



UNIVERSITY OF NEW YORK IN PRAGUE

Course: MRK310 Sports Marketing and Sponsorships (6 ECTS/3 US credits)
Semester: Spring 2024
Prerequisites: Principles of Marketing
Instructor:

1. Course Purpose

The course purpose is to introduce students to the importance of building and maintaining the brand and reputation of a sports organization such as a specific team, national representation or even national or international Olympic organization. They will learn how to build, develop, activate and motivate organizational fans bases to build the attractiveness of the organization to potential sponsors. They will then learn how to balance the relationships between sports organizations and businesses to leverage the most value for both sides and evaluate this value to deliver solid return on investment for all stakeholders.

Students will be able to work within a sports team or club, sports venue, national or Olympic representation or on the client side of a sponsorship project to work on marketing strategy, sponsorship and digital and real-world activation for fans, brands and teams/clubs. They will know how to negotiate marketing and sponsorship deals, build a marketing strategy for a sports organization, implement marketing activities and create an activation strategy. All various strategic points will focus around the central point of driving strategy and activity that will lead to measurement and results driven actions.

2. Required Readings

- Seymour, Alan, and Paul Blakey. *Digital Sport Marketing: Concepts, Cases and Conversations*. 1st ed., Routledge, 2021.
- Cornwell, T. Bettina. *Sponsorship in Marketing: Effective Partnerships in Sports, Arts and Events*. Routledge, 2020.

All books required for this class can be found in the [Perlego Library](#). We will be using it from the first day of class onwards.

3. Additional Readings

- Mintzer, Rich. *The NBA Story: How the Sports League Slam-Dunked Its Way into a Global Business Powerhouse*. 1st ed., HarperCollins Leadership, 2020.
- Moriuchi, Emi. *Social Media Marketing: Strategies in Utilizing Consumer-Generated Content*. 2nd ed., Business Expert Press, 2019.
- Šerić, Neven, and Jasenko Ljubica. *Market Research Methods in the Sports Industry*. 1st ed., Emerald Publishing, 2018
- Funk, Daniel C., Kostas Alexandris, and Heath McDonald. *Sport Consumer Behaviour: Marketing Strategies*. Routledge, 2016.

The instructor will provide case studies, and students are encouraged to keep abreast of actual management issues and developments by their own research and readings.

4. Learning Outcomes

Upon completion of this course, the students should be able to:

- Craft a marketing plan for sports organizations
- Target and develop a profitable fan base for a sports organization
- Assess and assign value to the sports organization and its assets needed for sponsorship activities
- Approach and negotiate with business organizations for sponsorships
- Craft an activation plan for sponsors and partners of sports organizations
- Develop measurement techniques that help to quantify results of activities

5. Course Content

- Sports Organization Brands/Reputation
- Addressing the myths of sports marketing – “If I build it, they will come”
- Understanding the digital landscape for sports organizations
- Sports Public Relations
- Sports crisis communications strategies
- Building marketing plans for sports organizations
- Internal marketing/communications team and marketing related suppliers
- Targeting for specific types of fans
- Building a fan base that is valuable to sponsors
- Assess and assign value for sponsors
- How sponsorship works
- Approach and negotiation with sponsors
- Understanding the value of activation
- Leveraging sponsors and their networks to benefit the ROI for the organization and the sponsor
- Social responsibility in sponsorships

6. Course Requirements and Grading

Participation	15%
Quizzes/Homework	30%
Individual Project (Midterm)	20%
Group Project (Final)	<u>35%</u>
Total	100%

Participation (15%)

This will include a teacher and peer evaluation on individual contribution to the group project inside and outside of class, and contribution to in class discussions. Having completed your readings and being able to answer questions and ask compelling questions will be the basis for this grade. Additionally, taking notes, paying attention during lectures and not miss-using laptops, phones or mobile devices will be considered here as well.

