BUS 385 – SPORTS MARKETING

SYLLABUS

Instructor:  Heather Ashbach
Email:  hashbach@live.com (preferred method of contact)
Phone:  719.651.3224
Address:  PO Box 3474, Dana Point, CA 92629

COURSE DELIVERY:

Print-based correspondence

CREDIT HOURS:

Three Semester Hours

COURSE PREREQUISITES:

BUS 304

COURSE TIME LIMITS:

Correspondence courses require a minimum of 6 weeks and a maximum of one year from the date of registration to complete and all course requirements.

COURSE MATERIALS:

Textbooks can be purchased from the Adams State University Bookstore. To order textbooks or obtain information about book titles, you may go to extudies.adams.edu and click on the "Bookstore" link. Select "DISTLEARN" from the department menu. (http://adams.edu/students/sub/bookstore/)

Use Section Number: 828 to order books from Bookstore site. This should provide the correct textbook information and ordering options.

If you have questions, you can contact the Bookstore at 719-587-7981, email at asubookstore@adams.edu or by mail to Adams State University Bookstore, 208 Edgemont Blvd., Suite 3140, Alamosa, CO 81101.

Required Textbook:

BUS 385 – SPORTS MARKETING

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:

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

Chapter 1

- Describe the basic concepts of marketing.
- Explain the marketing mix.
- Define the core standards of marketing.
- Define sports marketing.
- Explain the value of sports marketing to the economy.
- Define entertainment.
- Describe the impacts of advances in entertainment technology on entertainment marketing.

Chapter 2

- Describe profit and explain the profit motive.
- Describe types of economic utility.
- Define risk and describe the categories and classification of risk.
- Name and describe four strategies for risk management.
- Define ethics.
- Discuss the impacts of unethical behavior.
- Discuss sources of funding and revenue for sports and entertainment businesses.
- Describe four tools for financial analysis.

Chapter 3

- Define industry and five examples of subdivisions of an industry.
- Explain why marketing decisions are based on industry standards, norms and trends.
- Explain how a sports figure can be successful in the motivational lecture circuit and the publishing industry.
- Explain the purpose of and promotion methods used for sports camps and clinics.
- Explain the role of travel and tourism in sports and entertainment.
- Discuss the roles of resorts and theme parks.
- Describe the international role of sports and entertainment marketing.
- Discuss the challenges of international marketing.
Chapter 4

• Explain the central focus of the marketing concept.
• Explain reasons for increased sports and entertainment options.
• Explain the importance of understanding buyer behavior when making marketing decisions.
• List and describe means of collecting marketing information for use in decision making.
• Define target market and market segment.
• Describe how businesses use market segmentation.
• Explain the importance of outstanding customer service.
• Explain what it means to establish a service culture.

Chapter 5

• Explain the purpose of marketing-information management.
• Describe careers in marketing-information management.
• List and describe the steps involved in marketing research.
• Discuss the human factors in marketing research.
• Explain the options for electronic data collection.
• Discuss the concept of data-driven decisions.

Chapter 6

• Explain the difference between marketing tactics and strategies.
• Discuss the importance of planning to stay ahead of the competition.
• Explain the importance of learning from customers.
• Discuss sports marketing strategies.
• Discuss entertainment marketing strategies.
• Explain how marketers determine direction and focus for a marketing plan.
• List and describe the components of a marketing plan.

Chapter 7

• Define product mix, product extension and product enhancement.
• List and describe the components of the product mix.
• Define the bottom line for sports.
• Explain the high cost of sports and entertainment events.
• Describe the financial impact of Baby Boomers on the entertainment industry.
• List and describe the stages of the product life cycle.
• Explain how products are positioned in the marketplace.
Chapter 8

- Explain the importance of sports and entertainment distribution.
- List and describe distribution channels for sports and entertainment.
- Discuss distribution and sponsorship of amateur sports and recreation.
- Discuss the distribution of college sports.
- Discuss the distribution of professional sports.
- Describe the convergence of sports and entertainment media.

Chapter 9

- Explain the relationships among supply, demand and price.
- Discuss the government’s influence on pricing.
- Discuss pricing strategies used by businesses to increase sales.
- List five steps for determining price.
- Define the business cycle and describe its impact on sports and entertainment.
- Discuss the importance of monitoring consumer trends.

Chapter 10

- Describe the goals of promotion.
- List and define four elements of promotion.
- List and describe the steps involved in developing effective advertising.
- Describe the use of product placement.
- Define publicity and explain its role in creating a positive public image.
- Describe various types of sales promotions.

Chapter 11

- List steps in developing a promotional plan.
- Discuss recent promotional trends and ways to stay current with trends.
- Explain the benefits of sponsorship to the sponsor.
- Define endorsements and discuss their restrictions.
- Explain the promotional value of involvement in seasonal themed events.

Chapter 12

- List the steps involved in the sales process.
- Discuss the management of skills and knowledge necessary for successful salespeople.
- Explain the difference between ticket brokers and ticket scalpers.
- Describe the ticket economy and strategies for getting highly sought tickets.
- Explain the sales strategies for attracting groups to sports and entertainment venues.
- Describe how corporations use sports and entertainment to motivate employees and impress clients.
Chapter 13

- Discuss how laws impact sports and entertainment marketing.
- Explain copyright law.
- Explain the need for salary caps.
- Describe the financial and public relations impacts that strikes may cause to a sport.
- Discuss owner-labor relations and the impacts of labor unions.
- Discuss athlete agents, handlers, and advisors.
- Describe contract law.

