

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

American Public University System

The Ultimate Advantage is an Educated Mind

Department of Sports and Health Sciences
SPMT 609
Sports Marketing, Promotion, and Public Relations
3 Credit Hours
8 weeks
Prerequisite(s): None

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Instructor Information

(Biography)

Instructor:

Email:

Phone:

Office Hours:

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Course Description (Catalog)

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This course focuses on the marketing, promotions, public relations, and communications involved in the multi-billion dollar sports industry. The course provides research, case, analysis, and other opportunities to learn of the effective principles, theories, practices, and methods involved with all aspects of sports communications.

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Course Scope

Emphasis in this course will be placed on sports as a major component of the modern corporate, social, economic, and recreation world. It will also provide you an opportunity to critically analyze several components which will challenge you to apply marketing principles to the sports industry. The ultimate objective of the course is to enable the student to evaluate and to solve problems involving the sports industry and to effectively communicate their recommendations to others.

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Course Objectives

After successfully completing this course, students will fulfill the following **Learning Objectives** (L.O.):

1. Define the role of sports in American life
2. Express the importance of sports in marketing
3. Analyze diversity in sports
4. Explain the variety of sports competed today
5. Discuss organized and professional sports
6. Analyze the unique elements of sports marketing
7. Assess the factors that shape the decision process of sports consumers
8. Evaluate the importance of brand management in the sports industry
9. Discuss marketing information systems and their value to sports marketing managers
10. Compare the research methodologies commonly used in sports marketing
11. Distinguish the approaches used in sports advertising
12. Identify the relationship of sponsorship to sports marketing

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Course Delivery Method

This SPMT609 **Sports Marketing, Promotion, and Public Relations** course delivered via distance learning will enable students to complete academic work in a flexible manner, completely online. Course materials and access to an online learning management system will be made available to each student. **Online assignments are due by Sunday evening** of the week as noted and include Discussion Board questions (accomplished in groups through a threaded discussion board), examination, and individual

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assignments submitted for review by the Faculty Member). Assigned faculty will support the students throughout this eight-week course.

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Course Materials

Required Course Textbook:

Book Number	Authors	Book Title	Publication Info	ISBN
SPMT609-0	Mullins, Bernard J., Hardy, Stephen, & Sutton, William A.	Sports Marketing	Champaign, IL: Human Kinetics	0-7360-6052-9

Textbook in APA format:

Mullins, B. J., Hardy, S., & Sutton, W.A. (2007). *Sports Marketing*. (3rd Ed.) Champaign, IL: Human Kinetics

Required Readings:

See Course Outline

Additional Resources:

In the Course Materials folder there are additional course articles, and up to date APA handouts.

Websites

In addition to the required course texts the following public domain Websites are useful. Please abide by the university's academic honesty policy when using Internet sources as well. Note web site addresses are subject to change.

Site Name	Website URL/Address
The OWL at Purdue	http://owl.english.purdue.edu/
APA Style Homepage	http://www.apastyle.org/index.aspx
North American Society of Sports Management	http://www.nassm.org/

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Evaluation Procedures	
Graded Assignment	Percent of Final Grade
Week 1 – Forum Board (FB) Define Sports Marketing	2
- Homework Assignment	7
Week 2 - FB Pros and Cons of Using Dangerous Sports	2
- Homework Assignment	7
- Research Paper Topic Proposal	1
Week 3 - FB Soccer in the United States	2
- Homework Assignment	7
Week 4 - FB Ethics in Sports Marketing	2
- Homework Assignment	7
- Research Paper Outline	1
Week 5 - FB Sports Promotion Mix Elements	2
- Homework Assignment	7
Week 6 – FB Ambush Marketing in Sports	2
- Homework Assignment	7
Week 7 – FB Effect of Global Economic Crisis on Sports	2
- Homework Assignment	7
Week 8 – Final Research Project	30
- Reflections Essay	5

Total	100

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8 – Week Course Outline

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<u>Week</u>	<u>Topic(s)</u>	<u>Learning Objective(s)</u>	<u>Reading(s)</u>	<u>Assignment(s)</u>
1	<p>The Special Nature of Sports Marketing</p> <p>Strategic Marketing Management</p> <p>Studying Sports Consumers</p>	<p>(LO1) Define the factors that make sports marketing a unique enterprise.</p> <p>(LO2) Describe the core elements of market analysis, product concept, product position and the five Ps of sports marketing.</p> <p>(LO3) Analyze the elements necessary for sports marketers to evaluate sports consumers</p>	Mullins, Hardy & Sutton – Chapters 1 – 3	<p>Forum Discussion</p> <p>Answer question #2, #5, and #6 on page 26 of your textbook</p> <p>Answer question #1, #3, and #5 on page 50 of your textbook</p> <p>Answer question #1 and #4 on page 66 of your textbook</p> <p>For your final project you will develop a 15 – 20 page marketing plan for a sports organization or sports product. There are specific steps at the end of each chapter in your textbook under “Your Marketing Plan” that will help you complete this project. You should read and complete the steps outlined at the end of each chapter that is assigned reading for this week. The project is due at the end of week 8.</p>
2	<p>Sports Consumer Behavior</p> <p>Data Based Marketing and Research in Sports Marketing</p>	(LO4) Define the various individual and environmental factors that shape the decision process for sports	Mullins, Hardy & Sutton – Chapters 4 – 6	<p>Forum Discussion</p> <p>Answer question #3 and # 6 on page 90 of your textbook</p> <p>Answer question #1, #2 and #3 on page 126 of your textbook</p>

