

KINS 7280 (3 Credits)
SPORT MARKETING
The University of Georgia, Spring 2008

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Office Hours:	TR 10:45–12:00 or by e-mail appointment		

READINGS

Required:

- (1) Spoelstra, J. (2001). *Marketing Outrageously*. Marietta, GA: Bard Press
- (2) Articles (Available via WebCT)

Optional/ Suggested:

- (1) Shank, M. D. (2004). *Sports marketing: A strategic perspective* (3rd Eds.). Prentice Hall.
- (2) Street and Smith's SportsBusiness Journal (Weekly) www.sportsbusinessjournal.com
- (3) Spoelstra, J. (1997). *Ice to the Eskimos: How to market a product nobody wants*. New York: Harper Business.
- (4) American Psychological Association (2001). *Publication manual of the American Psychological Association* (5th ed.). Washington, DC: Author.

COURSE DESCRIPTIONS

This course is designed to:

- a) Provide students with a broad appreciation of marketing and its function as a vital component of sport management.
- b) Provide students with an understanding of marketing concepts as they are currently being applied in sport management contexts.
- c) Equip students with the skills to perform basic marketing responsibilities.
- d) Provide a foundation for students to engage in advanced work in marketing, consumer behavior, or related fields.

COURSE OBJECTIVES

Upon completion of this course, students should be able to demonstrate:

- a) Ability to access and interpret relevant primary and secondary data sources essential to understanding the sport industry and its consumers.
- b) An understanding of key consumer behavior concepts and their implications for sport participant behavior and sport marketing.
- c) The ability to integrate and analyze sport marketing concepts successfully.
- d) The ability to prepare and critically evaluate a sport marketing plan.

COURSE POLICIES and EXPECTATIONS

- a) You are expected to attend class. Any work missed due to an absence **MAY NOT BE MADE UP**. The only exception to this policy is written documentation of a situation that absolutely prohibits you from attending class. **All late assignments result in a 10 point/day (not class day, every day) penalty.**

- b) You are expected to be on time.
- c) **YOU ARE EXPECTED TO BE FULLY PREPARED FOR CLASS AND FULLY ENGAGED WHILE IN CLASS.** I expect you to have read all assigned readings, taken notes as applicable, and be prepared and willing to discuss all readings in detail and take part in group work to the fullest extent.
- d) Please do **NOT** hesitate to ask me for additional help if you need it. I am more than willing to provide such assistance. Remember, **you earn grades, I do not give them.**

COURSE REQUIREMENTS/ EVALUATION

Point Structure:

	ITEM	%	POINTS	DUE
i	Participation + In-class activities + Attendance	10	25	Daily
ii	Midterm Exam	20	75	2/26 (TUE)
iii	Final Exam	20	100	5/6 (TUE)
iv	Article Discussion Leader	5	25	Daily
v	Critical Book Review	5	25	3/25 (TUE)
vi	Sport Experience Audit	10	50	2/19 (TUE)
vii	Marketing Project	30	150	
	<i>Written Report</i>	25	125	4/22 (TUE)
	<i>Presentation</i>	5	25	4/15 ~ 4/24
TOTAL		100%	500	
*Extra-Credit Activities (e.g., inviting a guest lecturer)			Vary	

Grading Scale:

A = 93.0 ~ 100 % (465~500 pts)	C+ = 77.0 ~ 79.9 % (385~399.9 pts)
A- = 90.0 ~ 92.9 % (450~464.9 pts)	C = 73.0 ~ 76.9 % (365~384.9 pts)
B+ = 87.0 ~ 89.9 % (435~449.9 pts)	C- = 70.0 ~ 72.9 % (350~364.9 pts)
B = 83.0 ~ 86.9 % (415~434.9 pts)	D = 60.0 ~ 69.9 % (300~349.9 pts)
B- = 80.0 ~ 82.9 % (400~414.9 pts)	F = 0.0 ~ 59.9 % (0 ~ 299.9 pts)

i. Participation & In-class Activities – Students will be working on several different in-class activities and actively participating in class discussions.

ii & iii. Midterm and Final Exam – Two written tests will be given. They will include materials from the lecture and assigned readings. No make-up is allowed. For those who would like to do research (e.g., doctoral students), there is an option to write a (research) term paper instead of in-class exams. If you wish to write a term paper, please inform me by THURSDAY, September 1st

iv. Article Review & Discussion – Each student will review one assigned article and need to be a class discussion leader on assigned article. To do so, students need to summarize and criticize the article and be prepared for questions – provide a summary review sheet to the classmates. In addition, students must find relevant sport news related to the assigned article (preferably from SBJ).

v. Critical Book Review – One of your assignments is to write a critical review of Jon Spoelstra’s best-selling book, *Marketing Outrageously*. Your analysis should begin with a review of his suggestions. In addition, your analysis should evaluate; 1) the validity and realism of Spoelstra’s rules, and 2) the wisdom of Spoelstra’s advice to would-be marketing managers in the sport industry. Your analysis should conclude with an assessment of Spoelstra’s contribution to sport marketing literature, for better and for worse. Please confine your review to **no more than 5 pages** (double-spaced typed; time new roman, font size 12; 1 inch page margins; APA writing style).

vi. Sport Experience Audit (PPT Presentation + Written Report) – Students will attend a designated sporting event (EXCEPT UGA basketball events – also, I strongly encourage you to attend NON-UGA events such as Gwinnet Gladiator, Thrashers, and cycling events) and, assuming the role of a marketing researcher/ critical observer, individually evaluate the game experience and environment. You must provide marketing recommendations.

