

**Department of Health and Sport Sciences**

**HSS 5263 – Sport Marketing**

**Fall 2000**

**Wednesday 6:00 – 9:00 p.m.**

**Room 129 HHC**

**Instructor:**

Brian Turner  
Room 109 Huston Huffman Center  
Phone: 325-1369  
E-mail: [turner@ou.edu](mailto:turner@ou.edu)  
Homepage: <http://faculty-staff.ou.edu/T/Brian.A.Turner-1>  
Class Website: <http://www.ou.edu/class/hss5263>

**Office Hours:**

MW 2:30 – 4:30 or by appointment

**Course Resources:**

Shank, M. D. (1999). Sport marketing: A strategic perspective. Upper Saddle River, New Jersey: Prentice Hall.

Sport Business Journal

- All students will be required to subscribe to this weekly periodical.
- Cost for the 16 week fall semester is **\$40** (a savings of almost 50% off the regular cover price).
- Payment is due on or before the 2<sup>nd</sup> class meeting (August 30).

Miscellaneous sport marketing articles

- Various articles will be available either via e-mail, the class website, or the library's electronic reserves website.
- See end of this syllabus or the class website for specific reading assignments.

**Course Description:**

This course will examine the application of basic principles of marketing to the sport industry. Specifically, this course will concentrate on marketing theories and practices in the sport industry. Topics will include: the unique nature of sport marketing, sport consumers and their behavior, the sport product and its elements, sport marketing research, and sport marketing strategy.

**Course Objectives:**

This course is designed to provide students with an understanding of the concept of sport marketing and the role it plays in effectively managing a sport entity. Upon completion of this course, students should be able to:

1. define and apply key marketing concepts and strategies to collegiate or professional sport contexts;
2. access and interpret secondary data sources essential to understanding the sport industry and its consumers;
3. understand key consumer behavior concepts and their implications for sport behavior and sport marketing;
4. integrate sport marketing concepts;
5. analyze sport marketing cases to solve problems; and
6. prepare and critically evaluate a comprehensive sport marketing proposal.

**Disability Statement:**

“Any student in this course who has a disability that may prevent her or him from fully demonstrating her or his abilities should contact the Chair of the Health and Sport Sciences Department, Dr. E. Laurette Taylor, and myself, as instructor, as soon as possible so we can discuss accommodations necessary to ensure full participation and facilitate your educational opportunity.”

**Academic Misconduct:**

“Any act that improperly affects the evaluation of a student’s academic performance or achievement.” All faculty at the University expect academic integrity by each student. Misconduct such as plagiarism, submission of work for more than one class, fabrication, and fraud, as well as attempting to commit such acts or assisting others in so doing, will not be tolerated. Penalties are listed in the Academic Code.

**Attendance Policies:**

1. Attendance is mandatory. Attendance records will be kept and will be a direct part of each student’s participation grade. It is the student’s responsibility to obtain information and materials from a missed class.
2. If a student must miss an exam or scheduled class activity, the student must make every effort to notify the instructor before the exam or activity. Unannounced quizzes and daily class activities cannot be made up.

**Class Format:**

Classes will begin with a discussion of selected articles from the Sport Business Journal. A list of the specific articles that are to be read before class will be posted on the CourseNet message board. It is expected that all students will come to class prepared to discuss the assigned articles.

The remainder of the class period will follow a seminar format with formal lectures, lecture-discussion, small group discussion, individual presentations, small group projects, case studies, and guest speakers.

