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## American Public University System

*The Ultimate Advantage is an Educated Mind*

### School of Management

Department: Sports Management

SPMT 630

Sales and Promotions in Sport

3 Credit Hours

8 weeks

Prerequisite(s): None

### Table of Contents

<a href="#">Instructor Information</a>	<a href="#">Evaluation Procedures</a>
<a href="#">Course Description</a>	<a href="#">Grading Scale</a>
<a href="#">Course Scope</a>	<a href="#">Course Outline</a>
<a href="#">Course Objectives</a>	<a href="#">Policies</a>
<a href="#">Course Delivery Method</a>	<a href="#">Academic Services</a>
<a href="#">Course Resources</a>	<a href="#">Selected Bibliography</a>

### Instructor Information

**Instructor:**

**Email:**

**Office Hours:**

[Table of Contents](#)

### Course Description (Catalog)

This course focuses on the fundamental roles of developing, activating, and managing sport sponsorship through sales and promotion. Through shared practical examples, this course will view how to generate ticket sales through sport promotion and how to utilize e-commerce as a promotional tool in sports.

[Table of Contents](#)

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## Course Scope

Sales are the lifeblood of the sport business model. Sport management students who will go on to pursue jobs in the sport industry must be knowledgeable of the theory and practice of sales and promotions. This course examines the fundamental concepts, principles, and application associated with sales and promotions in the sport industry. The course covers a number of topics ranging from developing a sales management to sponsorship activation. This course was developed with the purpose of giving you the knowledge of sales and promotional theory and practice you will encounter in your professional careers in the sport industry.

[Table of Contents](#)

## Course Objectives

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

LO1: Articulate the difference between marketing of sport and marketing through sport.

LO2: Explain the theoretical foundations for effective sport promotion.

LO3: Use research to effectively segment the sport consumer market and develop a promotional mix for a sporting enterprise.

LO4: Describe the fundamentals of sales theory and management.

LO5: Identify the steps involved in the sales process and the components of a sale.

LO6: Analyze strengths and weaknesses of various sales strategies and methods to be able to determine the most appropriate method for particular sales situations.

LO7: Create sales plans and tactics for the ticket-specific inventory unique to the sport industry.

LO8: Explain how to attract and activate sport sponsorships.

LO9: Assess the risks and benefits of sport sponsorships.

LO10: Describe how to manage a sponsorship sales force.

LO11: Evaluate the value of sponsorship fulfillment.

LO12: Explain how to thoroughly assess available licensable property within a sport business.

LO13: Assess the use of e-commerce promotional tools.

LO14: Explain the importance of maintaining a strategic and consistent focus in sports brand messages.

LO15: Discuss the importance of a risk management plan in relation to sport sales and promotions.

LO16: Identify methods to generate revenue for a sport organization through the sales of inventory that includes but is not limited to tickets, merchandise, licensing, sponsorships, and broadcasting rights.

[Table of Contents](#)

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## Course Delivery Method

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

[Table of Contents](#)

## Course Resources

### Required Course Textbook:

Book Number	Authors	Book Title	Publication Info	ISBN
SPMT630-0	Irwin, Richard Sutton, William McCarthy, Larry	Sport Promotion and Sales Management	Champaign, IL: Human Kinetics	0-7360-6477

### Textbook in APA format:

Irwin, R.L., Sutton, W.A., and McCarthy, L.M. (2008). *Sports promotion and sales management* (2<sup>nd</sup> 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	<a href="http://owl.english.purdue.edu/">http://owl.english.purdue.edu/</a>
APA Style Homepage	<a href="http://www.apastyle.org/index.aspx">http://www.apastyle.org/index.aspx</a>
North American Society of Sports	<a href="http://www.nassm.org/">http://www.nassm.org/</a>

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[Table of Contents](#)

