

Sport Marketing

3.0 Credits

01:955:311, Section 91

Semester: Spring, 2022

Department of Kinesiology and Health
Rutgers University

Course information

Pre/co-requisites: NOT OPEN TO FRESHMAN

Online learning site: Canvas <https://canvas.rutgers.edu/>

Online format: Asynchronous

Class lectures will be provided using: YouTube via Canvas

Technology requirements for this course:

- 1) Microsoft Office (Word, PowerPoint and Excel). A free student version of this software is available for students here: getoffice.rutgers.edu.
- 2) Webcam & Microphone.

Instructor information

Instructor: Jason V. Henderson, MMS, JD

Email: jason.v.henderson@rutgers.edu

Virtual office hours: Tuesdays and Thursdays 12:00-1:30pm

Virtual office hours format: WebEx, recurring meeting invitation will be provided on Canvas.

Canvas email will be used for all information/communication related to this course.

Required Course Materials

Sport Marketing (4th Ed.)

Mullin, B.J., Hardy, S. & Sutton, W.A. (2014)

Human Kinetics Press, Champaign, IL

ISBN-13: 978-1450424981, ISBN-10: 1450424988

Course Description

The course provides concepts and methods essential to (a) identifying and analyzing marketing threats and opportunities; and (b) developing and evaluating marketing strategies; & focuses on business-level marketing strategy. Special attention is given to market structure analysis, segmentation and positioning, and international market extension strategies.

This course partially fulfills the Sport Management Major and Minor requirements.

Course Learning Objectives

- 1) Sport Marketing strategy & design: Particular attention is paid to market segmentation analysis and to the design of marketing policies that target different segments. Attention is also paid to the design and evaluation of new products, the marketing mix, and measurements of the effectiveness of different marketing instruments
- 2) Sport Marketing Management: Develops an understanding of the nature and role of marketing in the sport organization. Topics include: marketing orientations, operational meanings of quality and value, analysis of marketing opportunities, and marketing planning, organization and control. Special emphasis is given to management decision-making in terms of product design, channels of distribution, pricing, and advertising and promotion. The course will utilize text, outside readings, and team case analyses.

- 3) The course will focus on these applications as they pertain to Sponsorship, Branding, Merchandising, Licensing, Inventory, Customer Loyalty and Product Development.

Online Learning

This course will provide optimize the online learning medium to deliver robust content and simulate a decentralized workplace of the modern age. Lectures will be provided in short 15-20 minute clips covering both the core concepts and applied skills. Supplemental foundational skills will be provided via Rutgers institutional membership to LinkedIn Learning. The assignments will be mapped with the specific activities and videos that provide the specific instruction on the topics, so students may re-watch these as needed.

All of the written assignments in the class are specifically designed to build upon one another to collect key information that will augment the final group project. The group project is designed to be a robust activity, that builds upon the entire semester and all of the assignments. The online learning environment will allow student to simulate the project management experience of today’s workplace when collaborating towards the group project.

Grading Policy

- This class uses a points-based system to calculate grades. The description of each assignment includes how many points it is worth. The total numbers points for this class are:

Individual Paper 1: Marketing Plan Analysis	50 points (10%)
Individual Paper 1: Marketing Proposal	50 points (10%)
Individual Paper 1: Benchmark Analysis	50 points (10%)
Individual Paper 1: Production Brief	50 points (10%)
Group Paper	50 points (10%)
Group Presentation	50 points (10%)
Chapter Quizzes x 15	150 points (30%)
Online Activities/Discussions	50 points (10%)
Maximum Points	500 (100%)

- Assignments are due by 11:59 PM on the due dates listed below unless otherwise noted.
- Assignments turned in late will receive 0 points unless the student communicates with the instructor BEFORE the due date and receives written approval of an extension.
- Concerns about a graded assignment must be brought to the instructor within seven days of receiving the grade. Assignment grades are finalized after this seven day period.
- Grades on Canvas will be updated regularly; if you notice any discrepancies or have questions, please do not wait until the end of the semester – let your instructor know right away.

