



SPORTS MARKETING

MARKETING 470

WINTER TERM, DECEMBER 16 – JANUARY 5

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Office Hours: By Appointment

Due to the accelerated nature of this course, there is much work to be completed in a short window of time. This course will be a significant time commitment over the next three weeks. It would be advisable to plan to work on the course material every day during the term. Staying active and engaged in an online course is vital to your success.

SIUE School of Business Professional Code

Faculty, staff, and students in the School of Business at SIUE are expected to contribute to a culture of integrity and professionalism. Our School's culture encourages behaviors associated with educated and self-disciplined individuals. Those behaviors include:

- ◆ Being honest;
- ◆ Being reliable and prepared;
- ◆ Being responsible for one's own actions and decisions; and
- ◆ Being respectful of all individuals.

Statement on Diversity

All societies and peoples have contributed to the rich mix of contemporary humanity. To achieve domestic and international peace, social justice, and the development of full human potential, we must build on this diversity and inclusion by committing to:

- ◆ Nurturing an open, respectful, and welcoming climate that facilitates learning and work. Each member of the University is responsible for contributing to such a campus environment;
- ◆ Committing to education that explores the historic significance of diversity to understand the present and to better enable our community to engage the future;
- ◆ Striving for a student body and a workforce that is both diverse and inclusive.

The Office of Institutional Diversity and Inclusion website <https://www.siue.edu/institutional-diversity-and-inclusion/>.

Statement on Mental Health Support

As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance and may reduce your ability to participate in daily



activities. SIUE services are available to assist you. You can learn more about the broad range of confidential mental health services available on campus via the Counseling Services website: www.siu.edu/counseling.

Text and Materials

- ◆ Fetchko, Roy and Clow, *Sports Marketing*, Second Edition, Routledge, New York
- ◆ Supplemental materials will be provided via Blackboard.

Course Description

The sport and event marketing field is big business and has grown enormously during the last few decades. Marketing for these businesses in the face of intense competition and other options can be tricky. In addition, trial and error marketing in this space can be very costly. An understanding of what makes this niche unique is key to the success of its marketing. We will discuss sports marketing from a strategic perspective, and focus on the decision making and marketing strategy of sports.

Course Objectives

At the end of this course you should have the necessary background to:

- DEVELOP AN UNDERSTANDING OF SPORTS AND EVENT MARKETING CONCEPTS
- IDENTIFY MARKETING OPPORTUNITIES AND ISSUES THAT ARE PREVALENT IN SPORTS MARKETING
- IDENTIFY AND SEGMENT THE VARIOUS TARGET MARKETS IN SPORTS MARKETING
- APPLY COURSE CONCEPTS AND CONTENT TO THE DEVELOPMENT OF A STRATEGIC SPORTS MARKETING BRIEF

Technology Requirements

Because this is an online course, you are expected to have reliable internet access on a regular basis. It is your responsibility to address any computer problems that may occur. Such problems are not an excuse for delays in meeting expectations or for missing course deadlines. Support for using Blackboard is available by calling 618-650-5500 or by visiting the SIUE web pages that provide information about Blackboard, i.e. <http://www.siu.edu/its/bb>.

Academic Honesty

Academic dishonesty will not be tolerated. Plagiarism—large or small, major or minor—is a violation of the University's Academic Honesty Policy and will not be tolerated. Any incidence of academic dishonesty may result in a failing grade for the course. The University's policies are available at <http://www.siu.edu/policies/1i6.shtml>.

By taking this course, you agree that all required papers may be subject to submission for textual similarity review to Turnitin™ for the detection of plagiarism. All papers submitted for review will be included as source documents in SIUE's Turnitin™ institutional archive.

If you are re-taking this course for any reason, you are not allowed to submit previous work that has already been submitted to Turnitin, regardless if it was graded or not. Doing this will

be in violation of the Academic Honesty policy and will result at a minimum a zero on the assignment and the incident reported to the provost office.

Commitment to an Accessible Campus Community

Students needing accommodations because of medical diagnosis or major life impairment will need to register with **Accessible Campus Community & Equitable Student Support (ACCESS)** and complete an intake process before accommodations will be given. The ACCESS office is located in the Student Success Center, Room 1270. You can also reach the office by e-mail at myaccess@siue.edu or by calling 618.650.3726. For more information on policies, procedures, or necessary forms, please visit the ACCESS website at www.siue.edu/access.

Professionalism

Tardiness and other reasons for lack of engagement in the classroom is equivalent to tardiness and lack of engagement in organizations; therefore, the following procedures will be followed. If proper documentation is provided, the deductions from student grades will be reconsidered.

Late Assignments

All assignments and projects are due on the date and time assigned. There will be a ten-point grade deduction for assignments turned in up to 10 minutes late. After 10 minutes, the assignment will receive a 50% deduction in grade. No late assignments will be accepted after 48 hours.

Fatal Error Policy

Formal written work in this course is expected to conform to professional business standards. The term ***fatal error*** refers to technical errors in language and errors of form. As business students, you must practice professional standards of writing. The School of Business has developed the Fatal Error Policy which applies to all written assignments completed out of class. The fatal error policy can be viewed on the School website at (https://www.siue.edu/business/advisement/policies_forms.shtml#fep).

The following “fatal error policy” will be used in this course: writing assignments with more than three (3) fatal errors on any one page or seven (7) or more in the entire document are unacceptable and the grade will be reduced by one letter. Final papers that are due at the end of the course will receive a reduction of two letter grades if the fatal error limit is exceeded.