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	Market Segmentation	<p>consumers</p> <p>(LO5) Examine the marketing information systems and research methodologies commonly used in sports marketing.</p> <p>(LO6) Compare the standard basis of market segmentation in sports.</p>		<p>Answer question #1 and #4 on page 146 of your textbook</p> <p>Please send in your topic for the final project by week 2 (under assignments-paper topic)</p> <p>For your final project you will develop a 15 – 20 page marketing plan for a sports organization or sports product. There are specific steps at the end of each chapter in your textbook under “Your Marketing Plan” that will help you complete this project. You should read and complete the steps outlined at the end of each chapter that is assigned reading for this week. The project is due at the end of week 8.</p>
3	<p>The Sport Product</p> <p>Managing Sports Brands</p> <p>Licensed and Branded Merchandise</p>	<p>(LO7) Assess the process involved in product development and its relation to the concept of the product life cycle.</p> <p>(LO8) Discuss the importance of brand management in the sport setting.</p>	Mullins, Hardy & Sutton – Chapters 7 – 9	<p>Forum Discussion</p> <p>Answer question # 1 and #2 on page 170 of your textbook</p> <p>Answer question #1 and #4 on page 187 of your textbook</p> <p>Answer question #1, #2 and #4 on page 212 of your textbook</p>

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		(LO9) Define the structure of the licensor – licensee relationship.		For your final project you will develop a 15 – 20 page marketing plan for a sports organization or sports product. There are specific steps at the end of each chapter in your textbook under “Your Marketing Plan” that will help you complete this project. You should read and complete the steps outlined at the end of each chapter that is assigned reading for this week. The project is due at the end of week 8
4	Pricing Strategies Promotions	(LO10) Compare the main pricing practices used in the sport industry. (LO11) Identify integral elements of promotion and the various approaches used in sport advertising	Mullins, Hardy & Sutton – Chapters 10 – 11	Forum Discussion Answer question #1 on page 232 of your textbook and question #2 and #3 on page 233 of your textbook. Answer question #4 and #5 on page 276 of your textbook Submit an outline of your final project with subheadings (under assignments-outline for final project). For your final project you will develop a 15 – 20 page marketing plan for a sports organization

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				<p>or sports product. There are specific steps at the end of each chapter in your textbook under “Your Marketing Plan” that will help you complete this project. You should read and complete the steps outlined at the end of each chapter that is assigned reading for this week. The project is due at the end of week 8.</p>
5	<p>Sales</p> <p>Promotional Licensing and Sponsorship</p> <p>Product Distribution</p>	<p>(LO12) Describe the various sales methodologies used in sport.</p> <p>(LO13) Evaluate the scope of sponsorship and promotional licensing.</p> <p>(LO14) Assess the theory of “place” as it relates to sport.</p>	<p>Mullins, Hardy & Sutton – Chapters 12 – 14</p>	<p>Forum Discussion</p> <p>Answer question #6 on page 312 of your textbook</p> <p>Answer question #1, #3, #4, and #6 on page 340 of your textbook</p> <p>Answer question #1 and #2 on page 365 of your textbook</p> <p>For your final project you will develop a 15 – 20 page marketing plan for a sports organization or sports product. There are specific steps at the end of each chapter in your textbook under “Your Marketing Plan” that will help you complete this project. You should read and complete the steps outlined at the end of each chapter that is</p>

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				assigned reading for this week. The project is due at the end of week 8
6	Electronic Media Public Relations Coordinating and Controlling the Marketing Mix	(LO15) Examine how the sport industry can use electronic media to market and promote products. (LO16) Describe public relations and its role in positioning and in the formulation of the marketing mix. (LO17) Compare and contrast the interaction and impact of the five Ps on one another.	Mullins, Hardy & Sutton – Chapters 15 – 17	Forum Discussion Answer question #2 and #3 on page 380 of your textbook Answer question #4 and #5 on page 409 of your textbook Answer question #1, #2, and #3 on page 428 of your textbook For your final project you will develop a 15 – 20 page marketing plan for a sports organization or sports product. There are specific steps at the end of each chapter in your textbook under “Your Marketing Plan” that will help you complete this project. You should read and complete the steps outlined at the end of each chapter that is assigned reading for this week. The project is due at the end of week 8
7	The Legal Aspects of Sport Marketing Sport Marketing	(LO18) Evaluate the key legal concepts and issues that affect	Mullins, Hardy & Sutton – Chapters 18 – 19	Forum Discussion Answer question #1, #2, and #3 on page 452 of your textbook

