

Course Last Updated 9/23/2024



University of
New Haven

Sports Marketing

Section I: Course Overview

Course Code: MKT342

Subject Area(s): Business, Marketing

Prerequisites: One 200-level course or two 100-level courses in business, marketing, or another relevant subject area

Language of Instruction: English

Total Contact Hours: 45

Credits: 3

Course Fees: None

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 course looks at marketing through sport with the benefits of associations to teams and individuals, as well as the marketing of sport including individuals, teams, clubs, leagues and sporting federations. The focus on the necessity of securing various revenue streams including sponsorships, broadcasting, ticketing and merchandise for 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.

Learning Objectives

Upon successful completion of this course, students are able to:

- Construct the knowledge, examples and opportunities of marketing theory in the complex and dynamic industry of sport and events.
- Delineate strategies used to adapt marketing practices to different events and contexts.

- Develop creative, innovative and entrepreneurial thinking to submit recommendations and innovations for your event.

Section II: Instructor & Course Details

Instructor Details

Name: TBC

Contact Information: TBC

Term: TBC

Course Day and Time: TBC

Office Hours: TBC

Grading & Assessment

The instructor assesses students' mastery of course learning objectives by using the forms of assessment below. Each of these assessments is weighted toward the final grade. The Assessment Overview section provides further details for each.

Engagement – 20%

Case Study Presentation – 20%

Field Trip Reflection – 20%

Global Marketing Report – 25%

Group Presentation – 15%

Assessment Overview

This section provides a brief description of each form of assessment listed above. Forms of assessment may be slightly modified in the term syllabus.

Engagement (20%): Students are expected to be engaged in class, to have read the CEA CAPA Engagement Policy, and to understand the [Class Engagement Rubric](#) that outlines how engagement is graded.

Case Study Presentation (20%): Presentation (15%): 10-15 minutes during class. PowerPoint Slides (5%): 8-10 slides, uploaded the day before the student's presentation. An individual based case study assessment will be completed during the semester in class. Case Studies will be covered each week. Students will be allocated a Case to give a presentation for their allocated case study and week. Case Study Answers to be provided in a PowerPoint deck by the Wednesday before the class, uploaded to Turnitin via Canvas. This will require students to analyse and provide recommendations on a case study applying sports marketing theory and concepts covered in the course. Further assessment details and outline to be provided through CANVAS.

Field Trip Reflection (20%): This reflection will be based on the field trip conducted during the semester. The class will visit a professional Australian Football League game in Round 2 at the Sydney Cricket Ground. The reflection will be an evaluation of team's sports marketing initiatives and implementation, on the student's experience of the field trip and relate this to the student's future career. Word count of 1,500 words. This assessment is to be completed and is marked on an individual basis.

Global Marketing Report (25%): In groups of 3-4 students will present a group report. This will be on a sports team or organisation of the group's choosing, focusing on a particular sports marketing problem or issue. The group report will use the research design methods and data collected to apply to the sports marketing problem. Word length 3,000 words. The final group marketing report will provide a discussion, findings and recommendations to a real case sporting organisation or event. Recommendations will include clear deliverables, a timeline 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 team or organisation. Further assessment details and outline to be provided through CANVAS.

Group Presentation (15%): 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. Further assessment details and outline to be provided through CANVAS.

Active Learning

Experiential learning is an essential component of education abroad, and participation in field studies is a required part of coursework. In this course, students explore the city in which they are studying using a variety of methods. This provides the opportunity to gain nuance and perspective on the host context and course content, as well as to collect information and resources for assigned papers, projects, and presentations. For active learning, this course offers:

- GWS Giants HQ

Readings and Resources

The below readings and resources are representative of what will be assigned as required in this course, but may vary slightly in the term syllabus.

All students are given access to the online library of the University of New Haven (UNH), accessible [here](#), and are expected to comply with [UNH Policies](#) regarding library usage.

Wherever possible, required readings are made accessible through the online library or Canvas. Students are responsible for obtaining all required readings.

Each course utilizes Canvas as its LMS. Students are expected to check Canvas regularly for updates and deadlines. Canvas is also the primary platform for contacting your instructor in case of questions or concerns about the course.

Required

Smith, A and Stewart, B. (2024). Introduction to Sport Marketing. (2nd Edition). London: Routledge.