Letter Grade	Percent	Points Needed
A	90-100	450+
B+	85-89.9	425-449
B	80-84.9	400-424
C+	75-79.9	375-399
C	70-74.9	350-349
D	60-69.9	300-349
F	0-59.9	299 or lower

Sample Paper Rubric

Paper 2 Rubric	5 Points	3-4 Points	0-2 Points
Title Page & Formatting 5 Points	All relevant cover page information included. Paper uses theme, headers, footers, headings, sub-headings, footnotes and works cited.	Missing information from cover page and/or not all formatting elements used in the paper.	Missing significant/all formatting elements throughout the paper.
Table of Contents 5 Points	Informative section titles. Paper integrates headings and sub-headings to generate the automatic Table of Content in MS Word.	Paper integrates headings and sub-headings to generate the automatic Table of Content in MS Word.	Manual Table of Content.
Table of Figures 5 Points	Figures include proper captions to generate the automatic Table of Figures in MS Word.	Missing key caption information. Automatic Table of Figures in MS Word.	Manual Table of Figures.
Vision 5 Points	Identifies the core values of the company, how they are aligned with these values and what they hope to achieve in the future.	Does not identify core values of the company or how the company's future are aligned with these core values.	Cursory and uninformative vision statement/slogan.
Campaign Overview 5 Points	Provides a general discussion of the proposed campaign, identifies specific goals for the campaign, discusses improvements to a specific aspect(s) of the organization.	Provides a general discussion of the proposed campaign but does not identify measurable goals for the campaign.	Does not provide essential information about the proposed campaign.
Competitive Marketplace 5 Points	Porter's 5 forces used with an in-depth analysis supported by external research.	Porter's 5 forces used but not supported by external research.	Porter's 5 forces not used or missing relevant information.
PESTELI 5 Points	Detailed PESTELI analysis of the broader macroeconomic environment. Presents specific examples of key external factors. Assertions supported by external research.	PESTELI analysis is too narrowly focused on the organization. Does not discuss the larger macroeconomic environment. Assertions are supported by external research.	Broad/general discussion of external factors. Lacks external research.
Benchmarks 5 Points	Discusses how benchmark organizations were able to achieve success in the area of the marketing campaign. Discussion of their strategy and how specific metrics	General description of benchmark campaigns. Lacks specific information about their strategy and/or results.	General overview of a benchmark organization. No campaign information provided.

	where improved as a result of the campaign.		
SWOT Analysis 5 Points	Provides specific and properly referenced insights about the how the organization is situated based upon the elements discussed within the PESTELI, Competitive Marketplace or Benchmarks.	Specific insights provided, but these are not supported by the specific research and findings made the previous sections of the paper.	General discussion about the strengths, weaknesses, opportunities, and threats.
Appendix 5 Points	Includes 5+ non-leading open ended survey questions. Includes all steps of the benchmark analysis.	Survey questions included but are leading, or not open-ended; OR Incomplete benchmark analysis.	Several key elements missing.
Total = 50 points			

Discussion Rubrics

	5 Points	3-4 Points	1-2 Points	0 Points
Quality 5 Points	Posts are original and include substantial depth of critical thinking in analysis or synthesis of course materials, personal experience, and/or classmate posts. They use the terminology of the course appropriately and correctly. Construction of new meaning and insights are evident.	Posts are original and include moderate depth of critical thinking in analysis or synthesis of course materials, personal experience, and/or classmate posts. They use the terminology of the course, but may sometimes do so inappropriately or incorrectly.	Posts indicate a minimal understanding of the discussion topic. Posts may lack evidence of knowledge gained from the course materials, such as using the appropriate terminology. Responses may simply express interest or convey related anecdotes without critical analysis.	Posts indicate a lack of understanding of the discussion topic. Comments are irrelevant, off-topic, and/or confusing to follow. Viewpoint, if given, is not supported with evidence or examples.
Relevance 5 Points	Posts make strong, explicit connections to course resources (texts, lectures, media, etc.) by correctly identifying resources by name and source.	Posts usually make explicit connections to course resources (texts, lectures, media, etc.) by correctly identifying resources by name and source.	Posts make minimal explicit connections to course resources (texts, lectures, media, etc.) by correctly identifying resources by name and source. Connections are largely inferred and somewhat unclear	Posts make no clear, explicit connections to course resources (texts, lectures, media, etc.) by correctly identifying resources by name and source.

