



University of
New Haven

Sport Marketing

SECTION I: Course Overview

Course Code: MKT333BCN

Subject Area(s): Marketing

Prerequisites: None

Language of Instruction: English

Total Contact Hours: 45

Recommended Credits: 3

COURSE DESCRIPTION

This course will provide an overview of several facets of the sports marketing industry including: athlete representation/management, marketing of clients and events, industry structure, technology, strategy, and broadcasting. You will analyze different theories and methods sport managers utilize for conducting relationships with consumers in sport environments and you will learn about sport consumer behavior, marketing research in sport industry, marketing plan processes, promotional activities, advertising, and corporate sponsorship. The sports industry is extremely diverse, in that it covers everything from professional to leisure sports, individual and team sports, big events such as the Olympic Games to local events and athlete representation among other topics. You will learn about each of these areas while incorporating field studies in order to gain a deeper understanding of the industry.

LEARNING OBJECTIVES

Upon successful completion of this course, you will be able to:

- Identify the scope of the sport marketing industry and its various sectors.
- Differentiate the unique aspects of the sport product relevant to product marketing.
- Explain the role of marketing research and the principles of the marketing mix in relation to sport marketing.
- Examine the objectives of events, athlete representation, broadcasting, and sponsorship, in relationship to organizational goals and marketing strategies.
- Design a marketing plan for a sport business/organization.

SECTION II: Instructor & Course Details

INSTRUCTOR DETAILS

Name:	TBA
Contact Information:	TBA
Term:	SEMESTER

ATTENDANCE POLICY

This class will meet once weekly for 150 minutes each session. All students are expected to arrive on time and prepared for the day's class session.

CEA enforces a mandatory attendance policy. You are therefore expected to attend all regularly scheduled class sessions, including any field trips, site visits, guest lectures, etc. that are assigned by the instructor. The table below shows the number of class sessions you may miss before receiving a grade penalty.

ALLOWED ABSENCES – SEMESTERS		
Courses Meeting X day(s) Per Week	Allowed Absence(s)	Automatic Failing Grade at X th Absence
Courses meeting 1 day(s) per week	1 Absence	4 th Absence

For every additional absence beyond the allowed number, your final course grade will drop down to the subsequent letter grade (ex: A+ to A). As a student, you should understand that the grade penalties will apply if you are marked absent due to tardiness or leaving class early. In the table below, you will find the grade penalty associated with each excessive absence up to and including automatic course failure.

ATTENDANCE DOCKING PENALTIES				
Absence	1 st	2 nd	3 rd	4 th
Penalty	No Penalty	0.5 Grade Docked	1 Grade Docked	Automatic Failure
HIGHEST POSSIBLE GRADE AFTER ATTENDANCE PENALTIES				
Grade	A+	A	A-	F

CEA does not distinguish between excused and unexcused absences. As such, no documentation is required for missing class. Similarly, excessive absences, and the grade penalty associated with each, will not be excused even if you are able to provide documentation that shows the absence was beyond your control. You should therefore only miss class when truly needed as illness or other unavoidable factors may force you to miss a class session later on in the term.

GRADING & ASSESSMENT

The instructor will assess your progress towards the above-listed learning objectives by using the forms of assessment below. Each of these assessments is weighted and will count towards your final grade. The following section (Assessment Overview) will provide further details for each.

Class Participation	10%
Independent Learning Reports	10%
Oral Presentation	10%
Midterm Exam	25%
Sport Marketing Plan & Presentation	25%
Final Exam	20%

The instructor will calculate your course grades using the CEA Grading Scale shown below. As a CEA student, you should understand that credit transfer decisions—including earned grades for courses taken abroad—are ultimately made by your home institution.

CEA GRADING SCALE			
Letter Grade	Numerical Grade	Percentage Range	Quality Points
A+	9.70 – 10.0	97.0 – 100%	4.00
A	9.40 – 9.69	94.0 – 96.9%	4.00
A-	9.00 – 9.39	90.0 – 93.9%	3.70
B+	8.70 – 8.99	87.0 – 89.9%	3.30
B	8.40 – 8.69	84.0 – 86.9%	3.00
B-	8.00 – 8.39	80.0 – 83.9%	2.70
C+	7.70 – 7.99	77.0 – 79.9%	2.30
C	7.40 – 7.69	74.0 – 76.9%	2.00
C-	7.00 – 7.39	70.0 – 73.9%	1.70
D	6.00 – 6.99	60.0 – 69.9%	1.00
F	0.00 – 5.99	0.00 – 59.9%	0.00
W	Withdrawal	N/A	0.00
INC	Incomplete	N/A	0.00

ASSESSMENT OVERVIEW

This section provides a brief description of each form of assessment listed above. Your course instructor will provide further details and instructions during class time.

