

University of Wisconsin-Milwaukee
Sports Marketing
Bus 467
Summer Session 2016

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Course Description:

To provide the student with an overview of the issues and trends in sports marketing. Attention will be given to the issues facing sport organizations and to the use of marketing techniques to solve business-related problems. It will also focus on the challenges of organizations to use sports properties to enhance their marketing efforts.

This course examines the world of sports as a business and will focus on attracting the customer—sports fans—in a competitive, fragmented and global market. The course will discuss how professional, collegiate and special event sports organizations use marketing to attract fans and the other major customer—sponsors.

Students will study current opportunities and threats facing sports properties and trends that may impact the future of sports and its various audiences.

Guest experts will appear during the course, giving students a firsthand opportunity to ask questions of sports marketing practitioners.

Required Text:

Rein, Kotler, and Shields, 2006, “The Elusive Fan: Reinventing Sports in a Crowded Marketplace”, McGraw Hill
Articles on D2L

Objectives:

This course is designed to give students a solid understanding of the concepts, theories and applications of marketing in the sports business industry. By the end of this course, students will be able to:

- Describe the role of marketing in sports business entities and the use of sports in traditional marketing;
- Make strategic sports marketing decisions appropriate to various situations;
- Demonstrate an understanding of the unique aspects of sport marketing
- Demonstrate an understanding of how marketing concepts such as strategic planning and segmentation apply to sport marketing.

- Demonstrate an understanding of the interrelationship of integrated marketing communications and sport.
- Develop an understanding of sport as industry and the fan as consumer.
- Participate in real world applications of concepts and issues discussed in class.

Instruction Format:

The class will include a variety of teaching styles and learning opportunities. Lectures, guest speakers, and experiential learning will be used to facilitate learning. Class preparation and participation are critical for student success.

Course Policies:

- Assigned materials are to be read prior to class.
- Projects may not be made up and late homework will not be accepted
- **There will be no makeup exams.** If you have a well-documented *bona fide* situation, please discuss it with me as soon as is practically possible. If you just forgot, I can't help you.

Attendance:

As future professionals, students are expected to attend every class and be on time. Because there are guest speakers and in class assignments, your attendance is critical to succeeding in the course. Absences from class will negatively affect your grade. Some of the material covered in class will not be available to review in the assigned reading and will likely appear on exams. Missing classes will not only affect participation grades, but also your ability to thoroughly understand the material and adequately prepare for presentations and exams.

Participation:

Active participation is required by all students and will be reflected in your final grade. Students are encouraged to share thoughts and opinions, and be open to the thoughts and opinions of others.

Grading:

Sport industry analysis & current issues report	10%
Sports Marketing Group project	25%
In - class work/ participation	25%
Tests (2) at 20% each	40%

ASSIGNMENTS:

Current Topics: Each student will be required to prepare a report regarding some current topic relating to the strategic sports marketing process. The report will be based on secondary research published in the last six months, and should focus on marketing strategies. Potential sources are the Sports Business News, IEG, Sport Marketing Quarterly, Ad Week, Business Week, etc.

Please provide the instructor with a copy of the article. The report should cover:

- A summary of the article
- How the article relates to Sports Marketing and our class discussions
- Key issues and takeaways

GROUP PROJECT:

We will be conducting a group project for the class. Students will form groups and work on one of the following two (2) options.

I. Marketing Plan for a Sports Property

Create a marketing plan for a sports property. The property could be a spectator sport or a participation sport. This can be an annual marketing plan, or it can be a special event plan. Follow this outline:

1. Overview/Sports property description (recent history)
2. Strategic focus
 - A. Mission and vision
 - B. Goals (financial and nonfinancial)
 - C. Sports property's core competency and sustainable competitive advantage
3. Situation Analysis
 - A. Environment/external factors
 - B. Market and Industry analysis: trends for this sports product class
 - C. Past Marketing conducted/results
 - D. SWOT analysis (strengths/weaknesses/opportunities/threats)
4. Market-product focus
 - A. Primary target market
 - a. Description of this market
 - B. Secondary target market
 - a. Description of this market
5. Objectives for the property (SMART)
 - a. Ticket sales
 - b. Sponsorship

- c. Awareness
- d. Participation
6. Strategies needed to achieve the objectives
7. Tactics/ Implementation plan
8. Methods of evaluation and control

II. Marketing plan for increased student involvement at UWM Sporting events

1. Situation Analysis
 - a. Current environment
 - b. Breakdown of attendance figures
 - c. Overview of athletic program
 - d. Marketing conducted/results
 - e. SWOT
2. Issues affecting UWM Sports
3. Objectives for the Marketing plan
4. Strategies to be used
5. Specific tactics/implementation plan
6. Budget
7. Evaluation tools

Due: August 18, 2016

TENTATIVE COURSE OUTLINE (subject to change)

Date	TOPIC	READING/CHAPTER ASSIGNMENT
July 12	Course Introduction The Fan Challenge	Syllabus, expectations, requirements Read Chapter 1& Article 1
July 14	Sports Marketing Trends Sports in Trouble	Read Chapter 2 & Article 2
July 19	How Fans Connect	Read Chapter 3
July 21	Sports Branding Sports Sales and Marketing Issues	Read Chapter 4-5 Article 3
July 26	Test # 1 Chapters 1-5, articles, guest speakers, and in-class topics	
July 28	Implementing Sports Brands Communicating Sports Brands Sports Media	Read Chapter 6-7
August 2	College Sports Marketing	Read Article 4
August 4	Professional Sports Marketing	Article 5
August 9	Corporate Sports Sponsorship Sustaining Fan connections	Read Chapters 8-9 Article 6
August 11	Future Issues in Sport Marketing Sports Celebrities use and issues	Read Chapter 10 Article 7
August 16	Test # 2 Chapters 6-10, articles, guest speakers, and in-class activities	
August 18	Presentations	