			at times.	
Total = 10 Points				

Presentation Rubric

Criterion	10 Points	8-9 Points	6-7 Points	0-5 Points
Content 10 Points	Speaker provides an accurate and complete explanation of key concepts and theories, drawing upon relevant literature. Listeners able to develop an understanding of the material. Clearly includes each section provided in presentation guidelines.	For the most part, explanations of concepts and theories are accurate and complete. Listeners gain some knowledge of the topic. Includes most sections provided in presentation guidelines.	Explanations of concepts and/or theories are inaccurate or incomplete. Little attempt is made to tie theory to practice. Listeners gain little from the presentation. Missing sections from presentation guidelines.	No reference is made to literature or theory. Listeners gain no new insights. Missing sections from presentation guidelines and did not follow instructions.
Organization 10 Points	Speaker presents information in logical, interesting sequence which audience can follow. Ideas well reinforced with examples from the literature.	Speaker presents information in logical sequence which audience can follow. Could use more examples to support ideas and organize information better.	Audience has difficulty following presentation because it jumps around. Few supportive examples and lacks clear organization.	Audience cannot understand presentation because there is no consistent flow of information. Not well organized.
Graphics / Visual Aids 10 Points	Speaker's graphics explain and reinforce screen text and presentation.	Speaker's graphics relate to text and presentation.	Speaker occasionally uses graphics that rarely support text and presentation.	Speaker uses superfluous graphics or no graphics.
Speaking Skills 10 Points	Poised, articulate; proper volume; steady rate; good posture and eye contact; enthusiasm; confidence. All terms pronounced properly.	Clear articulation but not as polished. Either inconsistent volume or rate. Some mispronounced words.	Some mumbling; little eye contact; uneven rate; little or no expression.	Inaudible or too loud; no eye contact; rate too slow/fast; disinterested/monotone.
Documentation 10 Points	All sources of facts, statistics, and examples fully documented and mentioned in the	Most sources of facts and examples documented and mentioned in the talk. Some citations	Some sources of facts and examples documented and mentioned in the talk. Some	No sources of facts and examples documented and mentioned in the talk. No use or

	talk. Clear citations and references.	and references.	improper use of citations and references.	clear improper use of citations and references.
Total = 50 Points				

Assignments

Reading Quizzes (10 points/quiz x 15 = 150 points, 30% total)

There will be 15 quizzes based on the readings assigned for each upcoming week. They cover material from upcoming readings for the assigned week. The format of quizzes will be a combination of true or false, multiple choice, matching and/or short answer questions. Online quizzes must be completed using Canvas Quizzes by 11:59 PM each Sunday during the semester. Each quiz's due date is outlined in the course schedule.

Written Assignment (50 points x 4 = 10% each, 40% total)

There will be four (4) individual papers; a marketing plan analysis (2k-3k words); marketing proposal (3k+ words); benchmark analysis (2k+ words) and a production brief (1,000+ words) assigned during the semester. Papers shall consist of the student's analysis of course materials, external research and supplemental readings assigned during the semester.

The purpose of these assignments is to provide student with experience of the in-depth analysis required within marketing. These papers will also provide necessary research towards the final group project. All submitted papers should be in specific business formats. Samples will be provided, and formatting conventions will be discussed in class. Papers will all make extensive use of external research, students should be familiar with proper use of formatting elements including the followings: Headers, headings, footers, footnotes, reference list, table of contents, table of figures, captions for images and graphics. Papers should have 1" margins, use 12 pt Times New Roman font. Papers should be submitted using Canvas Assignments and are due by 11:59 PM on this date. For the assignment, save the file as: "SM311 – Year – Semester – Assignment – Full Name" (e.g., SM311 – 2022 – Spring – Marketing Analysis – Jason Henderson.docx). Submit in Microsoft Word or PDF format (.doc/.docx or .pdf).

Group Project (Group Paper: 50 points = 10% AND Group Presentation: 50 points = 10%)

A written group paper (10,000 words) and formal group presentation (approximately 20 minutes long) is required. Students will be assigned to a group of four to six students. Projects will be evaluated as a group. Each student's grade will be based on the caliber of work presented by the entire group. Group members must be present for credit. Detailed instructions and timelines will be distributed in class.

Online Activities/Discussions (50 points = 10%)

Students will be required to complete 2 online surveys for each of the other 6-7 group projects. Additionally, students must provide detailed comments for each of the final group presentations posted online.

