

**Advanced Sport Marketing**  
3.0 Credits  
01:955:412, Section 01  
Semester: Spring, 2021  
Department of Kinesiology and Health  
Rutgers University

**Course information**

Pre/co-requisites: Open to Sport Management Majors and Minors Only

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](http://getoffice.rutgers.edu).
- 2) Webcam & Microphone.
- 3) Sport Business Online Simulation Subscription
- 4) Online Case Study Packet

**Instructor information**

Instructor: Jason V. Henderson, MMS, JD

Email: [jason.v.henderson@rutgers.edu](mailto:jason.v.henderson@rutgers.edu)

Virtual office hours: Tuesdays and Thursdays 3:00-4:00pm

Virtual Q&A session: Monday and Wednesdays: 2:00-2:30pm

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**

- 1) **Sport Business Online Simulation Subscription**
  - a. **Details TBA and distributed on Canvas**
  - b. **Approx \$85**
- 2) **Online Case Study Packet**
  - a. **Details TBA and distributed on Canvas**
  - b. **Approx \$50**

**Course Description**

This course uses a combination of an interactive sport franchise simulation and focused case studies to help students understand how all the functions of a sports franchise must work together for the team to succeed and make a profit. Special attention is given to Ticket Pricing, Concessions, Sponsorships, Promotions and Sales.

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

**Course Learning Objectives**

1. How variable pricing and dynamic pricing can be used to increase profits from ticket sales.
2. How stadium concessions should be priced based on food cost compared to other restaurants/food businesses. And how to determine the optimal number of concessions stands for the number of fans in attendance at a game.
3. Negotiating tactics in selling sponsorships.

4. Understanding the diminishing effect of maximizing an advertising buy at certain levels.
5. Understand how all the functions of a sports franchise must work together for the team to succeed and make a profit.

### **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. Students will engage with an interactive sport franchise simulation activities to practice and develop their analysis and decision making skills in a sport setting. 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.

### **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:

Weekly Simulations (10 points x 12)	120 points (10%)
Weekly Case Studies (10 points x 13)	130 points (10%)
Final Simulation	50 points (10%)
<b>Maximum Points</b>	<b>500 (100%)</b>

- 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	270+
B+	85-89.9	255-269
B	80-84.9	240-254
C+	75-79.9	225-239
C	70-74.9	210-224
D	60-69.9	180-209
F	0-59.9	179 or lower

### **Assignments**

#### *Weekly Simulations (10 points x 12)*

1. Students read the Case Briefing which introduces them to the case. Page one covers the situation, their role, what they will learn in the Learning Phase, the goal they must achieve in the Challenge Phase, and discussion questions for after completion of the project. Page two contains critical content to guide them in achieving success with the challenge. It reinforces concepts from the learning phase and gives them specific strategies and hints for succeeding in the simulation.

2. Students enter the simulator and work through the Learning Phase. The students should follow the instructions EXACTLY and answer the multiple choice questions as they go along. If the students don't see a correct answer, this means they have made a mistake following the instructions. They can restart at any time. Students must answer each question correctly to move on.
3. Students enter the simulator and work through the Challenge Phase. The students are given an open problem requiring both critical thinking and application of the business concepts practiced in the Learning Phase. If the students reach the "100% goal", they receive all possible points. If they cannot reach the goal, they can submit and receive a grade based on how close they are to the goal. To encourage maximum effort, students can, retry the challenge once. Their new grade will only count if it improves their old grade.

#### *Weekly Case Study Discussion (10 points x 13)*

Students will be assigned online case studies each week. Each case studies will have key concepts that should be reviewed prior to watching the case study. After watching the post students must complete the following:

- 1) Student post to discussion questions – 250+ words
- 2) Comment on one (1) other student post – 50+ words

#### *Final Simulation (50 points)*

Case Simulation Projects are comprehensive challenges that test students ability to integrate information, make a variety of business decisions, and adjust their strategies to eventually meet a goal.

In this final simulation Students are placed in the role of the General Manager of the Gladiators football team. Step-by-step instructions will guide students through all the decisions they will face as General Manager of a "practice" sports franchise as they work to build a profitable team. The many tasks students will be faced with include: ticket pricing, negotiating television broadcasts, concessions, social media advertising, and much more.

