for 30* documentary *Requiem for the Big East*. Stay tuned for details, but this film should be available to stream through the library website if you don't have access to ESPN+. Throughout the film, students will fill out a film guide that contains questions about how the film relates to different marketing concepts. Students are expected to turn in a thoughtfully completed guide following the completion of the film.

Mini Assignments. Most weeks, mini assignments will be given to students to work on in their project team. These mini assignments are meant to spark creativity, keep teams on track in developing their promotion, and connect what they are reading/listening to on the online lectures to the project and real world. Assignment credit is only given to those present that day. Students will submit the assignment and receive feedback that will be posted to the team drive. This will allow students to slowly build their final portfolio and incorporate instructor suggestions to deliver the best product possible.

White Paper. Students will select one of the articles provided by the instructor to write a critical analysis of a current marketing issue. Students will read the article, and seek out additional sources (can be from popular press or academic journals) to write a white

paper aimed at practitioners who work in sport marketing. A more detailed assignment sheet and rubric will be provided.

Quizzes. To ensure that students are on-track with readings each week, quizzes for that week's readings will be given due Sunday nights. Each quiz is worth 5 points, and the lowest two quiz grades will be dropped. Each quiz covers just one chapter. If two chapters are assigned that week, students will be assigned two quizzes. See the detailed course calendar for due dates.

Grading Criteria:

An A represents outstanding performance. Effort alone does not guarantee above average grades, nor does meeting the minimum standards expected of an assignment.

Grades for each assignment are based on the level of detail, the soundness and justification of your ideas, and the quality of your work. If you are writing "challenged," use the Learning Commons at the library. Rubrics will be provided for most assignments.

Course Evaluations:

At the end of each semester every student has the opportunity to provide constructive feedback on the course. It is important to me that you take the time to let me know your thoughts about the course. I use your feedback to make improvements in the course materials, assignments, and outcomes.

COURSE POLICIES

ATTENDANCE POLICY

Students are expected to be in class during each meeting and on time. We meet on Mondays and Wednesdays only and have several days already that are scheduled off due to holidays, breaks, and online assignments. The mini assignments take place IN this classroom, and you cannot receive credit for those assignments if you are not present.

CLASS CANCELLATION

I will notify students of any cancelled class that may be necessary. If the university cancels class, please see the policy below. If class needs to be cancelled due to inclement weather or other circumstances, an online assignment may be given, including a short write or students watching an abbreviated lecture video online.

ATTENDANCE POLICY: Inclement Weather

From time-to-time USM will close the University due to inclement weather. When the cancellation is for an entire day, the class content will be made up at another time or through additional, outside of class, assignments.

When the school opens late or closes early, and the time selected is during the middle of class, we will still hold the class unless you are otherwise notified by me.

ACADEMIC INTEGRITY / PLAGIARISM

Everyone associated with the University of Southern Maine is expected to adhere to the principles of academic integrity central to the academic function of the University. Any breach of academic integrity represents a serious offense. Each student has a responsibility to know the standards of conduct and expectations of academic integrity that apply to academic tasks. Violations of academic integrity include any actions that attempt to promote or enhance the academic standing of any student by dishonest means. Cheating on an examination, stealing the words or ideas of another (i.e., plagiarism), making statements known to be false or misleading, falsifying the results of one's research, improperly using library materials or computer files, or altering or forging academic records are examples of violations of this policy which are contrary to the academic purposes for which the University exists. Acts that violate academic integrity disrupt the educational process and are not acceptable.

Evidence of a violation of the academic integrity policy will normally result in disciplinary action. A copy of the complete policy may be obtained from the office of Community Standards and Mediation, online at usm.maine.edu/communitystandards/academic-integrity or by calling and requesting a copy at (207) 780-5242.

UNIVERSITY POLICIES AND RESOURCES

Below you'll find information for our most crucial student services and supports. For USM's most complete and current information on services available to students, as well as academic policies, see [The Academic Services & Policies Overview webpage](#).¹

- Request disability accommodations | (207) 780-4706 | dsc-usm@maine.edu
- Report Interpersonal violence | (207) 780-5767 | usm.titleix@maine.edu
- Report On-Campus Emergencies and Safety Concerns | (207) 780-5211 or your local police agency.
- Get academic help | mycampus.maine.edu/group/usm/learning-commons1
- Get technology help | usm.maine.edu/computing/helpdesk
- Meet with an Advisor | usm.maine.edu/advising

**Services &
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Scan the QR Code to go to the [Academic Services & Policies webpage](#)²

¹ <https://mycampus.maine.edu/group/usm/common-syllabus>

² <https://mycampus.maine.edu/group/usm/common-syllabus>

Course Schedule:

This is a draft course schedule, and content and due dates are subject to change.

