

**COURSE SYLLABUS
LEISURE SERVICES MARKETING
LEI 6562-RVC**

GENERAL INFORMATION

PROFESSOR INFORMATION

| | | | | |
|---|----------------------|------------------------|---------------|---------------------------------------|
|  | Instructor: | Prof. Jina Hyejin Bang | Phone: | (305) 348-1411 |
| | Office: | ZEB 339A | Fax: | (305) 348-1515 |
| | Office Hours: | By appointment | Email: | Please use Blackboard course messages |

COURSE DESCRIPTION AND PURPOSE

The course is designed to introduce marketing principles and concepts. Both theory and practical application to the unique sports industry environment will be addressed and discussed. Major components to be discussed will include: understanding and applying existing theory and data relevant to sport marketing, the significance and use of sport marketing research, and the evaluation of evidence relevant to sport marketing.

COURSE OBJECTIVES

Students will be able to:

- Understand marketing and its function as a vital component of sport management.
- Understand marketing concepts as they are currently being applied in various sport management contexts
- Understand and analyze consumer behavior and research tools.
- Research and explain current literature in relation to sport marketing.
- Identify the skills to perform basic marketing responsibilities.
- Build a foundation to engage in advanced work in marketing, consumer behavior, or related fields

MAJOR & CURRICULUM OBJECTIVES TARGETED

There are no listed Major & Curriculum Objectives targeted by this particular course. Should you have any questions, please contact the professor.

TEACHING METHODOLOGY

This is a fully online course in which all of the instructional materials and activities are delivered through Blackboard, and/or other internet-based media. Some exams may require the use of an approved proctoring center. Should you have any questions, please contact the professor.

ASSURANCE OF LEARNING

The College of Education cares about the quality of your education. For more information please visit the [Assurance of Learning](#) website to learn more on the College's commitment to this initiative.

IMPORTANT INFORMATION

POLICIES

Please review [FIU's Policies webpage](#). The policies webpage contains essential information regarding guidelines relevant to all courses at FIU, as well as additional information about acceptable netiquette for online courses.

ACCESSIBILITY AND ACCOMMODATION

Please visit our [ADA Compliance](#) webpage for information about accessibility involving the tools used in this course.

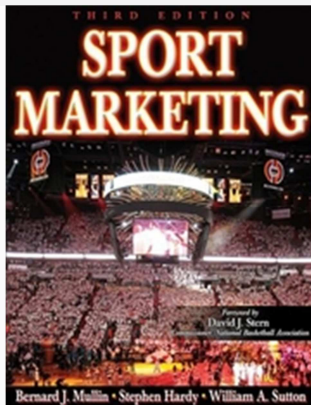
Please visit [Blackboard's Commitment to Accessibility](#) webpage for more information.

For additional assistance please contact FIU's [Disability Resource Center](#).

COURSE PREREQUISITES

There are no prerequisites for this course.

TEXTBOOK



Sport Marketing (3rd Ed.)

Mullin, B. J., Hardy, S., & Sutton, W. A. (Eds.)

Champaign, IL: Human Kinetics (2007)

ISBN: 9780736060523

You may purchase your textbook online at the [FIU Bookstore](#).

EXPECTATIONS OF THIS COURSE

This is an online course, which means most (if not all) of the course work will be conducted online. Expectations for performance in an online course are the same for a traditional course. In fact, online courses require a degree of self-motivation, self-discipline, and technology skills which can make these courses more demanding for some students.

