

MK 394 Sports Marketing

Course Overview

This course will provide a current overview of several facets of the sports marketing industry, including: athlete representation/management, marketing of clients and events, industry structure, technology, strategy and broadcasting.

It will incorporate and reinforce the skills/concepts that you have learned throughout the year, while increasing your knowledge and perspective on the world of sports marketing.

The sports industry is extremely diverse, in that it covers everything from professional to leisure sports, individual and team sports, big events such as the Olympic Games to local events and athlete representation among other topics. There is a great deal of material to be reviewed in this area of study, and we will attempt to cover as much as possible during the next several weeks!

As your professor, my main objective is to provide my students with a big picture view of the sports marketing industry and to help provide analytical skills, knowledge and concepts on a variety of different sectors for better understanding the business of sport.

Course Objectives

This course seeks to assist you in:

- Developing a broad **definition of sports marketing and the marketing concept**
 - The evolution of sports marketing into a global business
- Identifying, and assessing **the role of sports in marketing and professional sports**
 - Identifying the changing role of the consumer
- Developing an awareness of **the role of sponsorship**
- Taking **strategic** and **the operational** decisions.
- Understanding the importance of athletes as **Brands**
- Identifying **the ethical challenges** associated with the application of the marketing programs
- Understanding the basic contents and structure of a sports **marketing plan**

Learning Outcomes

On the completion of this course students will be able to:

- Understand the sports marketing environment and trends influencing marketers.
- Evaluate sports sponsorship decisions
- Understand the process and structure in sporting events

Course structure and calendar

Below you can find the main topics that will be covered. The order in which they are covered will vary, but each topic is directly connected to a chapter from the required text.

Topic 1 (Week 15/09, 2s)

Introduction to the Course

Overview of Sports Marketing today

Overview of Athletes/Agents

Topic 2 (Week 29/09, 1s)

Athlete Representation

The ARod contract

Topic 3 (Week 6/10, 2s)

The Sports Industry

International Management Group

Maria Sharapova

Topic 4 (Week 13/10, 2s)

Globalization

FC Barcelona

Topic 5 (Week 20/10, 2s)

Events

World Cup

Topic 6 (Week 27/10, 2s)

Sponsorship

Topic 7 (Week 3/11, 2s)

NBA and China

Mid Term Exam (Week 10/11, 1s)

Exam review (Week 17/11, 2s)

Topic 8 (Week 24/11, 2s)

Sports Broadcasting

TV Rights

Topic 8 (Week 1/12, 2s)

Red Bull and Formula One

Topic 9 (Week 8/12, 1s)

Coaching and Motivation

Topic 10 (Week 15/12, 2s)

College Sports in the US

Topic 11 (Week 5/01, 1s)

Athletes and CSR

WTA and UNESCO

Topic 12 (Week 12/01, 2s)

Session review

Final Project (TBD)

Course evaluation

The course grade will be based on the following point breakdown:

- Attendance and participation (including preparation of homework): 30%
- Assignments: 30%
- Final project – I will explain this week of mid terms : 40%
- Note: the professor may choose to introduce a make-up assignment for extra credit.
- Re-take policy: the re-take for this course will consist of re-taking failed coursework evaluations and a final exam that encompasses the entire course.

Methodology

The learning experience is based on a range of teaching methods that seek to foster your understanding of the marketing function. The classes will be dynamic only if students come to class prepared and willing to contribute to class discussion.

The classes will concentrate on the principle marketing concepts, readings and case studies that you will be required to do outside class time as well as in-class discussions. We will also draw on a vast array of multimedia sources such as videos and readings to supplement written material.
