

San José State University - Department of Kinesiology
KIN 282: Marketing and Social Aspects of Sport
Class Code: 42289; Section 01; 3 credits; Fall 2013

Instructor:	Dr. Sonja Lilienthal
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Office Hours:	Via Google: Tuesday 9am-10:00am In person: Mondays after class Other times by pre-confirmed and scheduled appointments ONLY.
Class Days/Time:	Monday 4pm-6:45pm
Classroom:	SPX 68

Course Description

- This course is designed to apply basic marketing principles and processes to the sport industry with an emphasis on intercollegiate athletics, and professional sport. The contingency framework will be used to explain and organize the strategic sports marketing process.
- The course will focus on consumer behaviour and the sport customer experience as it relates to sport consumer customer satisfaction for participants and spectators of the sport product.

Required Texts and Resources

Pitts & Stotlar. (2013, 4th Edition). *Fundamentals of Sport Marketing (4th Edition)*. Morgantown, WV: Fitness Information Technology, Inc.

Important Publications – Suggested, but not required:

- SportsBusiness Journal. www.sportsbusinessdaily.com/journal
- SportsPro magazine: Paper format, or; www.sportspromagazine.com or www.sportspromedia.com
- Sport Marketing Quarterly. Scholarly Journal. Paper format, or; www.fitinfotech.com/smq
- Sports Travel Magazine. Paper format, or; www.sportstravelmagazine.com
- Workbook: Stotlar, D. (current edition). *Developing Successful Sport Sponsorship Plans*. Morgantown, VA: Fitness Information Technology, Inc. Order online.
- Workbook: Stotlar, D. (current edition). *Developing Successful Sport Marketing Plans*. Morgantown, VA: Fitness Information Technology, Inc. Order online.

Course Objectives

This course will provide students with various learning opportunities including lectures, small group activities, case studies, oral presentations and guest speakers. Upon completion of the course, students will:

1. Be able to define and apply key marketing concepts, applying the contingency framework and strategies within various settings and sectors of the sport industry.
2. Be able to design and execute a basic sport marketing research program.
3. Be able to understand key consumer behavior concepts and their implications for sport fan behavior.

4. Be able to analyze cases and sport organizations to realize strategic marketing opportunities.
5. Be able to formulate application from content to sport marketing solutions that will maximize revenue and consumer satisfaction for a sport organization.

Kinesiology Department Graduate Program Learning Objectives

1. Conduct and critique research using theoretical and applied knowledge.
2. Interpret and apply research findings to a variety of disciplines within Kinesiology.
3. Effectively communicate essential theories, scientific applications, and ethical considerations in Kinesiology.
4. Acquire skills to become agents of change to address issues in Kinesiology through the application of knowledge and research.

Course Evaluation:

Sportscape Research and Presentation	10%
Class Topic Presentation	20%
Sport Marketing Annotated Bibliography	20%
Marketing Plan	30%
Final Exam	<u>20%</u>
	100%

100-97 = A+	96-93 = A	92-90 = A-	89-87 = B+	86-83 = B
82-80 = B-	79-77 = C+	76-73 = C	72-70 = C-	
69-67 = D+	66-63 = D	62-60 = D-	below 60 = F	

COURSE POLICIES

Attendance

Students are strongly encouraged to attend all class sessions. Regular attendance reflects a commitment to your academic career. Students who do not regularly attend class sessions will have difficulty in keeping up with the class work.

Students shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith with prior written notification via email to the instructor.

Due Dates

Without documented serious and compelling reasons, no paper will be accepted late (late = after the beginning of class on the due date). An email or phone message to the instructor AND WRITTEN documentation of any illness, medical emergency or death of a close relative will be expected should you miss any exam or assignment deadline.

All quizzes, exams are to be taken at the assigned time. A student late to class on the day of a quiz or announced in-class work will NOT be able to make it up.

No make-up exams will be administered and no Incomplete Grades will be assigned. No extra credit will be awarded. A missed exam or assignment will receive a zero grade.

Communication

E-mail correspondence will occur throughout the semester. It is the student's responsibility to check their University email address for announcements, assignments, and other important class information.

If at any time you feel the need for help, information concerning the course, and/or your standing (grade, attendance, etc.) in the course, SEE YOUR INSTRUCTOR in OFFICE HOURS as soon as possible!

