



University of
New Haven

Sport Marketing

Section I: Course Overview

Course Code: MKT333BCN

Subject Area(s): Marketing

Prerequisites: One 200 level or two 100 level courses in marketing, consumer behavior, or other relevant subject area

Language of Instruction: English

Total Contact Hours: 45

Credits: 3

Course Fees: None

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. Students will analyze different theories and methods sport managers utilize for conducting relationships with consumers in sport environments. This course will cover sport consumer behavior, marketing research in the sport industry, marketing plan processes, promotional activities, advertising, and corporate sponsorship.

Learning Objectives

Upon successful completion of this course, students are 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 market segmentation.
- Analyze 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: 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%

Oral Presentation – 20%

Midterm Exam – 20%

Sport Marketing Plan and Presentation – 20%

Final Exam – 20%

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.

Oral Presentation (20%): Students are to prepare an oral presentation and debate based on the marketing of a major sporting event of their choosing. Further instructions on the structure of the presentation and the debate will be provided in class.

Midterm Exam (20%): 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 & Presentation (20%): 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.

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.

- Attend and analyze men's senior League of Ireland football (soccer) match

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

Shank, M. D., & Lyberger, M. R. (2022). *Sports marketing: A strategic perspective*. Routledge.

Selected academic articles:

Ludvigsen, J. A., Tsoukala, A., Byrne, S., Rookwood, J. & Ross, W. J. (2024). [A roundtable discussion on the politics of EURO 2024: a collective commentary](#). *Soccer & Society*, 1–10.

Ludvigsen, J., Rookwood, J. & Parnell, D. (2022). [The sports mega-events of the 2020s: Governance, impact, controversies](#). *Sport in Society*, 25 (4), 705-711.

Rookwood, J. (2024). [Diversifying the fan experience and securitising crowd management: A longitudinal analysis of fan park facilities at 15 football mega events between 2002 and 2019](#). *Managing Sport and Leisure*, 29 (1), 37-55.

Owonikoko, S. M. & Rookwood, J. (2022). [The modes of consumption and relational dynamics of English Premier League supporters in Nigeria](#). *Soccer & Society*, 23 (4-5), 367-385.

Harvard Business School Case Studies:

“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).

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

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.

Richelieu, Andre (2018), A sport-oriented place branding strategy for cities, regions and countries", *Sport, Business and Management*, Vol. 8 No. 4, pp. 354-374.

Course Calendar

Session 1	
Topics	Course Introduction Marketing and the sports industry
Activity	Introduction to the course, content and overview What is Sport Marketing? Introducing the sports industry
Readings & Assignments	Reading: Chapter 1: Sports Marketing, Sam Fullerton (2022), pages 1-33.

Session 2	
Topics	Heritage branding and sports marketing
Activity	Site visit

Readings & Assignments	Reading: A sport-oriented place branding strategy for cities, regions and countries, Andre Richelieu (2018), 19p.
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Session 3	
Topics	Place marketing, the fan experience and the sport industry Differentiating the fan experience: marketing sports and events
Activity	Lecture and discussion Group discussion: comparison between North American and European sports markets on marketing the fan experience.
Readings & Assignments	Readings: Diversifying the fan experience and securitising crowd management: A longitudinal analysis of fan park facilities at 15 football mega events between 2002 and 2019. <i>Managing Sport and Leisure</i> , Joel Rookwood, (2024). 18p.

Session 4	
Topics	Marketing sports mega events Theories and practical considerations
Activity	Lecture and activity Creating sports marketing / branding presentations and debates
Readings & Assignments	Readings: Jan Ludvigsen, Seamus Byrne, Joel Rookwood & Walker Ross. A roundtable discussion on the politics of EURO 2024: a collective commentary. <i>Soccer & Society</i> , (2024), p.10. *Prepare an oral presentation and debate for session 6. Title, approach and focus to be agreed in class.