- Students are responsible to have an Internet access to retrieve posted class materials on Blackboard
- It is your responsibility to check Blackboard regularly.
- Exams will be taken at the designated time block. Because the exam is on-line, **only limited amount of time** will be allowed to prevent students from consulting with class materials. You are expected to study class materials before the exam.
- If designated exam time does not work, an arrangement should be made **in advance** between the instructor and a student (students must provide a compelling reason to do this).
- **Make sure you have a STABLE internet access for the exam time block.**
- Discussions should be posted by designated time.
- Late assignment will result a **10% penalty** each day that it is late.
- If you have questions, please feel free to ask questions **before the assignment is due.**
- Best way to contact the instructor is via email.
- If you want to meet the instructor, you can set up an appointment with the instructor for the meeting. **Don't wait too long, if you don't understand class materials!!!**
- It is your responsibility to understand the class policies written on this syllabus.
- All assignments must be turned in to receive a grade in the class.
- Other activities, which should warrant a make-up exam, include intercollegiate sports (F.I.U. Athletic teams, not intramurals), student government, University band or concert orchestra etc. These students may be excused for games and team travel only with written approval on the appropriate F.I.U. form. It is the student's responsibility to inform the instructor in advance of any such conflicts. Make-up exam times will be scheduled jointly between the student and instructor.

COURSE DETAILS

COURSE COMMUNICATION

Communication in this course will take place via **Messages**.

Messages is a private and secure text-based communication system which occurs within a course among its Course members. Users must log on to Blackboard to send, receive, or read messages. The Messages tool is located on the Course Menu, on the left side of the course webpage. It is recommended that students check their messages routinely to ensure up-to-date communication.

Visit our [Writing Resources webpage](#) for more information on professional writing and technical communication skills.

ITEMS FOR EVALUATION

Students are required to keep track of their grade posted on Blackboard. If you have any questions about your posted grades, you should contact the instructor within one week from the posting date of the grade. The possible total points are 500 and you just need to add the scores you receive from each area to determine your final grade.

| Course Requirements | Number of Items | Points for Each | Total Points Available | Weight |
|--------------------------|-----------------|-----------------|------------------------|--------|
| Chapter Summary | 13 | 10 | 130 | 26% |
| Discussion Board Posting | 5 | 10 | 50 | 10% |

| | | | | |
|----------------------|-----------|------------|------------|-------------|
| Article Critique | 1 | 60 | 60 | 12% |
| Sport Marketing Plan | 1 | 100 | 100 | 20% |
| Midterm I | 1 | 35 | 35 | 7% |
| Midterm II | 1 | 40 | 40 | 8% |
| Midterm III | 1 | 35 | 35 | 7% |
| Final Exam | 1 | 50 | 50 | 10% |
| Total | 16 | N/A | 500 | 100% |

CHPATER SUMMARY (13 × 10 points = 130)

This assignment is to provide enough summary information about each chapter so that every student can acquire the essential knowledge from the chapter. A student (1) writes summaries of chapters every week (Week 2-Week 15 excluding spring break). This summary should provide a brief but detailed overview of the chapter.

- a) Explain the main arguments of the chapter
- b) Give your evaluation of the chapter--what were the strengths of the arguments, what was most interesting, would you critique or expand on the arguments in some way?
- a) Length: **2 pages (500 words)**, typed, double spaced, 12 point Times New Roman font.
- b) Paper Due: **Every Thursday by 11:59pm**

DISCUSSION BOARD POSTING (5 × 10 points = 50)

Five discussion questions will be posted on Blackboard over the course, and students need to post/express their educated opinions related to the issue **by the end (11:59pm) of the designated dates**. Questions will be posted on the first day of its respective module. Late postings will deduct your points. Quality of discussion and the ability to articulate your opinions will be evaluated.

ARTICLE CRITIQUE (1 × 60 points = 60)

A student (1) picks and completes **ONE** research article critique over the course, and submits the article critique by Thursday (11:59pm) ten days after each article is provided. Five research articles will be provided during the semester, but you pick only ONE article.

The article critique should be submitted in the following format:

- a) Top left corner type your name and the date.
- b) Centered, type the topic (e.g., sport marketing).
- c) Provide a one paragraph summary of the article, followed by your critique of the article that includes your brief statement regarding implications for practice.
- d) Type the full reference at the end of the paper.
- e) Length: **2 pages maximum**, typed, **single spaced, 11 point font**.
- f) Paper Due: **Thursday by 11:59pm** 10 days after the article is posted.

How to critique a journal article?

