

# BUS 385 – SPORTS MARKETING

## SYLLABUS

**Instructor:** Ms. Heather M. Wuebker, MBA  
**Email:** hwuebker@hotmail.com

### COURSE DELIVERY:

Print-Based Correspondence Course

### CREDIT HOURS:

Three Semester Hours

### COURSE MATERIALS:

To order textbooks or obtain information about book titles you may go to [www.exstudies.adams.edu](http://www.exstudies.adams.edu) and click on the “ASC Bookstore” icon.

Use **Section Number: 828** to order books from Bookstore site.

### Required Textbook:

Kaser and Oelkers. (2005). *Sports and Entertainment Marketing (2<sup>nd</sup> Edition)*.  
Cincinnati: South-Western Educational Publishing. ISBN 0-538-43889-4.

### CATALOG DESCRIPTION:

Sports Marketing (BUS 385) illustrates the dynamic, progressive and influential nature of sports marketing. This course explores the sport marketing concept as a consumer-driven, integrated, goal oriented philosophy for a team, event, organization or athlete. Topics covered include: athletic endorsements, team sports, event sponsorships and alternative sports.

### STUDENT LEARNING OUTCOMES:

As you work your way through each chapter, the following will help to narrow your focus/area of study upon those key points of importance within each chapter.

#### Chapter 1

- ✓ Describe the basic concepts of marketing.
- ✓ Define the seven key marketing functions.
- ✓ Define sports marketing, and understand the importance of target markets.
- ✓ Identify sports marketing strategies.
- ✓ Understand why marketing must relate to the specific audience.
- ✓ Relate advances in entertainment technology to changes in distribution.
- ✓ Recognize the power of television and the Internet as marketing tools.
- ✓ Understand customer feedback.

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- ✓ Apply the marketing mix to recreation marketing.
- ✓ Describe marketing for the travel and tourism consumer.

### Chapter 2

- ✓ Explain the importance of the NCAA and team rankings to college sports.
- ✓ Define market segmentation.
- ✓ Discuss the growing market surrounding women's college athletics.
- ✓ Understand the benefits of college sports to the home community.
- ✓ Identify benefits of sponsorship and licensing to a team.
- ✓ Explain the reasons for realignment of college conferences.
- ✓ Discuss marketing and sponsoring of amateur sports.
- ✓ Understand the economic benefits of amateur sports.

### Chapter 3

- ✓ Discuss the financial impact of professional sports.
- ✓ Identify the perks associated with big league sports.
- ✓ Describe the distribution process for a professional sports team.
- ✓ Explain the process for financing a professional sports team.
- ✓ Understand the role of agents in marketing.
- ✓ Explain ways that professional sports organizations and their sponsors develop an athlete's character.
- ✓ Assess the impact of ethical behavior on an athlete's promotional value.

### Chapter 4

- ✓ Understand the enormous market for sports.
- ✓ Explain emotional ties to sports and earning power of women in sports.
- ✓ Discuss the marketing cycle.
- ✓ Understand sponsors and their investments.
- ✓ Discuss prohibited sponsorship
- ✓ Discuss promotion and its objectives.
- ✓ Understand the tools used in promotion.
- ✓ Define endorsements and their restrictions.
- ✓ Describe qualifications for endorsers.

### Chapter 5

- ✓ Discuss the importance of positive public relations for sports.
- ✓ Explain how public relations firms assist in creating favorable images.
- ✓ Evaluate how athletes can affect public perceptions.
- ✓ List the advantages of fan clubs to both fans and athletes.
- ✓ Discuss the importance of marketing research before undertaking a licensing agreement.
- ✓ Explain how a sports figure can be successful in the lecture circuit.

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- ✓ Describe the steps in the creation of popular sports books.

