

## **SPMG 4665**

### **SPORTS PROMOTION AND MARKETING**

3 Semester Hours

Semester/Year:

Instructor:

Office Location:

Office Hours:

Telephone:

E-mail:

Fax:

#### **COURSE DESCRIPTION**

This course is designed to provide students with a basic understanding of sports promotion and marketing. Fundamental marketing and promotional principles are emphasized as they relate to sports.

#### **COURSE OBJECTIVES**

Students will:

1. become familiar with the historical development of sports marketing and promotion (Helitzer, 1997; Shank, 1999);
2. comprehend the process of marketing and its successful application to sports (Graham, 1995; Kahle, 1998; Masteralexis, Barr & Hums 1998; Regan, 1999; Shank, 1999);
3. understand publicity fundamentals and make use of these strategies when promoting sports events (Helitzer, 1997; Regan, 1999); and
4. become familiar with a variety of issues and future trends in sports marketing and promotion (Brooks, 1993; Graham, 1995; Masteralexis, Barr & Hums, 1998).

#### **TEXTS, READINGS, AND INSTRUCTIONAL RESOURCES**

Required Text: Helitzer, M. (1997). The dream job: Sports publicity, promotion and marketing. Athens, OH: University Sports Press.

References:

Brooks, C.M. (1993). Sports marketing: Competitive business strategies for sports. Englewood Cliffs, NJ; Prentice Hall.

Graham, S (1995). The ultimate guide to sport event management and marketing. Toronto, ON: Irwin Professional Publisher.

Kahle, B. (1998). Sports marketing. Boston, MA: Allyn & Bacon.

Masteralexis, L.P., Barr, C.A., & Hums, M.A. (1998). Principles and practice of sport management. Gaithersburg, MD: Aspen Publishers, Inc.

Regan, R.J. (1999). Sports marketing. Englewood Cliffs, NJ: Prentice Hall.

Shank, D. (1999). Sports marketing. Englewood Cliffs, NJ: Prentice Hall.

## **ASSIGNMENTS, EVALUATIONS PROCEDURES, AND GRADING POLICY**

### Assignments:

1. Students will be expected to develop a sports marketing strategy and promotional materials for a selected sport and level and submit the plan and materials in writing.
2. Students will be expected to review the print and electronic information on sports marketing and promotion and submit resource files of selected materials.
3. Students will be expected to attend all classes and participate in all class activities including class discussions, group work, and presentations.
4. Students will take written examinations in class covering the presented materials.
5. Students will utilize electronic resources to access class materials on WebCT and communicate with the instructor and students enrolled in the course.

### Evaluation Procedures:

Students will be evaluated in three areas:

1. Class participation.....05%
2. Class projects.....35%
3. Written exams.....60%

Three exams will be given that are worth 20% each

### Grading Policy:

Grades will be assigned based upon the total points possible in the course. The final grade in the course will be assigned according to the following percentages:

A = 90-100

B = 80-89

C = 70-79

D = 60-69

F = 0-59

General Policies:

1. All written exams are to be taken at the assigned class time.
2. Students are expected to attend all classes unless the absence is arranged and approved by the instructor in advance or are due to illness or unexpected events. Unexcused absences will lower the final course grade. Each unexcused absence will result in a 3.33% lowering of the grade. (For example if a student has 3 unexcused absences and a 92% total in class the final grade calculation will be 82%, a grade lowering from an A to a B).
3. Students are expected to arrive to class on time and do the assigned readings. Late arrivals will result in a 1% penalty for each time a student is late for class.

**CLASS OUTLINE**

Week 1 Introduction to Sport Management and Promotion

Ch. #1 - The Dash for Cash

Week 2 Ch. #2 - Information Director: Here's Look at You, SID, Ch. #3 - Get It Out Fast: Writing the Basic News Release

Week 3 Ch. #4 - Here's a Great Story: Features for Print

Week 4 Ch. #5 - Hello. This is Bob Costas, Ch.#6 - The 20-Second Soundbite: TV News and Features

Week 5 Exam #1, Ch.#7 - A Sight for More Eyes: Sports Photography

Week 6 Review Exam #1, Ch. #8 - Important to Announce - News Conferences and Backgrounds

Week 7 Ch.#9 - Let's Put It on the Record: Statistics

Week 8 Ch. #10 - Creating the News: Getting Media Attention

Week 9 Ch.#11 - Getting Out the Message: Media Flow Chart, Exam #2

Week 10 Ch.#12 - Working with the Pros Who Write the Prose: Media Relations

Week 11 Ch.#13 - Straight from the Quip: Interviews and Speeches, Ch. #14 -  
What the Big Idea?: Creating Special Events

Week 12 Ch. #15 - Event Promotion: Making the Big Idea Work

Week 13 Ch.#16 - The Possible Dream: Coach a Rising Star

Week 14 Ch. #17 - Taming the Beast: Riding Out a Crisis

Week 15 Student presentations

Week 16 Final exam/ evaluation as scheduled

Students are expected to adhere to the highest standards of academic honesty. Plagiarism occurs when a student uses or purchases ghostwritten papers. It also occurs when a student utilizes the ideas of or information obtained from another person without giving credit to that person. If plagiarism or another act of academic dishonesty occurs, it will be dealt with in accordance with the academic misconduct policy as stated in the Uncatalog, Undergraduate Catalog, and Graduate Catalog.