

Curriculum Proposal Signature Sheet

MKT 473 Sports Marketing
TITLE OF PROPOSAL

Type of Proposal

Program

- New
- Changes within Major
- Changes within Cognate *
- Changes in Minor or Track
- Changes in Concentration*
- Program Deletion

Course

- New
- Changes in Course taken only by Majors
- Changes in Course required of Non-Majors*
- Changes in Course open to Non-Majors
- Deletion of Course taken only by Majors
- Deletion of Course required of Non-Majors*
- Deletion of Course open to Non-Majors

Management & Marketing Review and Approval Feb. 09
SPONSORING DEPARTMENT(S) DATE(S)

Signature of Sponsoring Chair(s)/Date Delia A. Summell

* For starred items Chairs of affected Departments/Programs must sign below before Dean's review

Dean's Preliminary Review Proposal: Complete
 Additional preliminary comments below Satisfies U of S Curricular Requirements
 Consistent with College Goals/Mission

Dean's Signature/Date [Signature]
 CAS CPS SOM GRAD DHC

Preliminary FSCC Disposition:

- Committee recommends approval (*new program proposals require a Recommendation from the full Senate*)
- Proposal will require minimal review: Anticipated FS Meeting Date: _____
- Proposal will require significant review: Anticipated FS Meeting Date: _____

FSCC Chair Signature/Date _____

Issues: _____

Additional Signatures

[Signature] WPC 10/14/10
Department Signature Date

Department Signature Date

Department Signature Date

New Course

Course Title: Sports Marketing

Course Number: MKT 484

Date Of Initial Offering: Spring 2007
Semester year

Rationale for Course level

Designed for students with a foundation in marketing, management, and communications. Applies those founding principles to a unique business by preparing students for a job in the industry upon completion of the course. Requires a mature student who can appreciate the true nature of this all-too-often misunderstood business of sport.

Credit Hours: 3 **Format:** lecture lab other: _____

Frequency: annual each semester alternate years

Prerequisites: MKT 351 _____

Rationale for pre-requisites (if pre-requisites are listed)

Students in this course will need a basic understanding of Market Segmentation, the Marketing Mix, and Integrated Marketing Communication Strategies in order to focus on applying that knowledge specifically to the Marketing of Sports and Marketing THROUGH Sports.

Catalog Description (50 word maximum)

This course will prepare students to plan and execute marketing strategies for Sports Organizations and organizations that market themselves THROUGH sports. Students will examine the explosion of opportunities and challenges in this unique business thanks to advances in telecommunications and performance technologies as well as the shrinking global marketplace.

Similar Courses being offered at the University

NONE

Discuss Extent of overlap with existing courses

N/A

Special Resources Required (e.g. library, equipment, materials/facilities)

| |
|------|
| NONE |
|------|

Characteristics (check any/all that apply):

Major: Required Elective
GE : submitted to CCC will be submitted to CCC _____ Area Free only
date

| | | |
|--|---|---|
| <input type="checkbox"/> Humanities (CA) | <input type="checkbox"/> S/B Sciences (S) | <input type="checkbox"/> Cultural Diversity (D) |
| <input type="checkbox"/> Humanities (CH) | <input type="checkbox"/> Natural Science (E) | <input type="checkbox"/> Writing Intensive(W) |
| <input type="checkbox"/> Humanities (CL) | <input type="checkbox"/> Theology/Phil (P) | |
| <input type="checkbox"/> Humanities (CF) | <input type="checkbox"/> Quantitative Reasoning (Q) | |

Interdisciplinary: YES NO **Team Teaching:** YES NO

Exclusively For Special Programs/Concentrations: NO YES (*Name*) _____

Home College: CAS PCPS KSOM GRAD

Required Attachments:

- Syllabus with student learning objectives, assessment/evaluation mechanisms, and outline of topics
- Description of, or example of, readings/papers/projects/examinations
- Assessment/evaluation based course improvement mechanisms

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Sports Marketing- University of Scranton- Spring 2009 Course Syllabus

MKT 484 Special Topics – Sports Marketing, 3 credits, Prerequisite: MKT 351

Class Hours/Location: M-W-F at 10:00 a.m. – 10:50am, Brennan 103

Instructor: Valerie Bonacci, bonacciv2@scranton.edu

Office: Brennan 328, M-W 11am till Noon

Required Text: Sam Fullerton, Sports Marketing (New York: McGraw-Hill Irwin, 2007)

ISBN-13: 978-0-07-312821-4 ISBN-10: 0-07-312821-X

Course Description: Students in this course will receive an in-depth view of marketing practices *through sports* as well as the marketing practices *of sports organizations* (pro, collegiate, recreational). The course will familiarize students with the unique nature of sport/event marketing with an emphasis on research and planning and full use of the four “P’s” of marketing. Students will also be exposed to the globalization taking place in today’s sport/event marketplace with a keen eye toward technological advances and their subsequent affects within the wide world of sports.

