

**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***

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## **SMGT 502**

### **SPORT MARKETING AND PUBLIC RELATIONS**

#### **COURSE DESCRIPTION**

This course is an examination of principles of marketing, promotion, sponsorship, public relations and licensing as it applies to the sport industry.

#### **RATIONALE**

Possibly the greatest challenges 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 and their unique applications to the sport industry will be explored. The complex and diverse nature of marketing and public relations will be developed 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. Microsoft Word  
(Microsoft Office is available at a special discount to Liberty University students.)

#### IV. MEASURABLE LEARNING OUTCOMES

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

- A. Recognize the impact of sport marketing and promotion practices.
- B. Analyze factors that include sport marketing principles such as sponsorship, promotions, and licensing options within a sport marketing career.
- C. Critically analyze how sport marketing and promotions can successfully utilize the media to aid in achieving organizational objectives as displayed by successful completion of objective tests.
- D. Design a survey for acquiring significant demographic and psychographic information to successfully target populations for product development, sales and organizational success, accomplished by analyzing sport market survey research, completing a survey in the marketing plan.
- E. Understand the importance and applications of sport marketing and promotions as it relates to organizational goals and personal success, accomplished by critically reviewing the sport marketing research literature, and the completion of the sport marketing plan and power point presentation.

#### V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and video lecture presentations/notes.
- B. Course Requirements Checklist  
After reading the Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.
- C. Discussion Board Forums (4)  
Four discussions will be posted in order to generate interaction among students in regard to relevant current course topics. The student will submit the thread in one module/week and the replies in the next module/week. Current and archived issues of the national sports publication *SportsBusiness Journal* will be used as the basis for research and discussion.
- D. Marketing Plan (8)  
There will be 8 parts of the Marketing Plan that will need to be completed during the course. The student will market a sport product or idea in hands-on real world sport marketing and public relations related projects.
- E. Quizzes (8)  
There will be 8 open-book/open-note quizzes with 10 multiple-choice and true/false questions that will need to be completed during the course.

**VI. COURSE GRADING AND POLICIES****A. Points**

Course Requirements Checklist		10
Discussion Board Forums		200
Threads	(4 at 25 pts ea)	
Replies	(4 at 25 pts ea)	
Marketing Plan	(8 at 50 pts ea)	400
Quizzes	(8 at 50 pts ea)	400
	<b>Total</b>	<b>1010</b>

**B. Scale**

A = 940–1010    A- = 920–939    B+ = 900–919    B = 860–899    B- = 840–859  
 C+ = 820–839    C = 780–819    C- = 760–779    F = 759 and below

**C. Grievance Procedures**

If the student has any grievance with the course or the instructor, attempts should be made to resolve the matter informally by contacting the instructor first. Egregious or repeated violations of this policy may result in formal disciplinary action.

**D. Content**

The student is responsible for all course material. “Course material” includes, but is not limited to, all assigned readings, video, audio, on-line materials, journals, etc. The content for course quizzes may come from any of these sources.

E. Disability Assistance

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

## ***COURSE SCHEDULE***

### **SGMT 502**

Textbook: Pitts & Stotlar, *Fundamentals of Sport Marketing* (2013).

<b>MODULE/ WEEK</b>	<b>READING &amp; STUDY</b>	<b>ASSIGNMENTS</b>	<b>POINTS</b>
<b>1</b>	Pitts & Stotlar: ch. 4 1 presentation	Course Requirements Checklist Marketing Plan: Preliminary Research DB Forum 1 thread Quiz 1	10 50 25 50
<b>2</b>	Pitts & Stotlar: ch. 5 1 presentation	Marketing Plan: Sport Market Segmentation DB Forum 1 reply Quiz 2	50 25 50
<b>3</b>	Pitts & Stotlar: chs. 7, 9, 11 2 presentations	Marketing Plan: Marketing Mix DB Forum 2 thread Quiz 3 Quiz 4	50 25 50 50
<b>4</b>	Review Pitts & Stotlar: ch. 11 1 presentation	Marketing Plan: Pricing Objectives DB Forum 2 reply Quiz 5	50 25 50
<b>5</b>	Pitts & Stotlar: ch. 12 1 presentation	Marketing Plan: Promotion Objectives DB Forum 3 thread Quiz 6	50 25 50
<b>6</b>	Pitts & Stotlar: ch. 13 1 presentation	Marketing Plan: Media Relations DB Forum 3 reply Quiz 7	50 25 50
<b>7</b>	Pitts & Stotlar: ch. 15 1 presentation	Marketing Plan: Social Media DB Forum 4 thread Quiz 8	50 25 50
<b>8</b>	None	Marketing Plan: Final Marketing Plan DB Forum 4 reply	50 25
<b>TOTAL</b>			<b>1010</b>

DB = Discussion Board

**NOTE:** Each course week begins on Monday morning at 12:00 a.m. (ET) and ends on Sunday night at 11:59 p.m. (ET). The final week ends at 11:59 p.m. (ET) on Friday.