(Source of information: Rosen, Leonard J. and Laurence Behrens, eds. The Allyn & Bacon Handbook. 1994.)

Step 1. Analyze the text

As you read the journal article you are to critique, the following are some questions that will help you analyze the text and that you may want to address in your critique.

- What is the author's main point?
- What is the author's purpose?

- Who is the author's intended audience?
- What evidence/arguments does the author use to support the main point?
- What are the author's underlying assumptions or biases?

Step 2. Evaluate the text

After you have read the text, you can begin to evaluate the author's ideas. The following questions provide some ideas to help you evaluate the text:

- Is the argument logical?
- Is the text well-organized, clear, and easy to read?
- Have important terms been clearly defined?
- Do the arguments support the main point?
- Did the author(s) accomplish their purpose?
- Did the findings/argument support the conclusions?
- Does the text present and refute opposing points of view?
- Did the author(s) research questions coincide with the research methodology?
- Was the research rigorous?
- How did the article contribute to knowledge or did it repeat what is already known about the topic?
- What significance, if any, did the manuscript have for policy or practice?

Step 3. Plan and write your critique

Write your critique in standard essay form. It is generally best not to follow the author's organization when organizing your analysis, since this approach lends itself to summary rather than analysis. Begin with an introduction that defines the subject of your critique and your point of view. Defend your point of view by raising specific issues or aspects of the argument. Conclude your critique by summarizing your argument and re-emphasizing your opinion.

- You will first need to identify and explain the author's ideas. Include specific passages that support your description of the author's point of view.
- Offer your own opinion. Explain what you think about the argument. Describe several points with which you agree or disagree.
- For each of the points you mention, include specific passages from the text (you may summarize, quote, or paraphrase) that provide evidence for your point of view.
- Explain how the passages support your opinion.

SPORT MARKETING PLAN (1 × 100 points = 100)

In groups of five (5), students will work together on this project. The groups will be self-selected, NOT instructor-assigned. Develop a marketing plan for a new MLB team in Las Vegas. The groups will submit a 10-12 page written paper that addresses all areas below.

- Length – **10-12 pages**, typed, double spaced, 12 point Times New Roman font.
- Paper Due: **April 19, 2014, 11:59pm**. Students (5) submit one paper including all their names.
- **Your Marketing Plan should include the following:**
 1. **Executive Summary** – a condensed overview of the marketing plan.
 2. **Introduction** – Brief background information; description of the business; and description of the proposed product.
 3. **SWOT Analysis** – internal and external contingencies regarding the factors influencing the success of the proposed product (marketing-related factors).
 4. A comprehensive overview of **Consumer Information**.

- Discuss information that you have obtained on the organization's current or prospective consumers.
- Include your research findings in the narrative form in the text of the marketing plan, as well as in the form of graphs, figures, and or tables.

The information gathered from the consumer research should guide the strategies included in the marketing plan. Remember, the essence of effective marketing is responding to consumer wants, needs, and interests in a manner that also satisfies the business objectives of the organization (creating a favorable exchange relationship).

5. **Marketing Goals and Objectives** – that will enable the organization to satisfy its business objectives.
6. **Marketing Strategies:**
 - A. A discussion and presentation of a strategy for **Market Segmentation.**
 - What will serve as the basis for segmentation, and why?
 - Provide an analysis and rationale for selecting the primary and/or secondary **target markets.**
 - B. A discussion of the **Product.**
Examples:
 - Team Name
 - Logo & Mascot
 - Team Colors
 - Hat Design/Jersey Design
 - Be creative & original with the above list, but remember too creative or too original will restrict sales (not too many teams sport pink and green, and it's for a reason)
 - Think about what will make me buy these products after the inaugural season is over
 - What is the core product
 - What are the product extensions
 - Product life cycle considerations
 - C. A discussion and presentation of the **Pricing Strategies.**
Examples:
 - What will you charge for ticket prices? Club seats? Suites? Etc?
 - Is that higher, lower, or the same as similar teams and why?
 - What types of season ticket packages will you offer?
 - Will you charge for PSLs?
 - What will you charge for concessions? Alcohol?
 - Is that higher, lower, or the same as similar teams and why?
 - Will you offer different food in the club and suite level than the general seating? Why? What? How?
 - D. A discussion of the **Place** the event is held and the means of its **Distribution.**
Examples:
 - Stadium Seating Capacity & Breakdown (General seating, club, suite)
 - Look at typical stadiums and make your assumptions
 - Will you add any unique touches to the stadium?
 - E. A comprehensive **Promotional Plan** (local, national, international). Discuss the means in which you will promote this activity/event. Include the elements such as advertising; personal selling; promotional licensing; public relations activities (media