Course Goals: Upon completion of this course, students will be able to plan and execute sports marketing strategies based on comprehension of the following:

1. The distinction between marketing *through sports* vs. the marketing *of sports organizations*, as well as how these two approaches come together in a unique partnership that, when managed properly, can be extremely impacting for both.
2. Sports sponsorship objectives and components, evaluation of such sponsorships, and developing and selling sponsorship proposals.
3. The importance of leveraging a sponsorship as well as the finer points of the negotiation process.
4. Segmentation of the sports market and full application of the four “P’s” of marketing for sports organizations.
5. Relationship marketing in the business of sports and its unique nature in an often “emotionally-charged” environment.
6. The changes in sports as a result of technological advancements and how continuing changes in this area will affect sports marketing in the future.
7. Addressing controversy in the sports marketplace where unique media attention can play both a positive and negative role.

Course Structure: Course goals will be achieved through:

1. Lectures utilizing PowerPoint
2. Classroom discussion including a “brainstorming” sessions
3. Review and discussion of related articles and internet content (some as homework assignments)
4. Possible guest speaker
5. Completion of assignments and testing

Kania School of Management Learning Goals Addressed: Through content coverage and assignments, this course will seek to meet KSOM Undergraduate Student Learning Goals as follows:

1. Communication goal: The “Sponsorship Program” presentation and work leading upto it.
2. Critical Thinking Goal: All four major assignments will focus on this goal
3. Ethical ramifications: The “Public Relations Crisis Situation” assignment will be the focus of this goal
4. Integrating across functional areas: The “CRM Program” assignment will focus on integrating marketing, management and information systems concepts.
5. Functional Area Concepts and Theories: The “Target Marketing and Branding” assignment will focus on specific application of marketing principles to the area of “sports business.”

Special Notice: *The instructor reserves the right to delete, digress, or otherwise deviate from this syllabus as deemed appropriate.*

Sports Marketing – University of Scranton – Spring 2008
Course Syllabus and Policies – Page 2

Policy on Assignments: Must be delivered on established due dates or else 10% of the total points possible will be deducted for each day (not class) the assignment is late.

Policy on Attendance & Participation: Lack of attendance will result in lost opportunities for participation points which together will constitute 15% of final grade.

Policy on Testing: Special circumstances for exams scheduling will be considered only in advance of the Mid-Term and Final

Assignments:

1. Sponsorship Program: Utilizing Power Point, create a multi-dimensional sponsorship program for a major corporation of your choice taking into account the goals and objectives of the company and the target market “fit” with the sports organizations/events including associated leveraging!
2. Target Market/Branding Strategy: With your teammates, create and present a branding strategy for an assigned “up-and-coming” sport by defining in detail the target market through the use of market segmentation discussing the sport’s demographics, psychographics, geography and product related variables. Then create a promotional plan based on the sport’s desire to reach that market on a

- limited** budget utilizing media and non-media sponsors who can heavily leverage the sponsorship to benefit the sport league, the fans, and, of course, the sponsors.
3. CRM Program: In teams, develop and present an internet-based customer relationship management program for a sports organization with a minimum of five unique components designed to creatively engage the customer while making them feel like a valued member of the organization. These components must each also serve as information tools for data collection to assist marketing planning and potential sponsorship sales.
 4. Public Relations Crisis Situation: In teams, develop and present a series of “talking points” for an assigned public relations crisis for a sports organization including establishment of the anticipated primary questions and the expected “slant” to be used by the media, while creating “sound bites” rather than being victimized by them.

Grading:

| | |
|----------------------------|--------------------|
| Test 1 and Test 2 | 75 points ea. |
| Final | 150 points |
| Attendance/Participation | 150 points |
| Homework Assignments | 100 points |
| Sponsorship Program | 150 points |
| Branding Strategy w/Target | |
| Market Analysis | 200 point |
| CRM Program | 50 points |
| PR Crisis Situation | 50 points |
| Total for semester | 1000 points |

Calendar for MKT 351 – Special Topics/Sports Marketing - The University of Scranton

| | <i>Mon.</i> | <i>Wed.</i> | <i>Fri.</i> |
|--------|---------------------------------|--|---------------------------|
| Week 1 | Course overview | Chapter 1 & 2 | SBJ Homework |
| Week 2 | SBJ Homework | Chapter 3 | Chapter 4 |
| Week 3 | SBJ Homework | Chapter 7 | Chapters 5, 8, 11 |
| Week 4 | Sponsorship Project Detailed | Brainstorming Test Review | Chapter 6 |
| Week 5 | Test #1 | Chapters 12 & 13 | SBJ Homework |
| Week 6 | SBJ Homework | Chapter 14 Sponsorship Project Due | Chapter 15 Test Review |
| Week 7 | Spring Break | ----- | Week of 3/16 |
| Week 8 | Chapter 16 | Test #2 | SBJ Homework |

| | | | |
|----------------|---|-------------------------------------|------------------------------|
| Week 9 | Chapter 17 | Chapter 18 | SBJ Homework |
| Week 10 | Chapter 19 | Target/Branding Project Detailed | Good Friday |
| Week 11 | Easter Monday | Chapter 20 | SBJ Homework |
| Week 12 | Chapter 21 | SBJ Homework | CRM/PR Project Detailed |
| Week 13 | Team Target Market/Branding Projects Presented all week | | |
| Week 14 | Chapter 22 | Possible Speaker | SBJ Homework Final Review |
| Week 15 | Team CRM & PR Projects Presented all week | | |
| Week of Finals | Date/Time/Location TBA | | |