<b>Evaluation Procedures</b>
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	Graded Assignment	Percent of Final Grade
WEEK 1	What is Sport Sales and Promotions all about?	2
	Week 1 FORUM	4
	Weekly Reflection JOURNAL	3
WEEK 2	Sport Sales and Promotions Plan PROPOSAL	5
	Sport Sales and Promotions BLOG	4
	Weekly Reflection JOURNAL	3
WEEK 3	Week 3 FORUM	5
	Weekly Reflection JOURNAL	3
WEEK 4	Sport Sales and Promotions BLOG	4
	Weekly Reflection JOURNAL	3
WEEK 5	Sport Sales and Promotions Plan DRAFT	5
	Week 5 FORUM	5
	Weekly Reflection JOURNAL	3
WEEK 6	Sport Sales and Promotions BLOG	4
	Weekly Reflection JOURNAL	3
WEEK 7	Week 7 FORUM	5
	Weekly Reflection JOURNAL	3
WEEK 8	Sport Sales and Promotions PLAN	30
	Weekly Reflection JOURNAL	6
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	<b>Total</b>	<b>100</b>

[Table of Contents](#)

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## 8 – Week Course Outline

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

[Table of Contents](#)

<u>Week</u>	<u>Topic(s)</u>	<u>Learning Objective(s)</u>	<u>Reading(s)</u>	<u>Assignment(s)</u>
1	Introduction to Sports Promotion and Sales  Theoretical Foundations for Effective Sport Promotion and Sales	LO1: Articulate the difference between marketing of sport and marketing through sport.  LO2: Explain the theoretical foundations for effective sport promotion.	Chapters 1 and 2	<ul style="list-style-type: none"> <li>• Discussion Forums</li> <li>• Reflection Journal</li> </ul>
2	Sport Consumer Incentivization  Sport Ticket Sales Staff Training	LO3: Use research to effectively segment the sport consumer market and develop a promotional mix for a sporting enterprise  LO4: Describe the fundamentals of sales theory and management  LO5: Identify the steps involved in the sales process and the	Chapters 3 and 4	<ul style="list-style-type: none"> <li>• Sport Sales and Promotions Plan PROPOSAL</li> <li>• Blog</li> <li>• Reflection Journal</li> </ul>

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		components of a sale.		
3	Sports Ticket Sales  Customer Service and Retention	LO6: Analyze strengths and weaknesses of various sales strategies and methods to be able to determine the most appropriate method for particular sales situations.  LO7: Create sales plans and tactics for the ticket-specific inventory unique to the sport industry	Chapters 5 and 6	<ul style="list-style-type: none"> <li>• Discussion Forum</li> <li>• Reflection Journal</li> </ul>
4	Sport Sponsorship Fundamentals  Sport Sponsorship Sales	LO8: Explain how to attract and activate sport sponsorships  LO9: Assess the risks and benefits of sport sponsorships.	Chapter 7	<ul style="list-style-type: none"> <li>• Blog</li> <li>• Reflection Journal</li> </ul>
5	Sport Sponsorship Sales  Sport Sponsorship Activation	LO10: Describe how to manage a sponsorship sales force.  LO11: Evaluate the value of sponsorship fulfillment.	Chapters 8 and 9	<ul style="list-style-type: none"> <li>• Sport Sales and Promotions Plan DRAFT</li> <li>• Discussion Forum</li> <li>• Reflection Journal</li> </ul>
6	Promotional Merits of Sport Licensing  E-Commerce as a	LO12: Explain how to thoroughly assess available licensable property within a sport	Chapters 10 and 11	<ul style="list-style-type: none"> <li>• Blog</li> <li>• Reflection Journal</li> </ul>

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	Promotional Tool	business.  LO13: Assess the use of e-commerce promotional tools.		
7	Sport Brand Communications  Sport Promotion and Sales Risk Management	LO14: Explain the importance of maintaining a strategic and consistent focus in sports brand messages.  LO15: Discuss the importance of a risk management plan in relation to sport sales and promotions.	Chapters 12 and 13	<ul style="list-style-type: none"> <li>• Discussion Forum</li> <li>• Reflection Journal</li> </ul>
8	Reflections and Synthesis of Knowledge Gained	LO16: Identify methods to generate revenue for a sport organization through the sales of inventory that includes but is not limited to tickets, merchandise, licensing, sponsorships, and broadcasting rights.	None	<ul style="list-style-type: none"> <li>• Sport Sales and Promotions PLAN</li> <li>• Reflection Journal</li> </ul>

[Table of Contents](#)

## 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](#)

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[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, 6<sup>th</sup> 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, 6<sup>th</sup> 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.

- **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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[Table of Contents](#)

## 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](mailto: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](http://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:** Students have access to 10 free hours of tutoring service per year. **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. **Tutor.com** can be accessed through the Online Library Tutorial Center link.

[Table of Contents](#)

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

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.

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