Summary of Assignments with Due Dates

Assignment	Due Date	Points	Percent of Grade
Online Activities/Discussions	5 total, starting 2/14/21	50	10%
Chapter Quizzes	Weekly	150	30%
Paper 1: Marketing Analysis	2/11/22	50	10%
Paper 2: Marketing Proposal	3/4/22	50	10%
Paper 3: Benchmark Analysis	4/1/22	50	10%
Paper 4: Production Brief	4/15/22	50	10%
Group Paper	4/29/22	50	10%
Group Presentation	5/2/22	50	10%
Total			100.00%

Course Policies and Procedures

Academic Integrity

Students are responsible for becoming familiar with the definitions, procedures and sanctions outlined in Rutgers University Academic Integrity Policy before submitting any assignment or exam. The policy can be found at: <http://academicintegrity.rutgers.edu/academic-integrity-policy/>.

All students should conduct themselves with the highest standards of academic honesty. Examples of academic dishonesty include: copying others' written work, not citing sources, and submitting the same assignments/papers multiple times in different courses. All incidences of questionable academic integrity are a serious matter and may result in a no grade (0.0) for the assignment or course. Academic dishonesty will not be tolerated and will be treated in accordance with Rutgers University Academic Integrity Policy.

Expectations

Edit as appropriate for your class

- Engage with all online class material
- Complete all assigned readings and assignments on time
- Actively participate in all class activities, including online discussions.
- Follow the honor code when completing all quizzes, and exams
- Ask questions to enhance understanding of the material
- Communicate with the instructor if you have questions pertaining to the material or the course
- Check your email and Canvas announcements regularly to stay informed about class updates

Email Etiquette

When emailing your instructor, please use your Rutgers e-mail address and identify yourself by full name and course number. Students are expected to place the course number, followed by the subject, in the subject line, use appropriate e-mail etiquette, and maintain reasonable expectations for instructor responses. The instructor will respond to student emails within 1-2 business days.

Plagiarism

By enrolling in this course, you are indicating implicitly that you have read, understood, and accepted Rutgers University's policies and procedures regarding academic integrity and dishonesty. Plagiarism and cheating will not be tolerated and all University policies apply. Specifically, if plagiarism or cheating is suspected, the student(s) will be asked to meet with the instructor. If the instructor concludes that an instance of plagiarism or cheating has occurred, the student(s) will be subject to an appropriate sanction

or penalty outlined in Rutgers University Academic Integrity Policy.

Please note that plagiarism is using the ideas or writings of another as one's own. It varies in degree and severity. The most severe is the use of another's entire paper word-for-word. Less severe is the use of another's sentence, paragraph, or ideas without giving credit to that individual (i.e., without providing a reference).

Make-up Policy

No make-ups or extensions will be offered for missed assignments except in one of the following situations, provided that the instructor is notified in advance:

- Athletic or other Rutgers sponsored trips: Travel dates and times accompanied by a signed memo from the group's advisor/athletic department must be presented to the instructor prior to travel dates.
- Religious observances.
- Extenuating circumstances: This includes (but is not limited to) family emergencies, severe illnesses, accidents, etc. It will be up to the prerogative of the instructor whether or not the student will be allowed to take the make-up or receive an extension.

Diversity & Inclusion

The Department of Kinesiology and Health supports an inclusive learning environment wherein diversity and authenticity are valued. We are committed to creating a culture of equality that respects the diverse voices of our students, faculty and staff. We will continuously strive to create a curriculum and academic environment to reflect the community we serve, and drive innovation, social responsibility and excellence. Our diversity in thought, skill, and academic discipline is a resource and strength, which stands to benefit the whole and positively contribute to University and global reach.

UNIVERSITY SERVICES

Although many of these offices remain closed to in-person visits, all remain accessible virtually. We encourage students to continue to use these resources during this semester of remote learning.