- FYI, UGA sporting event schedule:
 - o UGA Equestrian: 2/16(Sat), 2/17 (Sun) in Athens
 - o UGA Track & Field: January & February at Clemson, SC
 - o UGA Men’s Tennis : 2/2 (Sat) & 2/8 (Fri) in Athens
 - o UGA W’s Tennis: 1/18-1/20, 1/25, 1/27, 2/1 in Athens
 - o UGA Swimming: 1/26 (Sat) in Athens
 - o UGA Softball: 2/8 ~ 2/10 in Athens
 - o UGA Gymnastics: 1/26 & 2/8 in Athens

vii. Sport Marketing Plan – Students in 2~3 person teams, will be responsible for developing a comprehensive marketing proposal on behalf of a designated sport organization. Each team will prepare a written marketing proposal and deliver a 20 minute oral presentation of the proposal in class. A detailed project guideline will be provided later.

NOTICE

The course syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary.

HONOR CODE

All academic work must meet the standards contained in “A Culture of Honesty.” Each student is responsible to inform themselves about those standards before performing any academic work.

TENTATIVE SCHEDULE

WK	Topic (Articles)	Assignment
1	Orientation	
Jan. 8, & 10	Intro to S-MKTG	
2	Contingency Framework: Strategic S-Mktg	
Jan. 15 & 17	(FA 1 & 2; RA 1)	
3	Consumer Behavior – Participants	Article Review #1
Jan. 22 & 24	(RA 4, & 5)	Article Review #2
4	Consumer Behavior – Spectators	Article Review #3
Jan. 29 & 31	(RA 2, 6, & 7)	Article Review #4
5	Segmentation, Targeting, Positioning	Article Review #5
Feb. 5 & 7	(FA 3; RA 8, 9, & 10)	Article Review #6
6	Sport Product & Branding	Article Review #7
Feb. 12 & 14	(FA 2 & 4; RA 11)	Article Review #8
7	Sport Experience Audit Presentations (Paper due)	
Feb. 19 & 21		
8	MID TERM	
Feb. 26 & 28		Article Review #9
9	Sport Promotion	Article Review #10
Mar. 4 & 6	(FA 5; RA 12, 13, & 14)	Article Review #11
10	SPRING BREAK	
Mar. 11 & 13		
11	Sport Sponsorship	Article Review #12
Mar. 18 & 20	(RA 15, 16, 17, & 18)	Article Review #13
12	Book Review Discussion (Paper due)	Article Review #14
Mar. 25 & 27	Product Distribution (RA 19)	
13	Pricing	
Apr. 1 & 3	(FA 6; RA 20)	
14	Current Issues in sport marketing	
Apr. 8 & 10	(RA 5, 21, 22, 23)	
15	Presentations	
Apr. 15 & 17		
16	Presentations (Cont'd)	Written Report Due
Apr. 22 & 24		
FINAL	8:30-11:30 a.m.	
May 6 (Tue)		

NOTE: Course schedules are subject to change, especially in case of having guest lecturers.

CLASS REEDINGS:

Foundation Articles (FA)

1. Drumwright, M. E., & Kosnik, T. J. (1992). Marketing strategy formulation. *Harvard Business School Case*, #9-590-001.
2. Mason, D. S. (1999). What is the sports product and who buys it? The marketing of professional sports leagues. *European Journal of Marketing*, 33 (3/4), 402-418.
3. Sarvary, M. (2004). Market segmentation, target market selection and product positioning. *Harvard Business School Case*, #9-501-018.
4. Holt, D. B. (2003). Brands and branding. *Harvard Business School Case*, #9-503-045.
5. Dolan, R. J. (2000). Integrated marketing communications. *Harvard Business School Case*, #9-599-087.
6. Dolan, R. J. (1992). Pricing policy. *Harvard Business School Case*, #9-585-044.

