



**SDNY BUSN 3382
SPORTS MARKETING
CAPA SYDNEY PROGRAM**

Course Description

This course examines in detail the various techniques and strategies of sports marketing. The issue of professionalism and the corporatization of sport will be addressed. The focus on the necessity of securing various revenue streams including sponsorships, investment opportunities, government grants and fund-raising potential of individuals, teams, clubs and facilities in the broad arena of sport. Students will examine the promotion of sport through various channels, including traditional media and the rise of digital marketing in its various forms. The ability to develop and implement marketing strategies and plans to present to individuals or organizations will be based around practical application using Australian case studies.

Course Aims/Objectives

On completion of this course, students will be able to:

- Apply the knowledge, examples and opportunities of marketing theory to the complex and dynamic industry of sport and events.
- Gain an appreciation of the foundations of services and experiential marketing concepts and practices.
- Apply case studies to demonstrate strategies used to adapt marketing practices to different events and contexts.
- Display critical analysis of national and international examples and observation research of a live case study during the semester of a relevant project for the student's portfolio.
- Develop creative, innovative and entrepreneurial thinking to submit recommendations and innovations for your event.

Requirements and Pre-requisites

No previous requirements or pre-requisites are required.

Learning Outcomes

- A) Use specific sport and event marketing frameworks, models and theory to suggest innovations, recommendations, and enhancements for the sport or the event organizer,
- B) Demonstrate information gathering and observation research skills in sustainable sport and event marketing,

- C) Use theory to develop strategies for marketing the unique features of the sport and event product/service,
- D) Display team and collaboration skills in the gathering of information and the analysis and presentation of findings to stakeholders.

Course Methodology

This course follows a weekly face to face seminar based structure in class. During the seminar, lecture material will be delivered with case studies used in written and video format as a point of group class discussion. This will highlight major concepts and theories to be applied to current real world situations. Guest speakers with practical specialized knowledge will attend the seminar to deliver presentations. Field trips will allow students to experience Australian sporting organizations in context, meet members of sports organizations to hear and ask first hand questions. The online platform CAPA Canvas will supplement learning with printed and video learning materials and resources. Canvas will be used to foster online interaction and discussion between students, staff and guest presenters.

Assessment and Grading

DESCRIPTOR	ALPHA	NUMERIC	GPA	REQUIREMENT/EXPECTATION
Outstanding (High Distinction)	A	93+	4.0	Maximum grade: In addition to description for grade "A-", the student shows detailed understanding of materials about which he or she can show independent analytical ability. This means the ability to question an issue from different perspectives and evaluate responses in an objective manner.
Excellent (Distinction)	A-	90 - 92	3.7	Student shows understanding of literature beyond the textbook/class hand-outs/class notes, and the work shows a high level of independent thought, presents informed and insightful discussion and demonstrates a well-developed capacity for evaluation.
Very good (High Credit)	B+	87 - 89	3.3	Shows evidence of a capacity to generalise from the taught content, or the material in literature, or from class lectures in an informed manner. Also, the work demonstrates a capacity to integrate personal reflection into the discussion and an appreciation of a range of different perspectives.
Good (Credit)	B	83 - 86	3.0	The work is well organised and contains coherent or logical argumentation and presentation.
Good (Credit)	B-	80 - 82	2.7	Student shows understanding of literature beyond the textbook and/or notes, and, there is evidence of additional reading.
Average (Good Pass)	C+	77-79	2.3	The work demonstrates a capacity to integrate research into the discussion and a critical appreciation of a range of theoretical perspectives. Also, the work demonstrates a clear understanding of the question and its theoretical implications and demonstrates evidence of additional reading.
Adequate (Pass)	C	73 - 76	2.0	Shows clear understanding and some insight into the material in the textbook and notes, but not beyond. A deficiency in understanding the material may be compensated by evidence of independent thought and effort related to the subject matter.

Below Average (Borderline Pass)	C-	70-72	1.7	Shows some understanding of the material in the textbook and notes. A deficiency in any of the above may be compensated by evidence of independent thought related to the subject matter.
Inadequate (Borderline Fail)	D+	67 - 69	1.3	Fails to show a clear understanding or much insight into the material in the textbook and notes
Poor (Fail)	D	60 - 66	0.7 - 1.0	Besides the above for D+, student has not shown interest or engagement in the class work or study.
Poor (Fail)	F	<60	0	Shows little or no understanding of any of the material
Incomplete	I			Please see CAPA policy in the Faculty Handbook.

Assessment	Weight	Learning Outcome
1. Mid Term Test	30%	A, C
2. Marketing Report Proposal	20%	A, B, C
3. Group Marketing Report	40%	A, B, C, D
4. Final Marketing Presentation	10%	A, B, C, D

1. Mid Term Test 30%

An individual based assessment will be completed during the middle of the term in class. This will require students to answer questions on three case studies, applying Sports Marketing theory and concepts covered in the first half of the course. Duration 1 hour.

2. Marketing Event Proposal 20%

This task is designed to prepare students for the final marketing event report. The proposal will define the marketing problems to be addressed, designing research methods and approaches to gathering data to assist in the final report. Students will identify the sports event the proposal and research will apply to. This assessment is to be completed and is marked on an individual basis. After working on the proposal individually to be submitted midterm, group members will come together to work towards the final group event report and presentation.

