



KIN 151: Sport & Fitness Marketing - 3 credits

Tuesday/Thursday 10:30-11:45am, SPX 163

Instructor: Dr. Cole Armstrong

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Office hours: By appointment

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COURSE DESCRIPTION

The course is designed to provide participants with fundamental theoretical and practical knowledge in marketing principles and techniques, and issues confronting professionals in sport organizations. Through knowledge dissemination (lectures), class participation (discussions and presentations), and professional inquiry (event marketing plan), a variety of information for marketing sport programs is introduced.

COURSE OBJECTIVES

Upon completion of this course, students will be able to:

- Discuss marketing terminology and theory related to the sport industry.
- Explain sport marketing theory and how it can be used in the sport industry.
- Explain basic principles of sport consumer behavior.
- Apply sport marketing theory and strategies.
- Evaluate sport marketing strategies through the application of critical thinking.

REQUIRED TEXTS

The following text is required for this course. There is a 3rd edition available at a lower price, however if you choose to purchase this copy, it will be your responsibility to follow along with relevant chapters, as some of the chapters have changed. As well, you will be responsible for new material covered in the 4th edition.

Mullin, B. J., Hardy, S., & Sutton, W. A. (2014). *Sport Marketing, 4th Edition*. Human Kinetics.

SYLLABUS CHANGE POLICY

Except for changes that substantially affect implementation of the evaluation (grading) statement, this syllabus is a guide for the course and is subject to change with advance notice.

TEACHING STRATEGIES

The course will be delivered via lecture with PowerPoint slides. Class discussions (both in class and via Blackboard) linked to relevant topics may be used to enhance lectures.

Tentative Course Schedule

Wk	Date	Topic	Reading	Assignment/Notes
1	8/20/15	Course Introduction		
2	8/25/15	Special nature of sport marketing	Ch. 1	
	8/27/15	Special nature of sport marketing		Form groups (A/D deadline)
3	9/1/15	Group Assignment Day		Org. lottery and draft
	9/3/15	Guest Speaker: David Meltzer CEO Sports 1		
4	9/8/15	Strategic marketing management	Ch. 2	Org. task 1
	9/10/15	Strategic marketing management		
5	9/15/15	Market research in the sport industry	Ch. 4	
	9/17/15	Market research in the sport industry		
6	9/22/15	Market segmentation	Ch. 5	
	9/24/15	Market segmentation		
7	9/29/15	Market segmentation		Org. task 2
	10/1/15	Exam 1 review		
8	10/6/15	Exam 1		
	10/8/15	Marketing mix: Product/ Price	Ch. 6,8	
9	10/13/15	Marketing mix: Promotion/ Place	Ch. 10,13	
	10/15/15	Marketing mix: Public Relations	Ch. 11	
10	10/20/15	Marketing mix		Org. task 3
	10/22/15	Organizational Group Meetings		
11	10/27/15	Relationship Marketing (SMA Conference)		Assignment 1 due
	10/29/15	Exam 2 review (SMA Conference)		
12	11/3/15	Exam 2		
	11/5/15	Managing sport brands	Ch. 7	
13	11/10/15	Sponsorship & corporate partnerships	Ch. 9	Org. task 4
	11/12/15	Social media in sport	Ch. 12	
14	11/17/15	Future of Sport Marketing/Exam 3 Review	Ch. 16	Assignment 2 due
	11/19/15	Exam 3		
15	11/24/15			
	11/26/15	Thanksgiving – No Class		
16	12/1/15	Organizational presentations I		Presentation hard copy due
	12/3/15	Organizational presentations II		Presentation hard copy due
	12/8/15	Course Wrap-Up		
	12/10/15- 12/16/15	Final Exams		

EXPECTATIONS

Attendance

- Class begins at 10:30am every Tuesday and Thursday (unless noted otherwise). You are expected to arrive to class on time.
- A student may be excused from a particular class provided they have the appropriate documentation. Accommodations for these excused absences will be made and will do so in a way that does not penalize students who have a valid excuse. Consideration will also be given to students whose dependent children experience serious illness. The instructor must be notified of excused absences within two weeks of the class in question.
- The student is responsible for all material on days absent. The instructor must be given a class excuse form for all university excused absences. Any family emergencies must be documented with a funeral notice, doctor's excuse, etc.

- **University Attendance Policy:** Excused absences include documented illness, deaths in the immediate family and other documented crises, call to active military duty or jury duty, religious holy days, and official University activities. These absences will be accommodated in a way that does not arbitrarily penalize students who have a valid excuse. Consideration will also be given to students whose dependent children experience serious illness.

Sexual Harassment Policy

- Sexual harassment is a form of discrimination based on a person's gender. Sexual harassment is contrary to the University's values and moral standards, which recognize the dignity and worth of each person, as well as a violation of federal and state laws and University rules and policies.

Assignments/Exams

- All assignments are due on time. Late Assignments will not be accepted.
- Any presentation or test missed that is not due to a university excused absence will not be allowed to be made up.

GRADING/EVALUATION

≥ 97 points: A+

93-96.9: A 77-79.99: C+

90-92.99: A- 73-76.99: C

87-89.99: B+ 70-72.99: C-

83-86.99: B 65-69.99: D+

80-82.99: B- ≤65: F

Grades will not be rounded up, and no extra credit will be available unless specifically stated by the instructor. No student requests for extra credit assignments will be entertained.

