

**MKTG630: Sports Marketing  
Course Syllabus  
Fall 2006**

Department of Marketing  
College of Business Administration  
Kansas State University

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Course Web : K-State Online  
Office Hours : Tuesdays & Thursdays 2:00 – 3:45pm and by appointment.

### **Course Overview**

This course will provide a framework for understanding how various marketing strategies are formulated, implemented, and evaluated in sports context. Sports have been one of the major economic activities of our modern society, and knowledge of the role marketing plays in its operation has emerged as a valuable asset to all the parties involved (e.g., firms, governments, consumers, and players).

The course is organized into two themes; 1) sports as product and 2) sports as medium. The first theme focuses on the applications of marketing theories and principles to promote sports and sport related products. It puts the students in the shoes of a marketing manager of a sports related business. The second theme, on the other hand, considers sports as one of the vehicles to promote a product or service. It covers how non-sport related businesses can benefit from utilizing sports as a part of their marketing communication program.

### **Course Objectives**

1. Understand the key **concepts** and **theories** of marketing to understand how to profit from and through sports.
2. Develop the ability to identify **applications** of these concepts and theories and to apply them in developing viable sports marketing strategies.
3. Develop the necessary **skills** to execute the applications identified in objective 2. Having a great strategy is not enough. You should know how to implement, maintain, and adjust the strategy.

### **You Will Learn from the Course:**

1. The unique characteristics of sports industry and sports marketing.
2. The parties involved in sports marketing activities (franchises, players, agents, governments, consumers, merchandisers, etc.).
3. Sport as a product:
  - 1) Sports consumer behavior
  - 2) Sports marketing research

- 3) Sports marketing mix (product, price, promotion, and place) and strategy formulation
4. Sport as a medium:
  - 1) The role of sports in non-sport related marketing activities
  - 2) Firm's decision making process for sponsorship
  - 3) Sport's sponsorship initiation and management processes
  - 4) Evaluation of the effectiveness of sports as a marketing communication vehicle
5. Current trends in sports marketing.

## **Course Materials**

### **Textbooks:**

#### ***Sports Marketing (2<sup>nd</sup> ed.)***

by Bernard J. Mullin, Stephen Hardy, and William A. Sutton, 2000, Human Kinetics.

### **Additional Readings:**

Additional readings will be assigned throughout the semester. Please check K-State Online course page for additional reading assignments.

### **Video Resources:**

It is highly recommended to watch the following two movies by the end of the second week of the class. The content of these movies will be used for class discussion when relevant issues are covered.

Professional Sports: ***Any Given Sunday*** (directed by Oliver Stone)

College Sports: ***The Program*** (directed by David Ward)

### **K-State Online Course Page:**

The course page on K-State Online is an important component that will serve as the main communication medium outside of the classroom. It is the students' responsibility to visit the course page frequently for announcements, schedule, lecture materials, assignments, and performance reports.

## **Course Requirements**

This is a course you should take after completing Principles of Marketing (MKTG400). This course is designed around the assumption that you already possess the basic knowledge of marketing. Instead of reiterating the content that is covered in the principles course, we will focus on the extension of the basic marketing principles into the context of sports. It is also highly recommended that you take basic marketing courses including Customer Behavior, Marketing Research, and Marketing Management before taking this class. These courses provide you with the systematic understanding of marketing analysis and strategy formulation processes, which are fundamental building blocks of sports marketing.

There is a considerable amount of material to be covered. There are two exams (midterm and final), two group term projects, and two different types of assignments throughout the semester. This is not a course in which you can do all the assignments/projects in a couple of days before the due dates. Please plan ahead and allocate your time to maximize the learning experience.

## 1. Attendance

Your presence in class is essential to your ability to understand and apply the material covered in this course. Treat this class as you would any other professional obligation. By accepting a job you are making an implicit commitment to attend work regularly. By registering for this class you make a similar commitment. Also, try to avoid being consistently late for class. This tends to be quite distracting and disruptive for the rest of the students. If you are late, please wait until the break or the end of the class to collect any handouts or returned assignments.

Absence from class does not exempt you from being responsible for all the material covered in class and being aware of any announcements made in class. If you miss class, it is your responsibility to obtain the lecture or discussion notes and handouts, if any, from your classmates.

## 2. Class Participation

As in your forthcoming career, you are expected to regularly participate in class/online discussions, which will be led by the instructor. Class/online participation is graded and the following guidelines will help you be an effective participant.

- (1) Make sure to read the assigned readings, and think about them in depth before coming to class.
- (2) Provide inspiration by,
  - applying conceptual materials from the book chapters, lectures, and past marketing classes to the issue being discussed,
  - applying external business world knowledge to the issue being discussed,
  - integrating comments of previous students,
  - reaching back to something said previously in the discussion that is pertinent at the present moment,
  - taking issue with classmate's analysis (civilly!),
  - pulling together material from several places in the text and readings,
  - drawing parallels from previous lectures and chapters read earlier,
  - tying in briefly an experience you have had that is relevant to the discussion,
  - by generally demonstrating that you have read and given careful thought to the readings for the day.
- (3) While implementing the above guidelines, always try to be logical and structured.
- (4) Finally, I will cold-call students to assess the level of preparation and involvement. So, please be prepared to participate in every class.

