Instructor: Dr. Sonja Lilienthal
Office Location: SPX 75B, inside the Athletic Training Lab
Telephone: (408) 924-3031
Email: sonja.lilienthal@sjsu.edu

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

Important Publications – Suggested, but not required:
- 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

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:**

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Sportscape Research and Presentation</td>
<td>10%</td>
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<tr>
<td>Class Topic Presentation</td>
<td>20%</td>
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<tr>
<td>Sport Marketing Annotated Bibliography</td>
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<tr>
<td>Marketing Plan</td>
<td>30%</td>
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<tr>
<td>Final Exam</td>
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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.

Due Dates
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/
<table>
<thead>
<tr>
<th>Day</th>
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<th>TOPIC</th>
<th>Reading and/or Assignment</th>
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<tbody>
<tr>
<td>Mon</td>
<td>Aug 26</td>
<td>Course Introduction</td>
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<tr>
<td>Mon</td>
<td>Sep 2</td>
<td>Course Introduction</td>
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<td>Mon</td>
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<td>Mon</td>
<td>Sep 16</td>
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<td>Mon</td>
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<td>Chapter 4 &amp; 6: Sport Marketing Research</td>
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<td>Mon</td>
<td>Sep 30</td>
<td>Chapter 5 &amp; 7: SMTP and The Marketing Mix</td>
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<td>Mon</td>
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<td>Chapter 8: The Sport Product</td>
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<td>Mon</td>
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<td>Chapter 9: Price and Pricing Strategies</td>
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<td>Mon</td>
<td>Oct 21</td>
<td>Chapter 10: Place</td>
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<td>Mon</td>
<td>Oct 28</td>
<td>Chapter 11: Promotion in the Sport Industry</td>
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<td>Mon</td>
<td>Nov 4</td>
<td>Chapter 13: Endorsements and Sponsorship</td>
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<tr>
<td>Mon</td>
<td>Nov 11</td>
<td>Veterans Day Observed</td>
<td>Campus Closed</td>
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<tr>
<td>Mon</td>
<td>Nov 18</td>
<td>Customer Satisfaction, Service Quality and Consumer Complaining Behaviour</td>
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<td>Mon</td>
<td>Nov 25</td>
<td>Chapter 14: Licensing and Logos</td>
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**Thanksgiving Thursday November 28, 2013**

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<td>Mon</td>
<td>Dec 9</td>
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