

Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.

COURSE SYLLABUS

SMGT 410

SPORT MARKETING

COURSE DESCRIPTION

The relevant areas of marketing are applied to sport applications for spectator and participative sport organizations are given. Special emphasis is placed on strategic planning, product analysis, and the development and presentation of marketing packages to secure sponsorship.

RATIONALE

Possibly the greatest challenge facing sport marketers today is trying to keep pace with the ever-changing, fast-paced environment of the sports world. An overview of the elements of the marketing mix (product, place, price promotion, and public relations) and their unique applications to the sport industry will be explored. The complex and diverse nature of marketing will be discovered from a strategic sport marketing perspective.

I. PREREQUISITE

For information regarding prerequisites for this course, please refer to the [Academic Course Catalog](#).

II. REQUIRED RESOURCE PURCHASE

Click on the following link to view the required resource(s) for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

III. ADDITIONAL MATERIALS FOR LEARNING

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Blackboard [recommended browsers](#)
- D. Microsoft Office

IV. MEASURABLE LEARNING OUTCOMES

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

- A. Demonstrate competence in approaching a variety of sport marketing problems from a structured and disciplined approach using both quantitative and qualitative methods.

- B. Demonstrate communication competence through the ability to create professional-quality marketing deliverables and presentations.
- C. Demonstrate reflective thinking competency by applying the theoretical foundations of the marketing discipline to problems commonly encountered in sport marketing practice.
- D. Measure consumer attitudes and behaviors to analyze marketing issues and utilize business intelligence to solve problems germane to the functional, monetary, psychological, and social values of consumer wants and needs.
- E. Demonstrate ethical practice competency by addressing ethical concerns in assignments and through his or her knowledge of ethics as gained through readings and discussions in this and other courses.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and lecture presentations (MLOs: A, B, C, D, E)
- B. Course Requirements Checklist

After reading the Course Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.
- C. Discussion Board Forums (2)

Discussion boards are collaborative learning experiences. Therefore, the student is required to provide a thread in response to the provided prompt for each forum. Each thread must be 400–500 words, demonstrate course-related knowledge, and include at least 2 outside sources. In addition to the thread, the student is required to reply to 2 other classmates’ threads. Each reply must be at least 200 words. All sources must be cited in current APA format. (MLOs: A, C, D, E)
- D. Promotions Assignment

The student will assess a promotional schedule for either a minor league team or a college team. After completing an analysis, the student will create 5 new promotional ideas that the team could use. The ideas must be both unique and original. This assignment must follow current APA format. (MLOs: A, B, C, D, E)
- E. Marketing Plan (2 Parts)

The student will assume the role of an independent marketing agency responding to a Request for Proposals (RFP) from Smoky Ridge Apparel Company. The agency will prepare a marketing campaign and accompanying marketing action plan (MAP) along with supporting materials in response to the RFP. In addition to the preparation of hard-copy deliverables, the agency will develop and deliver a brief presentation of its plan through video. The video must be approximately 60 seconds.

Because of the robust nature of a marketing plan, this project has been broken up into 2 parts, which are described in the Marketing Plan instructions document in

the Assignment Instructions folder on Blackboard. The written portions of the project must follow current APA format. (MLOs: A, B, C, D, E)

F. Sponsorship Package Assignment

The student will create a sponsorship package for a new potential league sponsor. The proposal will include information regarding league inventory, target markets, product positioning, activation strategies, competition considerations, and outcome objectives. This assignment must follow current APA format and must be 4–8 pages. The title page, abstract page, and reference page do not count towards the page total. (MLOs: A, B, C, D, E)

G. Tests (2)

Each test will cover the Reading & Study material for the assigned modules/weeks. Each test will contain 38 multiple-choice, true/false, fill-in-the-blank, and essay questions and have a 50-minute time limit. (MLOs: A, B, C, D, E)

VI. COURSE GRADING AND POLICIES

A. Points

Course Requirements Checklist	10
Discussion Board Forums (2 at 50 pts ea)	100
Promotions Assignment	100
Marketing Plan – Part 1	250
Marketing Plan – Part 2	250
Sponsorship Package Assignment	100
Test 1 (Modules 1–4)	100
Test 2 (Modules 5–8)	100
Total	1010

B. Scale

A = 900–1010 B = 800–899 C = 700–799 D = 600–699 F = 0–599

C. Disability Assistance

Students with a documented disability may contact Liberty University Online’s Office of Disability Accommodation Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.

COURSE SCHEDULE

SMGT 410

Textbook: Mullin et al., *Sport Marketing* (2014).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Mullin et al: chs. 1–2 1 presentation	Course Requirements Checklist Class Introductions	10 0
2	Mullin et al: chs. 3–4	DB Forum 1	50
3	Mullin et al: chs. 5–6	Promotions Assignment	100
4	Mullin et al: chs. 7–8	DB Forum 2 Test 1	50 100
5	Mullin et al: chs. 9–10	Marketing Plan – Part 1	250
6	Mullin et al: chs. 11–12	Sponsorship Package Assignment	100
7	Mullin et al: chs. 13–14	Marketing Plan – Part 2	250
8	Mullin et al: chs. 15–16 1 presentation	Test 2	100
TOTAL			1010

DB = Discussion Board

NOTE: Each course module/week (except Module/Week 1) begins on Tuesday morning at 12:00 a.m. (ET) and ends on Monday night at 11:59 p.m. (ET). The final module/week ends at 11:59 p.m. (ET) on **Friday**.