Session 5	
Topics	Understanding the Sport Consumer
Activity	Lecture and discussion
Readings & Assignments	Readings: Chapter 5 Shank: Understanding Spectators as Consumers, p.175-208. Saheed Owonikoko & Joel Rookwood, J. The modes of consumption and relational dynamics of English Premier League supporters in Nigeria. <i>Soccer & Society</i> , (2022). 18p.

Session 6

Topics	Marketing sports leagues and international expansion Case studies: 'Ted Lasso' and 'Welcome to Wrexham'
Activity	Oral presentation and debate
Readings & Assignments	Readings: Chapter 11 Shank: Sponsorship Programs, pages 432-496. Jeffrey Kassing: Coach Lasso and the embodiment of American exceptionalism: NBC Sports promotion of English Premier League football as the foreign sport (2022), 13p.

Session 7
Midterm Exam

Session 8	
Topics	Promotion Concepts Sports Marketing Mix, SWOT Analysis, 4Ps
Activity	Lecture and Activity Create a SWOT Analysis for NIKE
Readings & Assignments	Readings: Chapter 7 Shank: Sports Product Concepts, pages 261-301. Chapter 9 Shank: Promotion Concepts, pages 343-375. Silva, E.C. da and Las Casas, A.L. (2020). Key Elements of Sports Marketing Activities for Sports Events. <i>International Journal of Business Administration</i> , 11(1).

Session 9	
Topics	Market Research in Sport
Activity	Lecture and discussion Understanding Sports Market Research & Market Intelligence
Readings & Assignments	Readings: Šerić, N. and Ljubica, J. (2018), "The Primary Data", <i>Market Research Methods in the Sports Industry</i> , Emerald Publishing Limited, Leeds, pp. 107-154

	Ratten, V. (2016). The dynamics of sport marketing. <i>Marketing Intelligence & Planning</i> , 34(2), pp.162–168.
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Session 10	
Topics	Segmentation, Targeting & Positioning
Activity	Lecture & Discussion Creating Customer Value in sports – Comparing Europe vs North America Social Media Marketing in sports – Case Study Norwich City’s “#youarenotalone” campaign
Readings & Assignments	Readings: Dees, W., Walsh, P., Mcevoy, C.D., Mckelvey, S., Bernard James Mullin, Hardy, S. and William Anthony Sutton (2022). <i>Sport marketing</i> . Champaign, IL Human Kinetics, Inc. pp. 109-124

Session 11	
Topics	Sports Marketing & Branding
Activity	Lecture & Discussion Understanding Sports Branding vs Marketing in traditional and social media marketing contexts Case study: Integrating branding into sport marketing
Readings & Assignments	Readings: Stegmann, P., Nagel, S. and Ströbel, T. (2021). The digital transformation of value co-creation: a scoping review towards an agenda for sport marketing research. <i>European Sport Management Quarterly</i> , 23(4), pp.1–28.

Session 12	
Active Learning Activity – Football match (Time and Match TBD)	

Session 13	
Topics	Athlete representation
Activity	Lecture, Discussion & Activity Brand Ambassadors & Building the Athlete Brand Role of the agent

Readings & Assignments	<p>Readings: Su, Y., Baker, B., Doyle, J. and Kunkel, T. (2020). The Rise of an Athlete Brand: Factors Influencing the Social Media Following of Athletes. <i>Sport Marketing Quarterly</i>, [online] 29(1), pp.33–46.</p> <p>Taniyev, O., Mayer, K.C. and Gordon, B. (2022). Monetizing athlete brand image: An investigation of athlete managers' perspectives. <i>Journal of Applied Sport Management</i>, 14(2).</p>
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Session 15	
Sports Marketing Plan: Paper & Presentations	
Session 14	
Final Exam	Sponsorship Programmes & Activations
Activity	<p>Lecture & Discussion</p> <p>Sports Sponsorship Programmes & Activations</p> <p>Case Study: Nike 2012 Olympics</p>
Readings & Assignments	<p>Readings: Case Study on Red Bull, pages 1-12.</p> <p>Chapter 12, Shank: Pricing Concepts and Strategies, pages 497-541.</p>

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.