- **Attendance:** Students are permitted 2 unexcused absences. For each subsequent unexcused absence past the 2 allowed absences, students will lose one percentage point from their overall grade (e.g., upon incurring the 3rd unexcused absence, your grade will decline to 1 point, then 2 points, etc.).
- **Exams (45 points):** Three exams will be given over the course of the semester. All exams will be administered in class (closed book). The exams will consist of a mix of multiple choice, true/false, and short answer questions. The three exam scores are 15 points each comprising 45 points of your final grade.
- **Event Marketing Plan (25 points):** The objective of the assignment is to formulate a marketing plan for an event. Students will be placed into groups of five (5), each of which will represent a professional sports organization (franchise). The instructor will assign organizations, and each has a different marketing objective attached. Each group is responsible for presenting their marketing plan in class during Week 14, and must turn in a hard copy of their presentation to the instructor on the day they present. Additional materials can also be submitted in support of the plan. Additional materials must be no more than 5 pages in length, double-spaced, 12-point Times New Roman font, one-inch margins. All writing must be utilizing current APA style guidelines. All group members

should contribute equally to the project and be present for the presentation. Those who do not will be individually penalized.

- **Organizational Tasks (20 points):** Working in their organizational groups, students will complete a series of four (4) graded in-class activities, worth 5 points each. The activities require groups to apply the concepts that have been most recently covered in class to their organization, and should inform the content of the event marketing plans. Students must be present during class to receive credit for the activity.
- **Individual Assignments (10 points):** Students will complete two individual written assignments, worth 5 points each. The first is due during Week 11, and the second is due during Week 14. The topics for these assignments will be given by the instructor in class no less than one week prior to the deadline. Assignments must be no more than 1 page in length, double-spaced, 12-point Times New Roman font, one-inch margins. All writing must be utilizing current APA style guidelines.

Campus Resources

- **Writing Center.** The SJSU Writing Center, <http://www.sjsu.edu/writingcenter/> is located in Suite 126 in Clark Hall. It is staffed by professional instructors and upper-division or graduate-level writing specialists from each of the seven SJSU colleges. Writing specialists are available to assist all students at all levels within all disciplines to become better writers.
- **Student Success Center.** The Student Success Center, <http://www.sjsu.edu/casa/ssc/> in the College of Applied Sciences and Arts (CASA) provides advising for undergraduate students majoring or wanting to major in programs offered in CASA Departments and Schools. Services include general education advising, help with changing majors, academic policy-related questions, meeting with peer advisors, presentations, and workshops. It's also a great place to study. Laptops also available for check out. Location: MH 533.
- **Counseling Services.** The SJSU Counseling Services, <http://www.sjsu.edu/counseling> is located on the corner of 7th Street and San Fernando Street, in Room 201, Administration Building. Professional psychologists, social workers, and counselors are available to provide consultations on issues of student mental health, campus climate or psychological and academic issues on an individual, couple, or group basis.

University Policies

- **Dropping and Adding:** Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Refer to the current semester's Catalog in the policies section at <http://info.sjsu.edu/static/catalog/policies.html>. Add/drop deadlines can be found on the current academic year calendars document at http://www.sjsu.edu/provost/services/academic_calendars/. The late drop policy is available at <http://www.sjsu.edu/aars/policies/latedrops/policy/>. Students should be aware of the current deadlines and penalties for dropping classes.
- **Academic Integrity:** Your commitment as a student to learning is evidenced by your enrollment at San Jose State University. The University's Academic Integrity policy at <http://www.sjsu.edu/senate/S07-2.htm>, requires you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. The Student Conduct and Ethical

Development website at <http://www.sjsu.edu/studentconduct/>. Instances of academic dishonesty will not be tolerated. Cheating on exams or plagiarism (presenting the work of another as your own, or the use of another person's ideas without giving proper credit) will result in a failing grade and sanctions by the University. For this class, all assignments are to be completed by the individual student unless otherwise specified. If you would like to include your assignment or any material you have submitted, or plan to submit for another class, please note that SJSU's Academic Integrity policy at <http://www.sjsu.edu/senate/S07-2.htm> requires approval of instructors.

- **Campus Policy in Compliance with ADA:** If you need course adaptations or accommodations because of a disability, or if you need to make 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](http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf) at http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf requires that students with disabilities requesting accommodations must register with the [Accessible Education Center](http://www.sjsu.edu/aec/) (AEC) at <http://www.sjsu.edu/aec/> to establish a record of their disability.
- **Accommodation to Students' Religious Holidays:** San José State University shall provide accommodation on any graded class work or activities for students wishing to observe religious holidays when such observances require students to be absent from class. It is the responsibility of the student to inform the instructor, in writing, about such holidays before the add deadline at the start of each semester. If such holidays occur before the add deadline, the student must notify the instructor, in writing, at least three days before the date that he/she will be absent. It is the responsibility of the instructor to make every reasonable effort to honor the student request without penalty, and of the student to make up the work missed. See University Policy S14-7 at <http://www.sjsu.edu/senate/docs/S14-7.pdf>.