Class Participation (10%): Student participation is mandatory for all courses taken at a CEA Study Center. The instructor will use the rubric below when determining your participation grade. All students should understand that attendance and punctuality are expected and will not count positively toward the participation grade.

CLASS PARTICIPATION GRADING RUBRIC	
Student Participation Level	Grade
You make major & original contributions that spark discussion, offering critical comments clearly based on readings, research, & theoretical course topics.	A+ (10.0 – 9.70)
You make significant contributions that demonstrate insight as well as knowledge of required readings & independent research.	A/A- (9.69 – 9.00)
You participate voluntarily and make useful contributions that are usually based upon some reflection and familiarity with required readings.	B+/B (8.99 – 8.40)
You make voluntary but infrequent comments that generally reiterate the basic points of the required readings.	B-/C+ (8.39 – 7.70)
You make limited comments only when prompted and do not initiate debate or show a clear awareness of the importance of the readings.	C/C- (7.69 – 7.00)
You very rarely make comments and resist engagement with the subject. You are not prepared for class and/or discussion of course readings.	D (6.99 – 6.00)
You make irrelevant and tangential comments disruptive to class discussion. You are consistently unprepared for class and/or discussion of the course readings.	F (5.99 – 0.00)

Independent Learning Reports (10%): Students must present a two-page written assessment based on the mandatory field studies/AICAP activities conducted during the course and in relation to the topic being covered in class. These reports are to be reflective -they should include the observations and insights gained from local visits and experiential activities - but also analytical, clearly connecting empirical observations to theoretical concepts discussed in class and referenced in course readings.

Oral Presentation (10%): Students will prepare an oral presentation and debate based on the Maria Sharapova case and sponsorship opportunity for her. Further instructions on the structure of the presentation and the debate will be provided in class.

Midterm Exam (25%): Students will take the midterm examination halfway through the course. There will be multiple choice questions, short-answer questions, and an essay-response question. The exam is an assessment of the progress being made in the course and will utilize not only assigned readings, but in-class discussions to evaluate each student’s understanding of important concepts.

Sport Marketing Plan (25%): Students will prepare a marketing plan in small groups for a sport organization excluding major league sport franchises, present it in class at the end of the semester, and submit a written paper. Students will be given the guidelines after the midterm exam. Peer evaluations will be used to determine the contribution of each group member to the final products.

Final Exam (20%): Students will take the final examination at the end of the semester. There will be multiple choice questions, short-answer questions, and an essay-response question. The exam is an assessment of the

progress being made in the course and will utilize not only assigned readings but in class discussions to evaluate each student's understanding of important concepts.

EXPERIENTIAL LEARNING ACTIVITIES (AICAP)

CEA courses are designed to include a variety of experiential learning activities that will take you out of the classroom and allow you to explore your local host city. These activities may include field studies, guest lectures and/or activities offered through our Academically Integrated Cultural Activities Program (AICAP). The following experiential learning activities are recommended for this course:

Field Studies:

- Czech Tennis Federation
- Czech Olympic Committee
- Stvanice Stadium and Sport Facility Visit

AICAP Activities:

- Sparta Praha Ice Hockey Match or Slavia Praha Soccer Match (season dependent)

REQUIRED READINGS

Reading assignments for this course will come from the required text(s) and/or the selected reading(s) listed below. All required readings—whether assigned from the text or assigned as a selected reading—must be completed according to the due date assigned by the course instructor.

- I. **REQUIRED TEXT:** You may purchase or acquire the required text prior to departure or upon program arrival. The required text(s) are listed below:

Shank, Matthew D. (2015). *Sports Marketing: A Strategic Perspective*. New York, NY: Routledge. (704 pages).

- II. **SELECTED READING(S):** The selected readings for this course are listed below. You will not need to purchase these readings; the instructor will provide these selected readings to you in class (either in paper or electronic format).