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	in the Future	the marketing of the sport product. (LO19) Appraise the challenges and opportunities facing sport marketers in the next five years		<p>Research the trends in technology. Write a 3 page report describing how you see the trends in technology affecting sport marketing over the next five years.</p> <p>For your final project you will develop a 15 – 20 page marketing plan for a sports organization or sports product. There are specific steps at the end of each chapter in your textbook under “Your Marketing Plan” that will help you complete this project. You should read and complete the steps outlined at the end of each chapter that is assigned reading for this week. The project is due at the end of week 8</p>
8	Reflections and Synthesis of Knowledge Gained	LO20 Synthesize your learning in this class through integration of topics in a scholarly paper	None	Forum Discussion Final Paper

Please see the [Student Handbook](#) to reference the University’s grading scale

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Policies

Please see the [Student Handbook](#) to reference all University policies. Quick links to frequently asked question about policies are listed below.

[Drop/Withdrawal Policy](#)

[Plagiarism Policy](#)

[Extension Process and Policy](#)

[Disability Accommodations](#)

WRITING EXPECTATIONS

All written submissions should be submitted in a font and page set-up that is readable and neat. It is recommended that students try to adhere to a consistent format, which is described below.

- Typewritten in double-spaced format with a readable style and font and submitted inside the electronic classroom (unless classroom access is not possible and other arrangements have been approved by the professor).
- Arial 11 or 12-point font or Times New Roman styles.
- Page margins Top, Bottom, Left Side and Right Side = 1 inch, with reasonable accommodation made for special situations and online submission variances.

CITATION AND REFERENCE STYLE

Attention Please: Students will follow the [APA Style Manual, 6th Edition](#) as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation used in the [APA Style Manual, 6th Edition](#).

LATE ASSIGNMENTS

Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. As adults, students, and working professionals I understand you must manage competing demands on your time. Should you need additional time to complete an assignment please contact me before the due date so we can discuss the situation and determine an acceptable resolution. Routine submission of late assignments is unacceptable and may result in points deducted from your final course grade.

NETIQUETTE

Online universities promote the advance of knowledge through positive and constructive debate--both inside and outside the classroom. Discussions on the Internet, however, can occasionally degenerate into needless insults and "flaming." Such activity and the loss of good manners are not acceptable in a university setting--basic academic rules of good behavior and proper "Netiquette" must persist. Remember that you are in a place for the fun and excitement of learning that does not include descent to personal attacks, or student attempts to stifle the discussion of others.

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- **Technology Limitations:** While you should feel free to explore the full-range of creative composition in your formal papers, keep e-mail layouts simple. The Educator classroom may not fully support MIME or HTML encoded messages, which means that bold face, italics, underlining, and a variety of color-coding or other visual effects will not translate in your e-mail messages.
- **Humor Note:** Despite the best of intentions, jokes and--especially--satire can easily get lost or taken seriously. If you feel the need for humor, you may wish to add “emoticons” to help alert your readers: ;-), :), ☺

DISCLAIMER STATEMENT

Course content may vary from the outline to meet the needs of this particular group.

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Academic Services

The Online Library is available to enrolled students and faculty from inside the electronic campus. This is your starting point for access to online books, subscription periodicals, and Web resources that are designed to support your classes and generally not available through search engines on the open Web. In addition, the Online Library provides access to special learning resources, which the University has contracted to assist with your studies. Questions can be directed to librarian@apus.edu.

- **Charles Town Library and Inter Library Loan:** The University maintains a special library with a limited number of supporting volumes, collection of our professors’ publication, and services to search and borrow research books and articles from other libraries.
- **Electronic Books:** You can use the online library to uncover and download over 50,000 titles, which have been scanned and made available in electronic format.
- **Electronic Journals:** The University provides access to over 12,000 journals, which are available in electronic form and only through limited subscription services.
- **Turnitin.com:** Turnitin.com is a tool to improve student research skills that also detect plagiarism. Turnitin.com provides resources on developing topics and assignments that encourage and guide students in producing papers that are intellectually honest, original in thought, and clear in expression. This tool helps ensure a culture of adherence to the University's standards for intellectual honesty. Turnitin.com also reviews students' papers for matches with Internet materials and with thousands of student papers in its database, and returns an Originality Report to instructors and/or students.
- **Tutor.com** is an award-winning online homework help and learning service that connects students to a certified tutor for one-on-one help. Get help with homework, studying, projects, essay writing, and test prep in every subject, including algebra, statistics, chemistry, physics, social studies, and English. There are thousands of academic and career services resources—worksheets, practice problems, videos in every subject, as well as financial literacy tips. They are available 24/7 so you can access them whenever you need extra help.

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Request a Library Guide for your course (<http://apus.libguides.com/index.php>)

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The AMU/APU Library Guides provide access to collections of trusted sites on the Open Web and licensed resources on the Deep Web. These are specially tailored for academic research at APUS:

- Program Portals contain topical and methodological resources to help launch general research in the degree program. To locate, search by department name or navigate by school.
- Course Lib-Guides narrow the focus to relevant resources for the corresponding course. To locate, search by class code (e.g., SOCI111) or class name.

If a guide you need isn't available yet, let us know by emailing the APUS Library: librarian@apus.edu