One way of avoiding some of these errors is to pay careful attention to what you write. Another way is to use spelling and grammar software (available in our computer and writing labs); these programs will detect some kinds of fatal errors, but not others. ***Another way is to make sure you have someone else help proof your document*** (your fellow students or team members can help here). Another way is to write a draft then edit it into a final product well before it is due; this allows you to do a careful final check. Another way is to take advantage of the assistance available in the Writing Lab (<https://www.siue.edu/lss/writing/index.shtml>). In

the end, **you** are responsible for producing a document that meets acceptable standards of writing.

Graded Assignments

Your final grade in this course is based on various weights, for the categories listed below. This means different assignments impact your final grade in different ways.

Exams 60%

There will be three (3) formal examinations over the information in the text, slides and audio lectures. There will be three exams during the semester; exams 1 and 2 are worth 15% each and the final exam is worth 20% of your final grade. These will be challenging exams that will test your ability to know the material **and** be able to understand, apply and evaluate it. In the business world, knowing what something means is not enough. You must also be able to relate it to other things and evaluate its usefulness.

Only under extraordinary circumstances (death in the family, serious illness, accident, etc.) will make up exams or make up presentations be allowed. You must provide appropriate documentation to me BEFORE a make-up will be considered. It is your responsibility to contact me *immediately* if such a circumstance occurs.

Quizzes 10%

Quizzes are set up to be completed as part of your preparation for class. See the course schedule for a list of the quizzes and due dates. These quiz questions will be more oriented toward testing your reading comprehension. All quizzes will be open for a 48 hour period beginning on the day that course material is available on Blackboard. All quizzes are due the day after they are to be covered per the syllabus. Therefore, it is important that you stay on track with the course schedule.

Sports Marketing Brief 25%

Students will develop a strategic sports marketing brief that integrates the topics discussed in class. This plan will serve to demonstrate understanding of course content and your ability to apply it. Students will select a sports franchise from a list of choices that I will provide. Your paper should focus on evaluating and analyzing, not merely reporting. *For graduate students:* the sports marketing brief will have a course weight of 15%.

Case Study (for graduate students)

For graduate students enrolled in this course, students will be asked to complete a detailed case study paper of 5 to 7 pages. This case study will include a qualitative and quantitative analysis. This component will be worth 10% of your final grade.

Discussion Boards 5%

You will have weekly discussion-board assignments in this course. The purpose of these assignments is to allow you the engage with your classmates about the material to deepen your understanding of it. Essentially, this captures the “class participation” part of your grade. A successful week of discussion assignments will address the following parameters:

- **By WEDNESDAY @ 11:59pm-** Make a substantive* initial post that adequately addresses each of the questions/queries of the assignment. You should use proper grammar, spelling, and punctuation, as well as proper academic voice. Stay very focused to the context of the discussion be sure to address the questions. Support your points with outside resources, where applicable (using in-text citations in proper APA format).
- **By SUNDAY @ 11:59 pm-** Make a substantive* reply to the INTIAL post of at least TWO of your classmates. You reply should challenge your classmates. Ask probing and thought-provoking questions that advance the discussion. Your questions should NOT be JUST questions. Rather provide the context to demonstrate how you arrived at your questions.
- Your submission for the week should include a reference listed in proper APA format.

*To ensure that you understand what I mean by “substantive” posts, use the following guidelines: around 200-250 words for the initial post, and 100-150 words for the replies. This is NOT a requirement, but I am offering a length target to further define the use of the word “substantive”. Your posts and replies will still be judged from a content and clarity perspective.

Grades will adhere to this guideline:

90-100%	A
80-89%	B
70-79%	C
60-69%	D
Below 60%	F

NOTE: This syllabus is subject to change at the discretion of the Instructor to accommodate instructional and/or student needs. Any changes will be announced.

Course Schedule and Assignments

Class #	Reading Assignments and Course Material	Assignments Due **All assignments are due by 11:59 pm CST on the date indicated**
16-Dec	Course Introduction, Watch Course Introduction Video, Chapter 1: Sports Meets Marketing	Discussion Board #1 Topic Available Chapter 1 Quiz Available (due by 12/17)
17-Dec	Chapter 2: Sports Entertainment Consumption	Selection and Declaration of Sports Franchise Chapter 2 Quiz Available (due by 12/18)
18-Dec	Athletes and Brand Endorsements (<i>readings available on Blackboard</i>)	Discussion Board #1 Initial Post Due
19-Dec	Chapter 3: The Marketing Environment	Chapter 3 Quiz Available (due by 12/20)
20-Dec	Exam #1 Available	Exam #1 Due by 12/22 Discussion Board #1 Reply Posts Due (due by 12/22)
23-Dec	Chapter 4: Segmentation	Discussion Board #2 Topic Available Chapter 4 Quiz Available (due by 12/24)
24-Dec	Chapter 5: Brand Building	Chapter 5 Quiz Available (due by 12/26)
25-Dec	Chapter 6: Product Strategy	Discussion Board #2 Initial Post Due Chapter 6 Quiz Available (due by 12/26)
26-Dec	Chapter 7: Experiential Marketing	Chapter 7 Quiz Available (due by 12/27)
27-Dec	Exam #2 Available	Exam #2 Due by 12/29 Discussion Board #2 Reply Posts Due (due by 12/29)
30-Dec	Chapter 8: Brand Communication Strategy Chapter 11: Sponsorship	Chapter 8 Quiz Available (due by 12/31) Chapter 11 Quiz Available (due by 12/31)
31-Dec	Chapter 9: Brand Communication Campaigns	Chapter 9 Quiz Available (due by 1/2) Strategic Marketing Brief Due
1-Jan	Chapter 10: Communication Channels	Chapter 10 Quiz Available (due by 1/2)
2-Jan	Chapter 12: Measuring Performance	Chapter 12 Quiz Available (due by 1/3)
3-Jan	Exam #3 Available	Exam #3 Due by 1/5