Recommended

- Ennis, S. (2020). *Sports Marketing, A Global Approach to Theory and Practice*. Palgrave.
- Fetchko, M., Roy D. & Clow K. (2018). *Sports Marketing* (2nd Edition). Routledge.
- Hutchins, B., & Rowe, D. (Eds.). (2013). *Digital Media Sport: Technology and Power in the Network Society*. Routledge.
- Morgan, M. J., & Summers, J. (2015). *Sports Marketing*. Southbank, Vic.: Thomson.
- Nicholson, M. (2015). *Sport and the Media*. (2nd Edition). Routledge.
- Shilbury, D., Quick, S., Westerbeek. H., Funk., D & Karg, A. (2013). *Strategic Sport Marketing*. St. Leonards: Allen & Unwin.
- Schulenkorf, N., & Frawley, S. (Eds.) (2017). *Critical Issues in Global Sport Management*. London: Routledge.
- Wakefield, K. (2017). *Team Sports Marketing*. Oxford: Elsevier.

Course Calendar

Session 1	
Topics	Module 1 – The history and special nature of sport and event marketing in Australia
Activity	Go over syllabus and class requirements. Lecture 1
Readings & Assignments	Chapter 1 (assigned textbook)

Session 2	
Topics	Module 2 – Evaluating marketing opportunities
Activity	Lecture 2 Case Study Analysis
Readings & Assignments	Chapters 2 and 4 (assigned textbook)

Session 3	
Topics	Module 3 – Consumer behaviour
Activity	Lecture 3 Case Study Analysis

Readings & Assignments	Chapter 3 (assigned textbook) Online Quiz

Session 4	
Topics	Module 4 – Segmentation, target markets and positioning to the consumer
Activity	Lecture 4 Case Study Presentations
Readings & Assignments	Chapter 5 (assigned textbook) Online Quiz

Session 5	
Topics	Module 5 – Sponsorship and stakeholder engagement
Activity	Lecture 5 Final Report Discussion Case Study Presentations
Readings & Assignments	Chapter 10 (assigned textbook)

Session 6	
Topics	Module 6 – Sports products, services and experiences branding
Activity	Field Trip GWS Giants HQ
Readings & Assignments	Chapter 6 (assigned textbook) Field Trip Reflection

Session 7	
Topics	Midterm Break

Session 8	
Topics	Module 7 – Pricing strategies and revenue streams
Activity	Lecture 7 Case Study Presentations

Readings & Assignments	Chapter 7 (assigned textbook) Online Quiz

Session 9	
Topics	Module 8 – Events marketing
Activity	Lecture 8 Case Study Presentations
Readings & Assignments	Chapters 8 and 11 (assigned textbook) Online Quiz

Session 10	
Topics	Module 9 – Promotional mix and Integrated Marketing Communication
Activity	Lecture 9 Case Study Presentations
Readings & Assignments	Chapter 9 (assigned textbook)

Session 11	
Topics	Guest Lecture

Session 12	
Topics	Module 10 – Digital marketing and social media
Activity	Lecture 10 Case Study Presentations Final Report Discussion
Readings & Assignments	Chapter 12 (assigned textbook) Online Quiz

Session 13	
Topics	Module 11 – Marketing implementation and control

Activity	Lecture 11 Final Report Discussion
Readings & Assignments	Chapter 13 (assigned textbook) Online Quiz

Session 14
Final Presentations

Session 15
Final Presentations (Continued)

Section III: Academic Policies and Standards

Academic Policies

Students are expected to review and understand all CEA CAPA student policies, including our [Academic Policies](#) and [Engagement Policy](#). CEA CAPA reserves the right to change, update, revise, or amend existing policies and/or procedures at any time. Additional requirements that may be associated with a specific course or program are addressed in the term syllabus.

Student Learning & Development Objectives

CEA CAPA has identified [Student Learning and Development Objectives \(SLDOs\)](#) for all programs in all locations: content in context, navigating differences, power and equity, critical thinking and intellectual curiosity, career and professional development, and sustainability and migration. These are meta-level learning objectives that transcend coursework and are infused across all elements of program delivery, beyond specifics of course offerings, addressing student learning holistically and framing it a larger learning context.