relations and community relations), etc. If applicable, provide samples of the elements discussed in your promotional plan (such as flyers, brochures, t-shirts, etc.).
Examples:

- If local (why not expand?); If national (different campaigns for different regions?)
 - How would strategies differ for the different regions?
- What is your promotional strategy?
 - Slogans, advertisements, etc.
 - Will you focus on player, team, excitement of going to a game, etc.?
- How will you get your message across?
 - What mediums (print, television, internet, etc.) will you use and how will you use them?
- What types of promotions will you use to entice fans to come to specific games?
 - Bobble heads, free hats, schedule magnets, etc.

F. Develop a plan to secure **Corporate Sponsorships**.

Examples:

- What corporate sponsorships do you think you will be able to obtain?
 - Remember partnering with Casinos and Gambling-related enterprises is forbidden.
 - Look locally and nationally
 - What will you offer in return for these sponsorships?
 - Will they be able to have corporate events at the stadium? Promotional nights? Be coupled with specific marketing programs (i.e. Baseball 101, etc.)?
- How much and how long will these contracts be for?
 - This will require research, this should not just be based on anecdotal evidence, but facts gleaned either from MLB information, salient articles, or research journals (how to access these journals will be covered in class)
 - This must be realistic and based upon the current economic market

7. A presentation of a **Timeline** for implementation/plan of action.

8. A discussion of methods of **Evaluating** the plan/marketing strategies (e.g., sales analysis, # attendance, brand awareness).

The marketing plan should be thorough and detailed enough so that the organization to which it is submitted could actually implement the plan based on the information and suggestions contained therein.

MIDTERM I (1 × 35 points = 35)

Midterm I will be available from **Friday (1/24), 12:00am, to Saturday (1/25), 11:59pm**. The format will be a combination of multiple choice and true/false.

In order to mitigate any issues with your computer and online assessments, it is very important that you take the "Practice Quiz" from each computer you will be using to take your graded exams. It is your responsibility to make sure your computer meets the minimum **hardware requirements**.

Assessments in this course are not compatible with mobile devices and should not be taken through a mobile phone or tablet. If you need further assistance please contact [FIU Online Support Services](#).

MIDTERM II (1 × 40 points = 40)

Midterm II will be available from **Friday (2/21), 12:00am, to Saturday (2/22), 11:59pm**. The format will be a combination of multiple choice and true/false.

MIDTERM III (1 × 35 points = 35)

Midterm III will be available from **Friday (3/21), 12:00am, to Saturday (3/22), 11:59pm**. The format will be a combination of multiple choice and true/false.

FINAL EXAM (1 × 50 points = 50)

Final exam will be given to measure the student's knowledge, comprehension, and application skills. The final exam will be cumulative (Ch. 1 – Ch. 19) and available from **Sunday (4/20), 12:00am to Tuesday (4/22), 11:59pm**. The format will be a combination of multiple choice and true/false.