3. Group Marketing Event Report

Building on the work completed for the Market Event Proposal, groups of 3-4 students will use the research design methods and data collected to apply to the marketing problems identified in the proposal. The final groups marketing report will provide a discussion, findings and recommendations to a real case sporting organization or event. Recommendations will include clear deliverables, a time line for implementation, tasks and allocation of key resources. The group report will allow students to develop and apply sports marketing strategies to the research problem providing innovative and sustainable solutions to a contemporary sporting event.

4. Final Marketing Presentation

Students will deliver a group presentation of their final report clearly setting out the analysis, findings and recommendations to the class. The final presentation is 15 minutes in length to be made in the last week of classes.

Required Text

There is no prescribed text. See CAPA Canvas for weekly readings and Chapters.

General Reading

Hutchins, B., & Rowe, D. (Eds.). (2013). *Digital Media Sport: Technology and Power in the Network Society*. Routledge.

Morgan, M. J., & Summers, J. (2005). *Sports Marketing*. Southbank, Vic.: Thomson.

Nicholson, M. (2006). *Sport and the Media*. Routledge.

Shilbury, D., Quick, S., Westerbeek, H., Funk, D & Karg, A. (2013). *Strategic Sport Marketing*, St. Leonards: Allen & Unwin.

Smith, A and Stewart B (2015) *Introduction to Sport Marketing*, 2nd Edition, Routledge, London.

Wakefield, K. (2007). *Team Sports Marketing*. Oxford: Elsevier.

Journals

Journal of the Sport Marketing Association

International Journal of Sport Communication

International Journal of Sport Management

International Journal of Sports Marketing and Sponsorship

International Journal of Sports Management and Marketing

Sport Marketing Quarterly

Weekly Topics

1. The history and special nature of sport and event marketing in Australia
2. Understanding the sport and event consumer, the consumer journey
3. Segmentation, target markets and positioning to the consumer
4. Sports products, services and experiences
5. Pricing strategies, sponsorship and revenue streams
6. Sport and event distribution and place
7. Promotional mix and on-line marketing
8. Brands and licensing
9. Customer satisfaction and service quality
10. Marketing mix co-ordination and controlling
11. Strategic marketing planning process
12. Implementation, coordinating, controlling and evaluation of marketing strategy

Attendance, Participation & Student Responsibilities

Attendance

CAPA has a mandatory attendance policy. Students are also expected to participate actively and critically in class discussions, and the participation portion of the class will be graded accordingly. Students must read assignments BEFORE the class, and come in on time. Attendance is mandatory and is taken at the beginning of every class. Unauthorized absence from class will result in a reduction of the final grade and ultimately in an F for the course.

Missing classes for medical reasons

If you need to miss a class for medical reasons or for a family emergency, you must send an e-mail to let the Director of Academic Affairs (DAA) or Resident Director know at least one hour in advance of your class or meeting by emailing jmiller@capa.org. Note that calling the CAPA Centre (02 9929 5253) is acceptable only if you do not temporarily have access to the internet. An e-mail is still required as quickly as you can get access to the internet again. You will need to provide evidence of the reason for your absence. Unexcused absences will result in a grade reduction. In the event of a missed class or field trip, it is your responsibility to contact your instructor and make up any missed assignments.

Class Participation

Participation is a vital part of your grade: students are expected to participate orally in seminars and in online forums and discussions in a critical and evaluative manner; to interact with the faculty and fellow students with respect and tolerance; and to actively engage in discussion. Derogatory or inflammatory comments about the cultures, perspectives or attitudes of others in the class will not be tolerated.

Academic Integrity

The faculty expects from you, the student, a high level of responsibility and academic honesty. Because the value of an academic course depends upon the absolute integrity of the work done by the student, it is imperative that a student demonstrates a high standard of individual honor in his or her scholastic work and class behavior. Plagiarism and cheating will result in dismissal from the program. See the Handbook of CAPA Academic Policies for more information and resources on plagiarism.

Use of electronic equipment in class

All devices such as laptops, I-pods, I-pads, netbooks, notebooks and tablets, smartphones, cell phones, etc. are NOT allowed unless you have express permission from the faculty or you have been instructed to do so. If you require an accommodation to use any type of electronic equipment, inform the Director of Academic Affairs or the Resident Director at the beginning of Term.

Use of Electronic Translators

In Language courses students are NOT allowed to use electronic translators for writing texts in the target language: those submitting compositions and texts of whatever kind translated in such a fashion will receive a final F grade for the course.

Late Submission

Late submission of papers due, projects, journal entries, pieces of homework and portfolios is only permitted with prior approval. A request must be made to the relevant Faculty member no later than two days prior to the due date. Late submission without prior approval will result in a full alpha grade penalty. In either case, work cannot be submitted after feedback has been provided to the rest of the class on the relevant assessment or one week after the due date whichever comes first, after which point a grade of F will be given for the assessment.

Behavior during Examinations

During examinations, you must do your own work. Unless specifically instructed by the lecturer or instructor, talking during an exam is not permitted, nor may you compare papers, copy from others, or collaborate in any way. Any failure to abide by examination rules will result in failure of the exam, and may lead to failure of the course and disciplinary action.