Research Articles (RA)

1. Jubenville, C. B., Gross, B. D., & Ledford, B. (2004). Baseball marketing: Back to the minors. *Sport Marketing Quarterly*, 13 (1), 55-58.
2. Lapin Jr., R., & Morris, K. (2000). NASCAR: A lesson in integrated and relationship marketing. *Sport Marketing Quarterly*, 9 (2), 85-95.
3. Burden, W. J., & Li, M. (2005). Circumstantial factors and institutions' outsourcing decisions on marketing operations. *Sport Marketing Quarterly*, 14 (2), 125-131.
4. Bennett, G., & Lachowetz, T. (2004). Marketing to lifestyles: Action sports and generation Y. *Sport Marketing Quarterly*, 13 (4), 239-243.
5. McDonald, M. A., Miline, G. R., & Hong, J. (2002). Motivational factors for evaluating sport spectator and participant markets. *Sport Marketing Quarterly*, 11(2), 100-113.
6. Robinson, M. J., Trail, G. T., Dick, R. J., & Gillentine, A. J. (2005). Fans vs. spectators: An analysis of those who attend intercollegiate football games. *Sport Marketing Quarterly*, 14 (1), 43-53.
7. Campbell Jr., R. M., Aiken, D., & Kent, A. (2004). Beyond BIRGing and CORFing: Continuing the exploration of fan behavior. *Sport Marketing Quarterly*, 13 (3), 151-157.
8. Brooks, V. (2003). Exploitation to engagement: The role of market research in getting close to niche targets. *International Journal of Market Research*, 45 (3), 337-354.
9. Clarke, I., & Mannion, R. (2006). Marketing sport to Asian-American consumers. *Sport Marketing Quarterly*, 15, 20-28.
10. Bennett, G., Sagas, M., & Dees, W. (2006). Media preferences of action sports consumers: Differences between generation X and Y. *Sport Marketing Quarterly*, 15(1), 40-49.
11. Robinson, M., J., & Miller, J. J. (2003). Assessing the impact of Bobby Knight on the brand equity of the Texas Tech basketball program. *Sport Marketing Quarterly*, 12 (1), 56- 59.
12. Boyd, T. C., & Shank, M. D. (2004). Athletes as product endorsers: The effect of gender and product relatedness. *Sport Marketing Quarterly*, 13 (2), 73-81.
13. Bovid, T. C., & Krehbiel, T. C. (2003). Promotion timing in major league baseball and the stacking effects of factors that increase game attractiveness. *Sport Marketing Quarterly*, 12 (3), 173-183.
14. Dick, R., & Turner, B. A. (2007). Are fans and NBA marketing directors on the same page? A comparison of value of marketing techniques. *Sport Marketing Quarterly*, 16(3), 140-146.
15. Stotlar, D. K. (2004). Sponsorship evaluation: Moving from theory to practice. *Sport Marketing Quarterly*, 13 (1), 61-64.
16. Morrison, M., Haygood, D. M., & Krugman, D. M. (2006). Inhaling and accelerating: Tobacco motor sports sponsorship in televised automobile races, 2000-2002. *Sport Marketing Quarterly*, 15, 7-19.
17. Apostolopoulou, A., & Papadimitriou, D. (2004). "Welcome home": Motivations and objectives of the 2004 grand national Olympic sponsors. *Sport Marketing Quarterly*, 13 (4), 180-192.

18. Alexandris, K., Tsaousi, E., & James, J. (2007). Predicting Sponsorship Outcomes from Attitudinal Constructs: The Case of a Professional Basketball Event. *Sport Marketing Quarterly*, 16(3), 130-139.
19. Greenwell, T. C., Fink, J. S., & Pastore, D. L. (2002). Assessing the influence of the physical sport facility on customer satisfaction within the context of the service experience. *Sport Management Review*, 5 (2), 129-148.
20. Riche, P. J., & Mondello, M. J. (2003). Ticket price determination in the National Football League: A quantitative approach. *Sport Marketing Quarterly*, 12 (2), 72-79.
21. Kronick, S., & Dome, D. (2005). Going for an Olympic marketing gold. *China Business Review*, 32 (1), 8-12.
22. McKelvey, S. M. (2006). Coca-Cola vs. PpsiCo – A “super” battleground for the Cola wars? *Sport Marketing Quarterly*, 15 (2), 114-123.
23. Chang, K., & Chelladurai, P. (2003). System-based quality dimensions in fitness services: Development of the scale of quality. *Service Industries Journal*, 23 (5), 65-82.

Article Review & Discussion Leader

NO	DATE	ASSIGNED RESEARCH ARTICLE	LEADER NAME
1	1/22	# 2 (Lapin & Morris, 2000)	
2	1/24	# 5 (McDonald et al., 2002)	
3	1/29	# 6 (Robinson et al., 2005)	
4	1/31	# 8 (Brooks, 2003)	
5	2/5	# 9 (Clarke & Mannion, 2006)	
6	2/7	#10 (Bennett et al., 2006)	
7	2/12	#12 (Boyd & Shank, 2004)	
8	2/14	#13 (Bovd & Krehbiel, 2003)	
9	2/28	#16 (Morrison et al., 2006)	
10	3/4	#17 (Apostolopoulou & Papadimitriou, 2004)	
11	3/6	#18 (Alexandris et al., 2007)	
12	3/18	#19 (Greenwell et al., 2002)	
13	3/20	#20 (Rishe & Mondello, 2003)	
14	3/25	#22 (McKelvey, 2006)	