

**San José State University**  
**CASA/Department of Kinesiology**  
**KIN 282, Graduate Sport Marketing, Fall 2017**

**Contact Information**

<b>Instructor:</b>	Dr. Cole Armstrong
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<b>Office Hours:</b>	T 11:00am – 1:00pm & by appointment
<b>Class Days/Time:</b>	T 4:00pm – 6:45pm
<b>Classroom:</b>	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 advanced 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 (marketing plan), a variety of information for marketing sport programs is introduced.

**Kinesiology Department Graduate Degree Program Student Learning Outcomes**

Students will be able to:

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.

[http://www.sjsu.edu/kinesiology/learning\\_outcomes/](http://www.sjsu.edu/kinesiology/learning_outcomes/)

## Course Goals and Course Learning Outcomes

Upon completion of Kinesiology 282, 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 industry, including how theory has been adapted in the last 30 years and how theory is utilized in industry and scholarship.
- Synthesize sport marketing theory and how it can be used in the sport industry.
- Explain basic principles of sport consumer behavior.
- Evaluate sport marketing strategies utilize knowledge obtained to critically evaluate strategy implementation.

## Required Texts/Readings

### Book

- Darlow, J.A. (2014) *Brands win championships*. Portland, OR: Jack and June Publishing

## 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](mailto: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 Canvas) linked to relevant topics may be used to enhance lectures.

## **Assignments and Grading Policy**

### **Course Evaluation**

#### **Final Paper (35 points) (PLO 1, 2, 3)**

Students will complete a 15 page minimum paper informed by sport marketing/consumer behavior scholarship. The instructor must approve of the topics for the final paper by week 4. Papers must be no more than 20 pages in length, double-spaced, 12-point Times New Roman font, one-inch margins. All writing must be utilizing current APA style guidelines, and utilize a minimum of 15 scholarly references.

#### **Event Marketing Plan (25 points) (PLO 1, 2, 3)**

The objective of the assignment is to formulate a marketing plan for an event, or another marketing related task. The goal of this assignment is to learn the aspects of a marketing plan, while also offering a service to a local/national/international sport organization. Each group (if groups are formed) 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.

#### **Discussion Lead (2 x 10 points) (PLO 1, 2, 3)**

Students will work in groups of two (2) and will be required to lead the discussion on an assigned course week two times during the course of the semester. This presentation will serve as a supplement to the daily lecture and will form the basis from which the week's class discussion will be drawn. Each group will be responsible for no less than one hour of class time and will base the discussion on readings assigned and textbook chapters. Each group will be evaluated on the thoroughness of their presentation, the quality of the material presented, and their ability to engage the students with questions/materials/audio visuals, etc.

#### **Discussion Questions (10 points) (PLO 1, 2, 3)**

Prior to the start of class (by 12:00pm on the day of class) students will provide three discussion questions relevant to the weekly readings in the Discussion Questions forum available in the 'Discussions' portion of Canvas. Students are expected to review the questions posted in the discussion forum so to not duplicate the questions posed by their classmates. These questions can be specific to the readings, or students may synthesize the material and pose questions relating to their current work/scholarly endeavors.

#### **Weekly Thoughts (10 points) (PLO 1, 2, 3)**

Student will create and share with the class a Google Doc of his or her weekly thoughts regarding the material presented and how he or she considers. Each entry will be

approximately one page in length and will address how the student considers the material in relation to his or her professional existence.

### **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 282 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

<b>Date</b>	<b>Topic</b>	<b>Readings</b>	<b>Assignment/Notes</b>
8/29	Course Intro/Special Nature of Sport Marketing		
9/5	Strategic Sport Marketing	1	
9/12	Market Segmentation	2	
9/19	Final Paper Consultation #1		
9/26	Marketing Mix	4	
10/3	Psychological Connection to Sport	5	
10/10	Group Project Synergy Session/Motives	6	
10/17	Identification/Identity	7	
10/24	Attendance	8	
10/31	Book Discussion/BIRGing	9	
11/7	Final Paper Consultation #2		
11/14	Brands/Sponsorship/Corporate Partnerships	10	
11/21	Social Media & Sport	11	
11/28	Marketing Pitch/ CRM/Modern Theory		<b>Final Paper Due</b>
12/5	Book Discussion/ Final Day Course Wrap-Up		
TBD	Final Exam Week		