Final grade notification will be provided by the University Registrar's Office. Grades will not be posted or provided via telephone.

Computer Use and Classroom Etiquette

In the classroom, students to use computers only for class-related activities such as taking notes, following the lecture on Web-based PowerPoint slides that the instructor has posted, or finding Web sites to which the instructor directs students at the time of the lecture. Students should abstain from "surfing the web" and/or engaging in IM's during class, the teacher reserves the right to close the computer, or ask the student to leave the class. This will affect your participation in the class.

WRITTEN ASSIGNMENT POLICIES

- All Assignments MUST be attempted to achieve a Passing Grade for this class. All materials must be original works of the student and typed with text and references in APA format.
- NO assignments will be accepted via email.
- Use a standard cover page with: your own name and student ID, course number and course name, and assignment title.

Assignments MUST:

- be paginated, one inch margins, double spaced and use a 12 point font.
- have all references cited IN TEXT (APA Style) AND appear in a REFERENCE LIST at the end of the paper.
- be securely stapled in the top left corner and submitted with only the standard cover page described above. DO NOT submit assignments inside any additional folders.

SAN JOSE STATE UNIVERSITY POLICIES

All SJSU Policies in the Catalog, Schedule of Classes and Academic Senate apply to this course (see <http://info.sjsu.edu/static/catalog/policies.html>)

Plagiarism

One of our goals is to convey the importance of properly citing the work of others. With the increased use of the Internet, frequently students unknowingly violate the Plagiarism policy. At SJSU, "plagiarism is the act of representing the work of another as one's own (without giving appropriate credit) regardless of how that work was obtained, and submitting it to fulfill academic requirements". It includes incorporating the ideas, words, sentences, paragraphs, or parts thereof, without giving appropriate credit.

The complete plagiarism policy can be found at

<http://www2.sjsu.edu/leap/plagiar.htm> and read more descriptions of plagiarism. If you have any questions regarding Academic Integrity, please ask your instructor.

As part of this Course you will be required to complete the tutorial

<http://tutorials.sjlibrary.org/plagiarism/index.htm>

Academic Integrity (University Policy S04-12)

"Your own commitment to learning, as evidenced by your enrollment at San José State University, and the University's Academic Integrity Policy requires you to be honest in all your academic course work. Faculty members are **required** to report all infractions to the Office of Judicial Affairs." The policy on Academic Integrity, can be found

<http://www2.sjsu.edu/senate/S04-12.pdf> and

http://sa.sjsu.edu/download/judicial/Academic_Dishonesty_Policy.pdf

Accommodation for Disability

If you need course adaptations or accommodations because of a disability, or if you need special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 requires that students with disabilities requesting accommodations register with DRC to establish a record of their disability. The DRC Web site: <http://www.drc.sjsu.edu/>

KIN 282: Fall 2012 - Class Calendar/Schedule - TENTATIVE

Mondays 4pm

Day	Date	TOPIC	Reading and/or Assignment
Mon	Aug 26	Course Introduction What is Sport Marketing....Sport Marketing News	
Mon	Sep 2	Campus Closed – Labor Day	
Mon	Sep 9	“Nothing New Under the Sun” Historical Aspects of the Sport Marketing Industry	
Mon	Sep 16	Chapter 1 & 2: The Sport Business Industry	
Mon	Sep 23	Chapter 4 & 6: Sport Marketing Research	
Mon	Sep 30	Chapter 5 & 7: SMTP and The Marketing Mix	
Mon	Oct 7	Chapter 8: The Sport Product	
Mon	Oct 14	Chapter 9: Price and Pricing Strategies	
Mon	Oct 21	Chapter 10: Place	
Mon	Oct 28	Chapter 11: Promotion in the Sport Industry	
Mon	Nov 4	Chapter 13: Endorsements and Sponsorship	
Mon	Nov 11	Veterans Day Observed	Campus Closed
Mon	Nov 18	Customer Satisfaction, Service Quality and Consumer Complaining Behaviour	
Mon	Nov 25	Chapter 14: Licensing and Logos	

Thanksgiving Thursday November 28, 2013

Mon	Dec 2	Chapter 15: Social Media in Sport Marketing	
Mon	Dec 9	Last day of Instruction	