## Chapter 6

- ✓ Describe the importance of charities and tournaments to the successful images of athletes and teams.
- ✓ Explain why athletes become involved with or create their own foundations.
- ✓ Explain why sports celebrity camps have become increasingly popular.
- ✓ Describe ways to promote a sports camp.
- ✓ Define the relationship between sponsorship and interest in one-day seminars.
- ✓ Evaluate three methods of advertising workshops, and discuss the benefits of each.

## Chapter 7

- ✓ Explain the role of a sports marketing firm.
- ✓ Understand the importance of maintaining a positive image for sports owners and marketing firms.
- ✓ Describe sports that have become popular internationally.
- ✓ Describe ways in which sports marketing has increased international awareness of sports.
- ✓ Explain some challenges in marketing the Olympics and women's sports.
- ✓ Identify numerous sports marketing careers.
- ✓ Describe skills and personal characteristics necessary for a career in sports marketing.

## Chapter 10

- ✓ Examine marketing strategies based on changing demographics.
- ✓ Apply market information to recreational events.
- ✓ Explain the importance of the travel and tourism industry to sports and entertainment marketing.
- ✓ Describe how technology has changed travel marketing.
- ✓ Understand the importance of partnerships between airlines and recreation destinations.
- ✓ Discuss the popularity of halls of fame as destinations.
- ✓ Explain the marketing strategies of theme parks and resorts.
- ✓ Describe careers in recreation marketing.
- ✓ Develop a recreation marketing career plan.

## Chapter 11

- ✓ Explain the steps in the advertising process.
- ✓ Understand the importance of measuring advertising effectiveness.
- ✓ Define the purposes of marketing research.

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- ✓ Understand the human element in marketing research.
- ✓ Explain the purpose of a marketing plan.
- ✓ Describe the components of a strategic marketing plan.
- ✓ Discuss the profit motive behind sports and entertainment marketing.
- ✓ Describe the types of financing related to sports and entertainment marketing.

### Chapter 12

- ✓ Explain risk management in the distribution of sports and entertainment.
- ✓ Describe the importance of copyright law to pricing.
- ✓ Discuss the need for contracts.
- ✓ Analyze the public relations impact of labor laws on sports.
- ✓ Assess the financial harm that strikes may cause to a sport.
- ✓ Analyze the impact of labor unions on sports and entertainment pricing.
- ✓ Explain licensing.
- ✓ Describe the financial value of licensing sports and entertainment merchandise.

### **COURSE REQUIREMENTS:**

Before beginning any coursework, please contact me via e-mail (preferably) or snail mail with the following information:

- Contact information (name, address, phone, e-mail, etc)
- Picture of yourself
- Major
- Current occupation
- College from which you hope to attain your degree
- What you hope to do with your degree
- Reason for taking the course (other than it being a requirement for your major)
- Hobbies/interests/various other information you wish to share

### **GRADE DISTRIBUTION AND SCALE:**

In alignment with ASC academic policies, no D may apply to a major or minor field.

Each lesson in this course consists of a chapter reading assignment, a PowerPoint overview supplemental guide and a send-in chapter review assignment. After completing the first 5 chapters, you will complete 1 case study, found at the end of each chapter, from any of the chapters 1-5. Upon completion, you may move on to chapters 6-7, 10-12 which follow the same format, again requiring the completion of chapter readings, PowerPoint guides and send-in chapter reviews. 1 case study from Chapters 6-7, 10-12 is required.

Chapter review multiple choice questions: 1 pt each  
Chapter review short answer questions: 5 pts each  
Case studies (2): 41 pts each

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### ***BUS 385: Sports Marketing***

#### **Grade Distribution:**

10 Chapter Reviews (MC=1 pt each; SA=5 pts each) =	418
2 Case Studies (41 pts each) =	82
Total points possible	<b>500</b>

#### **Grade Scale:**

A = 450 – 500
B = 400 – 449
C = 350 – 399
D = 300 – 349
F = <299

### **ADA STATEMENT:**

Students who need special accommodation to complete this class should contact the instructor and the Office of Student Affairs, 719.587.7221 as soon as possible.