Chapter 14

- Describe characteristics of successful entrepreneurs.
- List and describe the key elements of a business plan.
- Explain the need for human resources.
- List and discuss the four functions of human resource departments.
- Describe risks and safety strategies at concert events.
- Describe increased security measures at sporting events.

COURSE REQUIREMENTS:

Introduction/Syllabus Agreement:

Please submit your introduction (detailed in the Study Guide) as soon as possible so that I will know you have read through the course requirements, agree to the Syllabus and that you are beginning the course.

Chapter Reviews:

The course is broken out into 14 Units. Each Unit includes a reading assignment and homework assignment. Before you begin your Unit work, please submit your intro (detailed in Unit 1) so that we can get to know one another. There are a total of 902 possible points for the Chapter Reviews.

Extra Innings Project:

There are two case studies worth 49 points each for a total of 98 points.

Allow up to one week per Unit to receive feedback and grades. You may submit coursework via e-mail (preferably) or snail mail. If submitting via e-mail, please note in the subject line your first and last name, the course number and which assignments are being submitted. If assignments are submitted by mail, postage paid self-addressed envelopes must be included along with all work if you would like it back.

After you have submitted your first assignment and received feedback, you can begin submitting multiple assignments together.
BUS 385 – SPORTS MARKETING

Formatting

All typed work for this course should be done in Word using Arial 12 pt. font, single-spaced. All responses need to be written in complete, cohesive sentences and in a business professional, third person tone (i.e. no “I” or “we” unless using direct quotes or unless asked to provide your personal opinion). Do not simply regurgitate textbook definitions and examples. **Plagiarism is not tolerated. Assignments that are plagiarized will receive a failing grade.** All written work is subject to plagiarism detection software review. Identified instances of cheating or plagiarism will follow the Academic Integrity statement in the Syllabus.

Assignments are to be saved according to the following format:

- Your last name Course Number Unit 1
- EX: Smith BUS 357 Unit 1

For your chapter homework assignments and case study analyses, **please retype each question before providing your answer.** For your case analyses, you will need to provide a brief, **one paragraph synopsis of the case,** and then address all questions that follow each case study in your textbook using information learned from the lesson’s readings as well as any outside resources necessary (remember to retype the questions before you provide your answers). Case Study Analyses should not exceed 5 pages (typed, single-spaced, 12 pt. Arial font). Cite all references, following either APA or MLA format.

**COMPUTER / INTERNET REQUIREMENTS:**

Components of this course may require internet or other computer use. If you do not have access to a computer and/or word processing software, please contact the instructor prior to starting the course.

**GRADE DISTRIBUTION AND SCALE:**

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

<table>
<thead>
<tr>
<th>Grade Distribution:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>14 Chapter Reviews (MC=1 pt., SA=5 pts.)</td>
<td>=</td>
</tr>
<tr>
<td>2 Extra Innings Projects (49 pts. each)</td>
<td>=</td>
</tr>
<tr>
<td>Total points possible</td>
<td>=</td>
</tr>
</tbody>
</table>

**Grade Scale:**

<table>
<thead>
<tr>
<th>Grade Scale:</th>
</tr>
</thead>
<tbody>
<tr>
<td>A = 900 – 1000</td>
</tr>
<tr>
<td>B = 800 – 899</td>
</tr>
<tr>
<td>C = 700 – 799</td>
</tr>
<tr>
<td>D = 600 – 699</td>
</tr>
<tr>
<td>F = &lt; 600</td>
</tr>
</tbody>
</table>
BUS 385 – SPORTS MARKETING

ADA STATEMENT:

Adams State University complies with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act. Adams State University is committed to achieving equal educational opportunities, providing students with documented disabilities access to university programs. In order for a course to be equally accessible to all students, different accommodations or adjustments may need to be implemented. The Office of Disability Services (ODS) is located in Richardson Hall, Suite 3-100, by mail at 208 Edgemont Blvd., Suite 3-100, Alamosa, CO 81101, by email at odsd@adams.edu, or by calling 719-587-7746. They are your primary resource on campus to discuss the qualifying disability, help you develop an accessibility plan, and achieve success in your courses. Please communicate with them as early as possible; this can be in person, via email, or by phone. The Disability Services Coordinator shall either provide you letters to give to your professors for accommodations or email these letters out to you and your professors.

ACADEMIC INTEGRITY:

The Adams State University Student Handbook prohibits all forms of academic dishonesty. These include cheating, plagiarism, forgery, furnishing false information, and alteration or misuse of documents, records, or identification. If you engage in course-related academic dishonesty, you will receive a failing grade for the assignment in question or for the class based on the seriousness of the infraction. Please see the Student Handbook under the section Academic Integrity. I do not take this policy lightly. If you submit work that is lifted completely from the book, an online source (which is not properly cited) or another person’s work, you will fail this course. All written work is subject to plagiarism detection software review.