Harvard Business School Case Studies:

“ARod, Signing the Best Player in Baseball” (Randolph Coher; Jason Wallace, 2003, 14 pages).

“Bank of America, Sport Sponsorship” (Stephen A. Greyser; John L. Teopaco, 2009, 10 pages).

“FanMode: Launching a Global Sports Venture” (Shikhar Gosh, William R. Kerr, Alexis Brownell, 2013, 25 pages).

“Futbol Club Barcelona” (Anita Elberse, 2017, 27 pages).

“International Management Group (IMG)” (Bharat N. Anand, 2002, 23 pages.)

“Maria Sharapova, Marketing a Champion, Part A and B” (Anita Elberse; Margarita Golod, 2010, 24 pages).

“Major League Soccer: Past, Present, and Future” (Sebastien Arcand, Jerome Bilodeau, Joseph Facal, 2016, 22 pages).

“Red Bull” (Richard Johnson; Paul W. Farris; Jordan Mitchell, 2016, 12 pages).

“The London 2012 Olympic Games” (John T. Gourville; Marco Bertini, 2011, 18 pages).

“The NFL’s Digital Media Strategy” (Anita Elberse, C. Kelsey Calhoun, Daven Johnson, 2010, 19 pages).

“The Unfinished Dream of NBA China” (Xianghang Guo; Yin Chen, 2014, 14 Pages).

“Whistle Sports: An Online Sports Network for Millennials” (Robert F. Higgins, Christine Snively, 2015, 25 pages).

RECOMMENDED READINGS

The recommended reading(s) and/or text(s) for this course are below. These recommended readings are not mandatory, but they will assist you with research and understanding course content.

Knight, Phil (2016). *Shoe Dog*. United Kingdom: Simon and Schuster.

Lewis, Michael. (2004). *Moneyball: The Art of Winning an Unfair Game*. New York, NY: W Norton & Co.

McCormack, Mark (1986). *What They Don’t Teach You at Harvard Business School*. New York, NY: Bantam.

ADDITIONAL RESOURCES

In order to ensure you success abroad, CEA has provided the academic resources listed below. In addition to these resources, each CEA Study Center provides students with a physical library and study areas for group work. The Academic Affairs Office at each CEA Study Center also compiles a bank of detailed information regarding libraries, documentation centers, research institutes, and archival materials located in the host city.

- **UNH Online Library:** As a CEA student, you will be given access to the online library of CEA’s School of Record, the University of New Haven (UNH). You can use this online library to access databases and additional resources while performing research abroad. You may access the UNH online library [here](#) or through your MyCEA Account. You must comply with UNH Policies regarding library usage.
- **CEAClassroom – Moodle:** CEA instructors use Moodle, an interactive virtual learning environment. This web-based platform provides you with constant and direct access to the course syllabus, daily schedule of class lectures and assignments, non-textbook required readings, and additional resources. Moodle includes the normal array of forums, up-loadable and downloadable databases, wikis, and related academic support designed for helping you achieve the learning objectives listed in this syllabus.

During the first week of class, CEA academic staff and/or faculty will help you navigate through the many functions and resources Moodle provides. While you may print a hard copy version of the syllabus, you should always check Moodle for the most up-to-date information regarding this course. The instructor will use Moodle to make announcements and updates to the course and/or syllabus. It is your responsibility to ensure that you have access to all Moodle materials and that you monitor Moodle on a daily basis in case there are any changes made to course assignments or scheduling.

To access Moodle: Please log-in to your MyCEA account using your normal username and password. Click on the “While You’re Abroad Tab” and make sure you are under the “Academics” sub-menu. There you will see a link above your schedule that says “View Online Courses” select this link to be taken to your Moodle environment.