Please note that class participation also takes into account student activities that disrupt and/or hamper good class discussions. These include engaging in private conversations with fellow students, making discourteous remarks about other students, reading outside materials during class, and arriving late for class.

### 1) Article Summary

There are two other components of class participation. One is the article summary assignment. Students are asked to summarize and provide his/her own insights about an interesting article from newspaper, magazine, etc. that is relevant to the materials covered in the class. This article summary submissions and discussions will be administered on K-State Online message board. Students are encouraged to respond to the postings by other students and discuss/debate about

the issue. Each summary will count for 8 points. Instructions for article summary posting on K-State Online will be provided in the first class.

## 2) Online Discussion

Another component of class participation is the online discussion on assigned topics. Students are asked to actively participate in the discussion on K-State Online and freely agree/disagree/debate on the issues assigned for the week. The level of contribution to the discussion by each student will be graded with three levels. A student who provides excellent insights with strong supporting evidences will earn 12 points, a good level of contribution 9 points, and the average level of participation 6 points. Please note that the depth of your own thoughts instead of a list of facts is more valuable in this assignment. Use facts only when it is necessary to support your argument/opinion. Instructions for participating in the online discussion on K-State Online will be provided in the first class.

## 3. Exams

Exams will assess knowledge of key concepts and the ability to apply these concepts to sports marketing problems. There will be two in-class exams with multiple-choice questions. The final exam will be a comprehensive exam covering all the materials including the textbook, guest lectures, and class discussions throughout the whole semester. All exams are open-book and open-notes. Consistent with University policy, no make-up exams will be offered except for documented medical emergencies. In such case the instructor reserves the right to change the content and format of the make-up exam.

## 4. Group Projects

Students are asked to form a group of 6 to conduct two group projects. Students will be asked to evaluate their group members for their contribution to the project at the end of the semester. The grades will be equally distributed among the group members unless there is a dispute regarding the amount of individual contributions. Further details of the group project can be found on K-State Online.

## Grading

<b>1. Article Summary</b>	<b>80 points</b>
10 x 8 points each	
<b>2. Online Discussion</b>	<b>120 points</b>
10 x 12 points each	
<b>3. Exams</b>	<b>400 points</b>
Midterm 100 points	
Final 300 points	
<b>4. Group Projects</b>	<b>400 points</b>
Paper 1 200 points	
Paper 2 200 points	

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**Grand Total 1000 points**

## Grade Distribution

Letter	Point	Score Range
A	4.00	900 – 1000
B	3.00	800 – 899
C	2.00	700 – 799
D	1.00	600 – 699
F	0.00	0 – 599

**Academic Integrity**

Plagiarism, communicating with fellow students during an exam and other forms of academic dishonesty will be dealt within a manner consistent with University policy.

### Course Schedule

Week	Date	Topic	Task
1	8/22	Course Overview	Just show up!
	8/24	What is Sports Marketing?	Read Ch. 1
2	8/29	Sports as Business 1	Read Ch. 2 Student Information Due
	8/31	Sports as Business 2	Discussion 1 Due
3	9/5	Group Project Introduction 1	Article Summary 1 Due
	9/7	Group Project Introduction 2	Discussion 2 Due
4	9/12	Sports Consumers 1	Read Ch. 3 Article Summary 2 Due
	9/14	Sports Consumers 2 (Part 1)	Read Ch. 4 Discussion 3 Due
5	9/19	Sports Consumers 2 (Part 2)	Article Summary 3 Due
	9/21	Sports Segmentation, Targeting, & Positioning I	Read Ch. 6 Discussion 4 Due
6	9/26	Sports Segmentation, Targeting, & Positioning II	Article Summary 4 Due
	9/28	No Class: Project Day	
7	10/3	Sports Market Research	Read Ch. 5 Article Summary 5 Due
	10/5	Sports Product 1 (Part I)	Read Ch. 7 Discussion 5 Due
8	10/10	Sports Product 1 (Part II)	Article Summary 6 Due
	10/12	Sports Product 2	Read Ch. 8 Discussion 6 Due
9	10/17	Sports Pricing	Read Ch. 9 Article Summary 7 Due
	10/19	<b>Midterm Exam</b>	

10	10/24	Sports Promotion 1	Read Ch. 10 Article Summary 8 Due
	10/26	Sports Promotion 2	Discussion 7 Due
11	10/31	Sports Sales	Read Ch. 11 Article Summary 9 Due
	11/2	Sport Licensing and Sponsorship I	Read Ch. 12 Discussion 8 Due
12	11/7	Sport Licensing and Sponsorship II	Article Summary 10 Due
	11/9	Sport Licensing and Sponsorship III	Discussion 9 Due
13	11/14	Sports Distribution	Read Ch. 13
	11/16	Sports Marketing and Technology	Read Ch. 14 Project Paper 1 & 2 Due
14	11/21	Current Issues in Sports Marketing	
	11/23	No Class!	Enjoy Thanksgiving!
15	11/28	Project 1 Discussion I	
	11/30	Project 1 Discussion II	Discussion 10 Due
16	12/5	Project 2 Discussion I	
	12/7	Project 2 Discussion II	
	12/12	<b>Final Exam</b>	

### Final Exam Schedule

**Session 1 (3:55 – 5:10pm): 12/12 (Tue), 2:00 – 3:50pm**

**Session 2 (5:30 – 6:45pm): 12/12 (Tue), 5:30 – 6:45pm**