#### **Summary of Assignments with Due Dates**

Assignment	Due Date	Points	Percent of Grade
Weekly Simulations (10 points x 12)	Weekly	120	40%
Weekly Discussions (10 points x 13)	Weekly	130	43%
Final Simulation	4/29/21	50	17%
<b>Total</b>		<b>300</b>	<b>100.00%</b>

#### **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 <b>Office of Disability Services</b> 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 <a href="https://ods.rutgers.edu/">https://ods.rutgers.edu/</a>
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.	<a href="http://codu.co/cee05e">http://codu.co/cee05e</a>
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 <a href="http://www.rhscaps.rutgers.edu/">www.rhscaps.rutgers.edu/</a> Medical Services: <a href="http://health.rutgers.edu/medical-counseling-services/medical/">http://health.rutgers.edu/medical-counseling-services/medical/</a> Counseling Services: <a href="http://health.rutgers.edu/medical-counseling-services/counseling/">http://health.rutgers.edu/medical-counseling-services/counseling/</a>
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 <a href="http://www.vpva.rutgers.edu/">www.vpva.rutgers.edu/</a>
Scarlet Listeners	Free and confidential peer counseling and referral hotline, providing a comforting and supportive safe space.	(732) 247-5555 <a href="https://rutgers.campuslabs.com/engage/organization/scarletlisteners">https://rutgers.campuslabs.com/engage/organization/scarletlisteners</a>
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: <a href="https://sasundergrad.rutgers.edu/">https://sasundergrad.rutgers.edu/</a>  Dept. of Kinesiology & Health: Daria Gonzalez Loree Gym, Room 110 Email: <a href="mailto:Daria.Gonzalez@rutgers.edu">Daria.Gonzalez@rutgers.edu</a> <a href="https://kines.rutgers.edu/academics/academic-advising">https://kines.rutgers.edu/academics/academic-advising</a>

## COURSE OVERVIEW

We still encourage you to have a course overview even when the class is offered asynchronously to keep students on track and help them manage their time.

Week	Topic	Day	Date	Assignment
1	Ticket Pricing	Tuesday	1/19	Case Study: Dynamic Pricing by Russ Stanley
		Thursday	1/21	Simulation: Ticket Pricing
2	Advanced Pricing Strategies	Tuesday	1/26	Case Study: Traditional Sports Monetizing Esports by Chris Yortsos
		Thursday	1/28	Simulation: Advanced Pricing Strategies
3	Event Security, Ingress & Egress	Tuesday	2/2	Case Study: NFL Stadium Event Staffing and Operations by Ryan Petrus
		Thursday	2/4	Simulation: Event Security, Ingress & Egress
4	Parking & Revenue	Tuesday	2/9	Case Study: Venue Experiences by Jon Niemuth
		Thursday	2/11	Simulation: Parking & Revenue
5	Concessions	Tuesday	2/16	Case Study: Naming a Club Within a Venue by Sean O'Hara
		Thursday	2/18	Simulation: Concessions
6	Capital Spending	Tuesday	2/23	Case Study: Maximizing Revenue Through Merchandising Operations Switch by Erika Austin
		Thursday	2/25	Simulation: Capital Spending
7	Sponsorships	Tuesday	3/2	Case Study: Sponsorship Activation Plan by Jake Hirshman
		Thursday	3/4	Simulation: Sponsorships
8	Promotion, Media and Measurement	Tuesday	3/9	Case Study: Sponsorship & Analytics by Josh Schayer
		Thursday	3/11	Simulation: Promotion, Media and Measurement
9	Social Media Advertising	Tuesday	3/23	Case Study: Fan Engagement Through Technology by Jon Niemuth
		Thursday	3/25	Simulation: Social Media Advertising
10	Television & Ticket Sales	Tuesday	3/30	Case Study: Revenue Generation Through Digital Newsletters by Sean O'Hara
		Thursday	4/1	Simulation: Television & Ticket Sales
11	Player Management	Tuesday	4/6	Case Study: NBA Australian League Union, Legal, and CBA's by Rick Burton
		Thursday	4/8	Simulation: Player Management
12	Ethics in Sports Management	Tuesday	4/13	Case Study: Ethics with Welcoming Fans Back to Venues by Stephanie Vardavas
		Thursday	4/15	Simulation: Ethics in Sports Management
13	Sport Franchise	Tuesday	4/20	Case Study: Large Event Activation Budgeting & Forecasting by Michelle Gong
		Thursday	4/22	Simulation: Advanced Sport Franchise
14	Tuesday	4/27		
	Thursday	4/29		