

**San José State University
CASA/Department of Kinesiology
KIN 151, Sport & Fitness Marketing, Fall 2017**

Contact Information

Instructor:	Dr. Cole Armstrong
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Office Hours:	T 11:00am – 1:00pm & by appointment
Class Days/Time:	T/TH 1:30am – 2:45am
Classroom:	SPX 151

MYSJSU Messaging and Canvas

In order to ensure that you receive all pertinent email communication, you must have a current and accurate email address in the MySJSU system. Please check to make sure your email is updated in MySJSU. Copies of course materials such as the syllabus (greensheet) and major assignment handouts may be found on Canvas. For more information on setting up your account go to <http://www.sjsu.edu/ecampus/students>.

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 and fitness organizations. Through knowledge dissemination (lectures), class participation (discussions and presentations), and professional inquiry (event marketing plan), a variety of information for marketing sport and fitness programs is introduced.

Undergraduate Degree Program Learning Objectives (PLOs)

At the end of a Bachelor of Science degree program in the Department of Kinesiology students should be able to:

1. Students will be able to explain, identify, and/or demonstrate the theoretical and/or scientific principles that can be used to address issues or problems in the sub-disciplines in kinesiology;
2. Students will be able to effectively communicate in writing (clear, concise and coherent) on topics in kinesiology.

3. Students will be able to effectively communicate through an oral presentation (clear, concise and coherent) on topics in kinesiology.
4. Students will be able to utilize their experiences across a variety of health related and skill-based activities to inform their scholarship and practice in the sub disciplines in kinesiology.
5. Students will be able to identify and analyze social justice and equity issues related to kinesiology for diverse populations

Course Goals and Student Learning Outcomes

Upon completion of Kinesiology 151, through well-prepared assignments and presentations, a high level of class participation, and satisfactory completion of examinations, the student will be able to:

- Discuss marketing terminology and theory related to the sport & fitness industry (PLO: 1,3).
- Explain sport marketing theory and how it can be used in the sport & fitness industry (PLO: 1, 2, 3).
- Explain basic principles of sport consumer behavior through the development of course projects, exams, and writing assignments (PLO: 1, 2, 3).
- Apply sport marketing theory and strategies to sport management focused scholarly activities and discussion (PLO: 1, 2, 3).
- Evaluate sport marketing strategies through the application of critical thinking (PLO: 5).

Required Texts/Readings

Textbook

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. You may also choose to share amongst others in the classroom; same rules apply. 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.

Definition of a Credit Hour

Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of forty-five hours over the length of the course (normally 3 hours per unit per week with 1 of the hours used for lecture) for instruction or preparation/studying or course related activities including but not limited to internships, labs, clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus.

As an example, the expectation of work for a 3-credit course is 150-minutes of direct faculty instruction and *six hours of out-of-class student work each week*.

Library Liaison

Suzie Bahmanyar: suzie.bahmanyar@sjsu.edu

(408) 808-2100 Reference Desk

(408) 808-2470 Student Computer Service

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.

Assignments and Grading Policy

Course Evaluation, PLO#

- **Exams (45 points)** (PLO: 1, 2).: Four 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 of four best exam scores are 15 points each comprising 45 points of your final grade.
- **Event Marketing Plan (25 points)** (PLO: 1, 2, 3).: The objective of the assignment is to formulate a marketing plan for an event. Students will be placed into groups, each of which will represent the marketing team of a professional sport organization. Each group is responsible for presenting their marketing plan in class during the presentation weeks listed below, 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)** (PLO: 1, 2, 3).: 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 assigned/selected task, 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)** (PLO: 1, 2, 5).: 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.

Grading

A+ = 100-97%	A = 96.9-93%	A- = 92.9-90%
B+ = 89.9-87%	B = 86.9-83%	B- = 82.9-80%
C+ = 79.9-77%	C = 76.9-73%	C- = 72.9-70%
D+ = 69.9-67%	D = 66.9-63%	D- = 62.9-60%
F = 59.9-0%		

University Policies

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs' [Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo/) at <http://www.sjsu.edu/gup/syllabusinfo/>

KIN 151 Course Schedule, Fall 2017

This is a tentative schedule and as such is subject to change with fair notice. Advance notice for any changes will be provided by the professor.

Tentative Course Schedule

1	8/24	Course Introduction		
2	8/29	Special nature of sport marketing	Ch. 1	
	8/31	Special nature of sport marketing		
3	9/5	Group Assignment Day		
	9/7	Strategic marketing management	Ch. 2	Quakes Visit #1
4	9/12	Strategic marketing management	Ch. 2	
	9/14	Market research in the sport industry	Ch. 4	Quakes Visit #2
5	9/19	Market research in the sport industry	Ch. 4	
	9/21	Market segmentation	Ch. 5	Quakes Visit #3
6	9/26	Market segmentation		Quakes Visit #4
	9/28	Market segmentation		
7	10/3	Exam 1 review		
	10/5	Exam 1		
8	10/10	Marketing mix	Ch. 6,8	Form groups/Org. lottery
	10/12	Marketing mix		WSKW Conference
9	10/17	Marketing mix	Ch. 10,13	Org. task 1
	10/19	Marketing mix	Ch. 11	
10	10/24	Organizational Group Meetings		Assignment 1 due
	10/26	No Class Meeting (Exam 2 Review)		
11	10/31	Exam 2 review		
	11/2	Exam 2		
12	11/7	Managing sport brands	Ch. 7	Org. task 2
	11/9	Sponsorship & corporate partnerships	Ch. 9	
13	11/14	Social media in sport	Ch. 12	Assignment 2 due
	11/16	Future of Sport Marketing/Exam 3 Review	Ch. 16	Org. task 3/4
14	11/21	Exam 3		
	11/23	Thanksgiving – No Class		
15	11/28	Organizational presentations I		Presentation ‘hard copy’ due
	11/30	Organizational presentations II		Presentation ‘hard copy’ due
16	12/5	Organizational presentations III		Presentation ‘hard copy’ due
	12/7	Organizational presentations IV		Presentation ‘hard copy’ due
	TBD	Final Exam Exam 4		