GRADING

| Letter Grade | Range | Letter Grade | Range | Letter Grade | Range |
|--------------|----------|--------------|-------|--------------|-------|
| A | Above 93 | B- | 81-83 | D+ | 67-70 |
| A- | 91-92 | C+ | 77-80 | D | 64-66 |
| B+ | 87-90 | C | 74-76 | D- | 61-63 |
| B | 84-86 | C- | 71-73 | F | < 61 |

COURSE CALENDAR

| Module | Date | Topic | Assignment | Required Reading & Exam |
|--------|---------------|--|--|--|
| 1 | Jan 6-Jan 12 | Introduction The Special Nature of Sport Marketing | | Ch. 1 |
| 2 | Jan 13-Jan 19 | Strategic Marketing Management Studies of Sport Consumers | Ch 2 or Ch 3 Summary (by 11:59 pm on 1/16) | Ch. 2 Ch. 3 |
| 3 | Jan 20-Jan 26 | Perspectives in Sport Consumer Behavior | Ch 4 Summary (by 11:59 pm on 1/23) Discussion 1 (by 11:59 pm on 1/24) | Ch. 4 Midterm I (Ch 1–Ch 4, Fri, 1/24, 12:00am – Sat, 1/25, 11:59pm) |

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| 4 | Jan 27-Feb 2 | Data-Based Marketing and the Role of Research in Sport Marketing | Ch 5 Summary (by 11:59 pm on 1/30) | Ch. 5 |
| | | | Article 1 Critique Due (by 11:59pm on 1/30) | |
| 5 | Feb 3-Feb 9 | Market Segmentation | Ch 6 Summary (by 11:59 pm on 2/6) | Ch. 6 |
| | | | Discussion 2 (by 11:59 pm on 2/7) | |
| 6 | Feb 10-Feb 16 | The Sport Product | Ch 7 Summary (by 11:59 pm on 2/13) | Ch. 7 |
| | | | Article 2 Critique Due (by 11:59pm on 2/13) | |
| 7 | Feb17-Feb 23 | Managing Sport Brands Licensed and Branded Merchandise | Ch 8 or Ch 9 Summary (by 11:59 pm on 2/20) | Ch. 8 Ch. 9 Midterm II (Ch 5–Ch 9, Fri, 2/21, 12:00am – Sat, 2/22, 11:59pm) |
| | | | Discussion 3 (by 11:59 pm on 2/21) | |
| 8 | Feb 24-Mar 2 | Pricing Strategies | Ch 10 Summary (by 11:59 pm on 2/27) | Ch. 10 |
| | | | Article 3 Critique Due (by 11:59pm on 2/27) | |
| 9 | Mar 3-Mar 9 | Promotions Sales | Ch 11 or Ch 12 Summary (by 11:59 pm on 3/6) | Ch. 11 Ch. 12 |
| | | | Discussion 4 (by 11:59 pm on 3/7) | |
| 10 | Mar 10-Mar 16 | Spring Break | | |
| 11 | Mar 17-Mar 23 | Promotional Licensing and Sponsorship | Ch 13 Summary (by 11:59 pm on 3/20) | Ch. 13 Midterm III (Ch 10–Ch 13, Fri, 3/21, 12:00am – Sat, 3/22, 11:59pm) |
| | | | Discussion 5 (by 11:59 pm on 3/21) | |

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| | | | Ch 14 Summary (by 11:59 pm on 3/27) | |
| 12 | Mar 24-Mar 30 | Place or Product Distribution | Article 4 Critique Due (by 11:59pm on 3/27) | Ch. 14 |
| 13 | Mar 31-Apr 6 | Electronic Media Public Relations | Ch 15 or Ch 16 Summary (by 11:59 pm on 4/3) | Ch. 15 Ch. 16 |
| 14 | Apr 7-Apr 13 | Coordinating and Controlling the Marketing Mix | Ch 17 Summary (by 11:59 pm on 4/10) Article 5 Critique Due (by 11:59pm on 4/10) | Ch. 17 |
| 15 | Apr 14-Apr 20 | The Legal Aspects of Sport Marketing The Shape of Things to Come | Ch 18 or Ch 19 Summary (by 11:59 pm on 4/17) Sport Marketing Plan Due (by 11:59 pm on 4/19) | Ch. 18 Ch. 19 |
| 16 | Apr 21-Apr 26 | Finals Week | Final (Ch1–Ch 19, Sun, 4/20, 12:00am – Tue, 4/22, 11:59pm) | |