

Sport Marketing

3.0 Credits

01:955:311, Section 01

Semester: Fall, 2022

Department of Kinesiology and Health
Rutgers University

Course information

Pre/co-requisites: Open to Juniors and Seniors Only

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

Online format: live

Class lectures material will be provided using: Canvas

Technology requirements for this course:

- Microsoft Office (Word, PowerPoint and Excel). A free student version of this software is available for students here: getoffice.rutgers.edu
- Supplemental videos will be provided.

Instructor information

Instructor: Mike Finkelstein

Email: mdf.gsb@rutgers.edu

Office hours: Monday & Wednesday, 2-3:30 pm and by appointment

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

Required Course Materials

Sport Marketing (5th Edition)

Dees, ...Mullin, B.J., Hardy, S. & Sutton, W.A.

Human Kinetics Press, Champaign, IL

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

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

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:

Paper 1: Marketing Analysis	50 points (10%)
Paper 2: Marketing Proposal	50 points (10%)
Paper 3: Benchmark Analysis	50 points (10%)
Paper 4: Production Brief	50 points (10%)
Group Project	100 points (20%)
Chapter Quizzes x 15	150 points (30%)
Online Discussion/Participation	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 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

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

Assignments

Reading Quizzes (10 points/quiz x 15)

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)

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 (1k-2k 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. Submit in Microsoft Word or PDF format (.doc/.docx or .pdf).

Group Project (100 points)

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.

Summary of Assignments with Due Dates

Assignment	Due Date	Points	Percent of Grade
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Online Discussions and Activities	Weekly	50	10%
Chapter Quizzes	Weekly	150	30%
Paper 1: Marketing Analysis	9/26/22	50	10%
Paper 2: Marketing Proposal	10/17/22	50	10%
Paper 3: Benchmark Analysis	10/31/22	50	10%
Paper 4: Production Brief	11/14/22	50	10%
Group Project	12/09/20	100	20%
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
- 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/coach must be presented to the instructor prior to travel
- Religious
- Extenuating circumstances: This includes (but is not limited to) family emergencies, severe illnesses, accidents, 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	<p>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.</p>	<p>(848) 445-6800 Lucy Stone Hall, Suite A 145, Livingston Campus, 54 Joyce Kilmer Avenue, Piscataway, NJ 08854 https://ods.rutgers.edu/</p>
Just In Case Web App	Access helpful mental health information and	http://codu.co/cee05e

	<p>resources for yourself or a friend in a mental health crisis on your smartphone or tablet and easily contact CAPS or RUPD.</p>	
<p>Counseling, ADAP & Psychiatric Services (CAPS)</p>	<p>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</p>	<p>(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: http://health.rutgers.edu/medical-counseling-services/counseling/</p>

	collaboration with campus partners.	
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	SAS: https://sasundergrad.rutgers.edu/

	<p>Advising for personal, career, and educational goals.</p> <p>Department of Kinesiology & Health Academic Advising for questions about Exercise Science or Sport Mangement major/minor requirements.</p>	<p>-</p> <p>Dept. of Kinesiology & Health: Daria Gonzalez Loree Gym, Room 110 Email: Daria.Gonzalez@rutgers.edu https://kines.rutgers.edu/academics/academic-advising</p>
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COURSE OVERVIEW

Week			Topic	Textbook	Assignment Due
1		9/12	01 - Product Offering: Sport as Entertainment	Chapter 1	
		9/14	02 - Product Offering: Sport as Participation Activity		
2			03 - Product Offering: Sport Betting and Sporting Goods	Chapter 2	

		9/21	04 - PESTELI Analysis		
3		9/26	05 - Competitive Marketplace and Benchmarks	Chapter 3	
		9/28	06 - Market Segmentation		Paper 1 (9/18)
4		10/3	07 - Market Research and Customer Profiles	Chapter 4	
		10/5	08 - Brand Analysis		
5		10/10	09 - SWOT Analysis and Economic Moats	Chapter 5	
		10/12	10 - Vision, Mission and Campaign Overview		
6		10/17	11 - Key Performance Indicators and SMART Objectives	Chapter 6	
		10/19	12 - Consumer Index and Price Analysis		Paper 2 (10/9)
7		10/24	13 - Target Market and Market Share	Chapter 7	
		10/26	14 - Positioning		
8		10/31	15 - Message and Creative Considerations	Chapter 8	

		11/2	16 - Promotional Channels, SEO and Social Media		
9		11/7	17 - Media Rights and Licensing	Chapter 9	
		11/9	18 - Media Production		Paper 3 (10/30)
10		11/14	19 - Deliverables	Chapter 10	
		11/16	20 - Public Relations and Newsworthy Content		
11		11/21	21 - Promotional Lift and ROMI	Chapter 11	
		11/23	22 - Break-Even Analysis		
12		11/28	23 - Customer Lifetime Value and Advertising Budget	Chapter 12	
		11/28	24 - Implementation and Contingency Plan		Paper 4 (11/20)
13		12/5	25 - Data Visualization	Chapter 13	
		12/5	Group Meetings		
14		12/7	Group Meetings	Chapters 15&16	

		12/7	Group Presentations		Group Project (12/11)
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