COURSE CALENDAR
Sport Marketing

SESSION	TOPICS	ACTIVITY	READINGS & ASSIGNMENTS
1	<p style="text-align: center;">Course Introduction Nature of Sport Marketing</p>	<p style="text-align: center;">Introduction to Course, Content & Overview What is Sport Marketing?</p>	<p>Readings: Alex Rodriguez HBS Case Study, pages 1-14. Chapter 1 Shank: Emergence of Sports Marketing, pages 3-45. Video: Alex Rodriguez on CBS News with Katie Couric (2008)</p>
2	<p style="text-align: center;">Framework for Strategic Sports Marketing Athletes Representation</p>	<p style="text-align: center;">Lecture & Case Discussion In-class Exercise (Athlete Contract Negotiation)</p>	<p>Readings: Chapter 2 Shank: Contingency Framework for Strategic Sports Marketing, pages 46-92. Video: Drew Rosenhaus on 60 Minutes</p>
3	<p style="text-align: center;">Marketing Research in Sport Industry Segmentation, Targeting & Positioning The Agency Model</p>	<p style="text-align: center;">Lecture & Discussion Overview of Sports Agencies</p>	<p>Readings: IMG HBS Case Study, pages 1-23. Chapter 6 Shank: Segmentation, Targeting and Positioning, pages 209-260.</p>
4	<p style="text-align: center;">Understanding the Sport Consumer (I)</p>	<p style="text-align: center;">Lecture & Discussion</p>	<p>Readings: Chapter 5 Shank: Understanding Spectators as Consumers, pages 175-208.</p>
5	<p style="text-align: center;">Understanding the Sport Consumer (II) Marketing an Athlete (I)</p>	<p style="text-align: center;">Lecture & Discussion Maria Sharapova Discussion & Overview</p>	<p>Readings: Maria Sharapova HBS Case Study (A), pages 1-17. Maria Sharapova HBS Case Study (B), pages 1-7. *Prepare Oral Presentation & Debate</p>

6	Marketing an Athlete (II) Sponsorship Programs	Oral Presentation & Debate Maria Sharapova Sponsorship Exercise & Overview of Other Athletes Field Study 1: Czech Tennis Association Visit	Readings: Bank of America HBS Case Study, 10 pages. Chapter 11 Shank: Sponsorship Programs, pages 432-496.
7	MIDTERM EXAM		
8	Promotion Concepts The Sports Marketing Mix Sports Events	Lecture & Discussion Overview & Discussion of Different Facets of Sports Events	Readings: London Olympics HBS Case Study, pages 1-18. Chapter 7 Shank: Sports Product Concepts, pages 261-301. Chapter 9 Shank: Promotion Concepts, pages 343-375.
9	Czech Perspective: Olympics & Czech Olympians	Field Study 2: Czech Olympic Committee Visit	Research the Organization, Current News
10	Sponsorship Activations	Lecture & Discussion of Sports Sponsorship Activation	Readings: Red Bull HBS Case Study, pages 1-12. Chapter 12 Shank: Pricing Concepts and Strategies, pages 497-540.
11	International Expansion Global Marketing	FC Barcelona and NBA	Readings: FC Barcelona HBS Case Study, pages 1-23. NBA China HBS Case Study, pages Video: FC Barcelona on 60 Minutes
12	Sport & Social Media: Integration of Social media platforms into marketing athletes, teams & organizations	Lecture & Discussion Field Study 3: Stvanice Stadium and Sport Facilities Visit	Readings: Whistle Sports HBS Case Study, pages 1-25. Video: Social Media Influencers on 60 Minutes

13	<p align="center">Social Media Marketing, Public Relations & Television Rights (I)</p>	<p>Lecture & Discussion on Social Media Marketing & Public Relations in the Sport Industry</p>	<p>Readings: NFL HBS Case Study, pages 1-19. FanMode HBS Case Study, pages 1-21.</p> <p>*Submit Independent Learning Activities</p>
14	<p align="center">Social Media Marketing, Public Relations & Television Rights (II) Growing Leagues</p>	<p>Discussion on Major League Soccer (MLS) and ESports In-class Reading & Discussion on Different TV Rights Deals & Their Impact on the Sport Industry</p>	<p>Readings: MLS HBS Case Study, pages 1-22. Video: Christian Pulisic on 60 Minutes</p>
15	<p align="center">SPORT MARKETING PLAN: PAPER & PRESENTATION FINAL EXAM</p>		

SECTION III: CEA Academic Policies

The policies listed in this section outline general expectations for CEA students. You should carefully review these policies to ensure success in your courses and during your time abroad. Furthermore, as a participant in the CEA program, you are expected to review and understand all CEA Student Policies, including the academic policies outlined on our website. CEA reserves the right to change, update, revise, or amend existing policies and/or procedures at any time. For the most up to date policies, please review the policies on our website.

Class & Instructor Policies can be found [here](#)

General Academic Policies can be found [here](#)