

**COURSE OUTLINE**COURSE NAME SPORTS MARKETINGCOURSE NUMBER MKTG 1119DATE APRIL 1996Prepared by School of BusinessTaught to Part Time StudiesSchool BusinessDate Prepared JUNE 1994Term ALL Hrs/Wk 3Credits 3No. of Weeks 12Total Hours 36

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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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## **REFERENCE TEXT(S) AND 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 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.

## COURSE OUTLINE - MKTG 1119

(continued)

WEEK	Material Covered
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>