Quizzes and Homework (30%)

Each week will incorporate an assigned reading from the booking in the required reading list. These readings will be controlled through text summaries, in class assignments, case studies,

chapter questions, as well as announced and pop quizzes. All assignments will be pass/fail and deliver a numeric grade of 95/55 respectively.

Individual Project (20%)

This will be a project to be undertaken by a single student where they will select or create a sports organization for which they will create a marketing plan to build a fan base, engage with fans and establish the reputation and positioning of the organization. The assignment will be completed in PowerPoint or the like and turned in electronically and in hard copy. Students will be expected to present to the class and a duration of 15 minutes.

Group Project (35%)

This project will be carried out in two or more students. They will be responsible for creating a marketing plan for a sports organization that incorporates sponsors and outside funding from businesses. They will need to address aspects of fan base for the sports organization, value of the sports organization assets and how to approach and negotiate with a sponsor generating therefore an activation plan for both the organization as well as the business sponsor that will yield mutually beneficial ROI for both parties. The assignment will be completed in PowerPoint or the like and turned in electronically and in hard copy. Students will be expected to present to the class and a duration of 20-25 minutes.

Grading Scale

Letter Grade	Percent (%)	Generally Accepted Meaning	Notes	
A	95-100	Outstanding work	Credits awarded	
A-	90-94			
B+	87-89	Good work, distinctly above the average		
B	83-86			
B-	80-82			
C+	77-79	Acceptable Work		
C	73-76			
C-	70-72			
D+	67-69	Work that is significantly below average		Credits awarded, but will NOT transfer to ESC (retake needed for ESC!)
D	63-66			
D-	60-62			
F	0-59	Work that does not meet the minimum standards for passing the course	Credits not awarded	

7. Key UNYP Policies

Attendance

It is your responsibility to show up to class on time. If you are late you will be marked as absent for that hour. **If you miss more than 12 (twelve) hours of class, for any reason, you will automatically fail the entire course. Pay strict attention to this. The class policy is standard UNYP policy.**

However, missing class is not recommended and will affect your participation grade after the first 3-hour absence.

Academic Honesty

- The University's rules on academic dishonesty (e.g. cheating, plagiarism, submitting false information) will be strictly enforced. Please familiarize yourself with the STUDENT HONOUR CODE or ask your instructor for clarification.
- For examinations: copying from your neighbor, speaking to another student, using a phone or anything similar will result in you failing the test or quiz. On written papers properly note your sources with academic citations. Cutting and pasting from the internet may be considered plagiarism. If you have questions about this, please consult the instructor.

8. General Requirements

- Students are expected to attend each class session and participate in a positive way.
- Students are expected to come to class fully prepared to discuss homework readings and cases.
- Students are expected to turn in homework assignments at the beginning of the class period on the day they are due.
- Students are expected to leave their mobile phones, beepers, pagers, etc. switched off.
- Laptops or tablets can be used for in class assignments and research, so if you have one, you are encouraged to bring one. Do not surf the WEB during class time or use messenger programs of any kind. If you do, this will affect your participation grade. Notes should be taken the old-fashioned way with pen and paper. Slides will be available on E-Learning.
- In the event of illness or emergency, contact your instructor IN ADVANCE to determine whether special arrangements are possible.

9. European Credit Transfer and Accumulation System (ECTS)

The students that complete the course will receive 6 ECTS credits or 3 American credits. One ECTS credit corresponds to 25-30 hours of work. For comparison, 1 American credit hour equals approximately 2 ECTS credits.

For this course, students are expected to spend time in the following course-related activities:

Class Lectures and exams	45 hours
Reading class related material	50 hours
Exam preparations	25 hours
Team preparation	15 hours
Final Project preparation	30 hours
TOTAL	165 hours

10. Technology Expectations

Assignments, excluding those that are carried out exclusively in class, must be word-processed. Students are assumed to be familiar with the use of internet and in particular with the gathering of data from the wide world web. This will be a necessary tool for carrying out some of the course assignments (i.e. long essay or class presentations).

Students can bring a tablet or notebook to each class.