Service	Description	Contact Information
Student Accommodations	If you are a student in need of accommodations, please register with the Office of Disability Services in order to initiate the accommodations process. Please present your letter of accommodation to your instructor during the first week of the semester. Please note that accommodations are not retroactive.	(848) 445-6800 Lucy Stone Hall, Suite A 145, Livingston Campus, 54 Joyce Kilmer Avenue, Piscataway, NJ 08854 https://ods.rutgers.edu/
Just In Case Web App	Access helpful mental health information and resources for yourself or a friend in a mental health crisis on your smartphone or tablet and easily contact CAPS or RUPD.	http://codu.co/cee05e
Counseling, ADAP & Psychiatric Services (CAPS)	CAPS is a University mental health support service that includes counseling, alcohol and other drug assistance, and psychiatric services staffed by a team of professional within Rutgers Health services to support students' efforts to succeed at Rutgers University. CAPS offers a variety of services that include: individual therapy, group therapy and workshops, crisis intervention, referral to specialists in the community and consultation and collaboration with campus partners.	(848) 932-7884 17 Senior Street, New Brunswick, NJ 08901 www.rhscaps.rutgers.edu/ Medical Services: http://health.rutgers.edu/medical-counseling-services/medical-counseling-services/ Counseling Services: http://health.rutgers.edu/medical-counseling-services/counseling/
Violence Prevention & Victim Assistance (VPVA)	The Office for Violence Prevention and Victim Assistance provides confidential crisis intervention, counseling and advocacy for victims of sexual and relationship violence and stalking to students, staff and faculty. To reach staff during office hours when the university is open or to reach an advocate after hours, call 848-932-1181.	(848) 932-1181 3 Bartlett Street New Brunswick, NJ 08901 www.vpva.rutgers.edu/
Scarlet Listeners	Free and confidential peer counseling and referral hotline, providing a comforting and supportive safe space.	(732) 247-5555 https://rutgers.campuslabs.com/engage/organization/scarletlisteners
Academic Support	School of Arts and Sciences Academic Advising for personal, career, and educational goals. Department of Kinesiology & Health Academic Advising for questions about Exercise Science or Sport Management major/minor requirements.	SAS: https://sasundergrad.rutgers.edu/ Dept. of Kinesiology & Health: Daria Gonzalez Loree Gym, Room 110 Email: Daria.Gonzalez@rutgers.edu https://kines.rutgers.edu/academics/academic-advising

COURSE OVERVIEW

Topic	Reading	Assignment Due
01 - Product Offering: Sport as Entertainment	Chapter 1	Quiz 1 – 2/4
02 - Product Offering: Sport as Participation Activity		
03 - Product Offering: Sport Betting and Sporting Goods	Chapter 2	Quiz 2 – 2/4
Paper 1: Marketing Analysis (Individual)		2/11
04 - PESTELI Analysis		
05 - Competitive Marketplace and Benchmarks	Chapter 3	Quiz 3 – 2/4
06 - Market Segmentation		
07 - Market Research and Customer Profiles	Chapter 4	Quiz 4 – 2/11
08 - Brand Analysis		
09 - SWOT Analysis and Economic Moats	Chapter 5	Quiz 5 – 2/18
10 - Vision, Mission and Campaign Overview		
Paper 2: Marketing Proposal (Individual)		3/4
Group Project Selection (Group)		3/9
Benchmark Signup (Group)		3/10
Open-Ended Survey: Creation (Group)		3/10
Open-Ended Survey: Responses (Individual)		3/22
Q-Score Survey (Individual)		3/23
11 - Key Performance Indicators and SMART Objectives	Chapter 6	Quiz 6 – 2/25
12 - Consumer Index and Price Analysis		
13 - Target Market and Market Share	Chapter 7	Quiz 7 – 3/4
14 - Positioning		
15 - Message and Creative Considerations	Chapter 8	Quiz 8 – 3/11
16 - Promotional Channels, SEO and Social Media		
Scaled Survey: Creation (Group)		3/28
Paper 3: Benchmark Analysis (Individual)		4/1
Scaled Survey: Responses (Individual)		4/5
17 - Media Rights and Licensing	Chapter 9	Quiz 9 – 3/25
18 - Media Production		
19 - Deliverables	Chapter 10	Quiz 10 – 3/25
20 - Public Relations and Newsworthy Content		
Paper 4: Production Brief (Individual)		4/15
21 - Promotional Lift and ROMI	Chapter 11	Quiz 11 – 4/1
22 - Break-Even Analysis	Chapter 12	Quiz 12 – 4/8
23 - Customer Lifetime Value and Advertising Budget	Chapter 13	Quiz 13 – 4/15
24 - Implementation and Contingency Plan	Chapters 15	Quiz 15 – 4/22
25 - Data Visualization	Chapters 16	Quiz 16 – 4/29
Group Paper (Group)		4/29
Group Presentation (Group)		5/2