Week	Reading/Quiz Due Sunday (in parentheses) by 11:59 PM	Assignments (due by 11:59 PM)	Monday	Wednesday
Week 1 Jan. 16, Jan. 18 (Sunday, Jan. 22)			No Class – MLK Day	Introductions Course Expectations Project Brief Project Survey
Week 2 Jan. 23, Jan. 25 (Sunday, Jan. 29)	Chapter 1 <i>The Special Nature of Sport Marketing</i> Chapter 2 <i>Strategic Marketing Management</i>	Monday in Class: Send Dr. Newell who will be drafting for your team.	Project Teams MA 1: Mind Mapping – Top 3 Cities	First Fifteen: Chapter Questions In-Class Draft
Week 3 Jan. 30, Feb. 1 (Sunday, Feb. 5)	Chapter 3 <i>Understanding the Sport Consumer</i>	Wednesday: <i>Short Write 1</i>	First Fifteen: Chapter Questions MA 2: City Analysis	Short Write 1 offline, NO CLASS
Week 4 Feb. 6, Feb. 8 (Sunday, Feb. 12)	Chapter 4 <i>Market Research and Analytics in the Sport Industry</i>		First Fifteen: Chapter Questions MA 3: Consumer analysis	Group work day
Week 5 Feb. 13, Feb. 15 (Sunday, Feb. 19)	Chapter 5 <i>Market Segmentation and Target Marketing</i>	Monday: <i>Short Write 2</i>	Short Write 2 offline, NO CLASS	First Fifteen: Chapter Questions MA 4: Survey development

Week 6 Feb. 20, Feb. 22 (Sunday, Feb. 26)	Chapter 6 <i>The Sport Product</i>		No Class – President’s Day	First Fifteen: Chapter Questions MA 5: Defining your core product
Week 7 Feb. 27, March 1 (Sunday, March 5)	Chapter 7 <i>Managing Sport Brands</i>	Wednesday: <i>White Paper</i>	First Fifteen: Chapter Questions MA 6: Product differentiation	White Paper Due by 11:59 PM – No Class
Week 8 March 6, March 8 (Sunday, March 12)	Chapter 8 <i>Promotion and Paid Media</i> Chapter 9 <i>Public Relations</i>		Requiem for the Big East	Requiem for the Big East
Week 9 March 13, 16 (Sunday, March 19)			No Class – Spring Break	No Class – Spring Break
Week 10 March 20, March 22 (Sunday, March 26)	Chapter 10 <i>Sponsorship, Corporate Partners, and the Role of Activation</i>	Monday: <i>Movie worksheet</i> Wednesday: <i>Short Write 3</i>	First Fifteen: Chapter Questions MA 7: Paid media	Short Write 3 offline, NO CLASS
Week 11 March 27, March 29 (Sunday, April 2)	Chapter 11 <i>Social Media in Sports</i>		First Fifteen: Chapter Questions MA 8: Press release	Group work day
Week 12 April 3, April 5 (Sunday, April 9)	Chapter 12 <i>Sales and Service</i>		First Fifteen: Chapter Questions MA 9: Sponsorship plan	First Fifteen: Chapter Questions MA 10: Social media plan

Week 13 April 10, April 12 (Sunday, April 16)	Chapter 13 <i>Delivering and Distributing Core Products and Extensions</i>		Group work day	First Fifteen: Chapter Questions MA 11: Ticket Plan
Week 14 April 17, April 19 (Sunday, April 23)	Chapter 14 <i>Legal Aspects of Sport Marketing</i>	Monday: <i>Short Write 4</i>	Short Write 4 offline, NO CLASS	First Fifteen: Chapter Questions MA 12: SMART goals
Week 15 April 24, April 26 (Sunday, April 30)	Chapter 15 <i>The Shape of Things to Come</i>	Sunday: <i>Marketing portfolio</i>	Final group work day	Presentations