



OCT 28 2003

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline Part A

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

**MKTG 1119**

**SPORTS MARKETING**

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<b>Hours/Week:</b>	3	<b>Total Hours:</b>	36	<b>Term/Level:</b>	199930
<b>Lecture:</b>	3	<b>Total Weeks:</b>	12	<b>Credits:</b>	3

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**Prerequisites:**  
NONE

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### Course Objectives:

Upon successful completion of this course, the student will be able to:

1. have a general understanding of sport marketing, its industry and participants, and the unique socio-economic culture it operates within.
2. understand the strategic framework for marketing sport and to market products/services through sport.
3. have a general knowledge of sports marketing communications and the methods of sponsorship marketing.

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### Evaluation

1. **Major Project** - To effectively understand the components of a sport marketing program, groups made up of 2-3 students will be required to produce a marketing package for a sport. Value: 25%
2. **Sport Critique Project** - The student will be required to critically analyze and evaluate the marketing process of an existing sport marketing program. Value: 15%
3. **Class Presentations** - A 12 to 15 minute presentation is required from each student. Presentations are scheduled during the last five weeks of the session. Value: 10%
4. **Class Participation** - Students will be expected to bring and discuss with the class articles pertaining to the subject matter. Full attendance and active class participation will also be factored into the grade. Value: 10%
5. **Final Exam** - A two hour final examination will be given to students on the final day of classes and will be based on course materials and discussion. Value: 40%

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### ATTENDANCE:

Regular attendance is required. Students must attend at least 80% of all classes unless other arrangements are made with the instructor(s). Failure to do so may result in the student being prevented from completing the course.

**Course Summary:**

This course examines the marketing so sport; the strategies behind marketing amateur, recreational and professional sport and the promotion of products through sport. Studied primarily through lectures and course materials, the course will be enhanced practically with projects, group workshops and industry related guests.

This course will appeal to individuals who address sponsorship and sport marketing in their occupation or volunteer work. Even organizers, sport administrators, as well as promotion, community relations and event marketing personnel or individuals considering entry in these fields will also be interested. Some knowledge of marketing would be beneficial.

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**Course  
Record**

Developed by: \_\_\_\_\_ Date: \_\_\_\_\_  
Instructor Name and Department  
(signature)

Revised by: \_\_\_\_\_ Date: \_\_\_\_\_  
Instructor Name and Department  
(signature)

Approved by: \_\_\_\_\_ Start  
Date: \_\_\_\_\_  
Associate Dean  
(signature)



BRITISH COLUMBIA INSTITUTE OF  
TECHNOLOGY

Course Outline **Part B**

*Business*

Program: **PART TIME STUDIES**

Option: **Marketing Management**

**MKTG 1119**  
**SPORTS MARKETING**

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**Effective Date**

September 1999

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**Instructor(s)**

Dave Doroghy

Office No.: 899-7452

Phone:

Office Hours:

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**Required Text(s) and Equipment**

Sports Marketing: It's not Just a Game Anymore, by Schaff, 1995, Canbook Dist.

**Reference Text(s) & Recommended Equipment**

Sport and Event Marketing - Sport Marketing Institute (Toronto)

I.E.G. Sponsorship Report

I.E.G. Event Marketing Seminar Series - International Events Group (Chicago)

Marketing - Weekly Publications (MacLean Hunter, Toronto)

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**Course Notes (Policies and Procedures)**

ALL OUTLINES, SCHEDULES AND MARK ALLOCATIONS ARE SUBJECT TO CHANGE.

This course outline may assist you in the future to receive credit for all or part of a course from another post-secondary institution or from a professional program. It is strongly recommended that you keep this course outline in a safe place for future reference.

**CHEATING, PLAGIARISM AND DISHONESTY:** "Acts of cheating, plagiarism and dishonesty are not tolerated; the degree of punitive action may range from a written warning to withdrawal from the program. These penalties may also be applied to student who knowingly contribute to the act of dishonesty, cheating and plagiarism." (Refer to the current BCIT Calendar.)

**ASSIGNMENTS;** Late assignments or projects will not normally be accepted for marking unless agreed to by the instructor.

**CLASS CONDUCT:** Students are expected to act professionally during class. Students disrupting classes or disturbing others during class will be asked to leave and their behaviour will be reported to their program head.

**COURSE OUTLINE CHANGES:** The material specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

Session	Outcome/Material Covered	Reference/Reading
1	<b>Introduction to Sport Marketing</b> <ul style="list-style-type: none"> <li>• Historical perspectives, market analysis, growth and size of the industry.</li> <li>• State of the industry.</li> </ul>	
2	<b>The Sport Marketing Environment</b> <ul style="list-style-type: none"> <li>• Sport consumer markets and trends.</li> </ul>	
3	<b>The Sport Marketing Mix</b> <ul style="list-style-type: none"> <li>• Marketing planning in Amateur sport / marketing research.</li> </ul>	
4	<b>Marketing Communications</b> <ul style="list-style-type: none"> <li>• The sport media platform / positioning and image strategies.</li> </ul>	
5	<b>Sponsorship Marketing</b>	
6	<b>Determining the Sponsorship Value</b> <ul style="list-style-type: none"> <li>• Pricing and qualifying strategies.</li> </ul>	
7	<b>Corporate Objectives in Sponsorship</b> <ul style="list-style-type: none"> <li>• Leveraging sponsorship involvement.</li> </ul>	
8	<b>Marketing Integration</b> <ul style="list-style-type: none"> <li>• Sport marketing in the retail environment / consumer promotions.</li> </ul>	
9	<b>Endorsement</b> <ul style="list-style-type: none"> <li>• Measuring sponsor effectiveness.</li> </ul>	
10	<b>The Business of Professional Sport</b> <ul style="list-style-type: none"> <li>• Pricing / sport television / the economics of a fans.</li> </ul>	
11	<b>Community and Public Relations</b>	
12	<b>Final Exam</b>	