### **Assignments and Evaluation:**

20% Individual Written Assignments (2 case studies & market analysis)

20% Participation (Attendance and in-class discussion)

25% Group Project (Marketing plan)

15% Mid-Term Exam

20% Final Exam

- *Assignments not completed by the due date will result in lowering of the grade for the assignment in question (10% reduction per calendar day).*
- *Specific instructions for each assignment will be given in class and posted on the class website.*

### **Grading:**

A = > 90%

B = 80-89%

C = 70-79%

D = 60-69%

F = < 60%

- *Individual grades will be posted on the class website. A user-id will be chosen by each student to view their grades on the site.*

## Tentative Class Schedule

<u>DATE</u>	<u>TOPIC</u>	<u>CHAPTER</u>	<u>ARTICLES</u>
Aug. 23	Introduction; Syllabus; Emergence of Sport Marketing	1	
Aug. 30	Framework for Strategic Sport Marketing	2	1, 5, 17, & 18
Sept. 6	Internal & External Contingencies	3	2 & 6
Sept. 13	Understanding Sport Consumers	5 & 6	9, 11, & 20
Sept. 20	Marketing Information	4	4 & 21
Sept. 27	Marketing Applications	7	
Oct. 4	<b>MID-TERM EXAM</b>	1 – 7	
Oct. 11	Sports Product	8 & 9	
Oct. 18	Pricing; <b>Market Analysis Due</b>	14 & 15	
Oct. 25	Promotion and Distribution	10, 11, & 13	7 & 10
Nov. 1	Sponsorships; <b>Case Study #1 Due</b>	12	3 & 15
Nov. 8	Ambush Marketing; Future Trends		8, 12, 13, 14, 16, & 19
Nov. 15	Guest Speaker; Group Meetings; <b>Case Study #2 Due</b>		
Nov. 22	<b>NO CLASS – THANKSGIVING HOLIDAY</b>		
Nov. 29	<b>Class presentations Marketing Plans Due</b>		
Dec. 6	<b>Final Exam – Regular Class Time</b>	8 - 15	

## Sport Marketing Articles

1. Burnett, J., Menon, A., & Smart, D. T. (1993). Sport marketing: A new ball game with new rules. Journal of Advertising Research, 33(5), 21-35. (PDF File)
2. Burton, R. & Howard, D. (2000). Recovery strategies for sports marketers. Marketing Management, 9(1), 42-49. (PDF File)
3. Cutler, D. (1999). Corporate sponsorship: A necessary evil in collegiate athletics today. Cyber-Journal of Sport Marketing, 3(3). [On-line serial]. Available: <http://www.cjism.com/Vol3/cutler33.htm>. (On-line)
4. Douvis, J. (2000). A review of the research areas in the field of sport marketing: Foundations, current trends, future directions. Cyber-Journal of Sport Marketing, 4(3). [On-line serial]. Available: <http://www.cjism.com/Vol4/douvis43.htm>. (On-line)
5. Hansen, H. & Gauthier, R. (1992). Marketing objectives of professional and university sport organizations. Journal of Sport Management, 6, 27-37. (Library Reserves)
6. International Olympic Committee. (1999, June). Olympic marketing matters: The official Olympic marketing newsletter. [On-line serial]. Available: [http://www.olympic.org/ioc/e/facts/marketing/mark\\_index\\_e.html](http://www.olympic.org/ioc/e/facts/marketing/mark_index_e.html). (On-line)
7. Johns, R. (1997). Sports promotion and the Internet. Cyber-Journal of Sport Marketing, 1(4). [On-line serial]. Available: <http://www.cjism.com/Vol1/johns.htm>. (On-line)
8. Kidd, M. S. (2000). Who's cheated by NCAA ambushers? Brandweek, 41(13), 26.
9. Mahony, D. F., Madrigal, R., & Howard, D. (2000). Using the Psychological Commitment to Team (PCT) scale to segment sport consumers based on loyalty. Sport Marketing Quarterly, 9(1), 15-25. (Library Reserves)
10. McDonald, M. & Rascher, D. (2000). Does bat day make cents? The effect of promotions on the demand for Major League Baseball. Journal of Sport Management, 14, 8-27. (Library Reserves)
11. McDonald, M. A., Sutton, W. A., & Milne, G. R. (1995). TeamQual: Measuring quality in professional team sports. Sport Marketing Quarterly, 4(2), 9-15. (Library Reserves)
12. Meenaghan, T. (1996). Ambush marketing: A threat to corporate sponsorship. Sloan Management Review, 38(1), 103-113. (PDF File)
13. O'Sullivan, P. & Murphy, P. (1998). Ambush marketing: The ethical issues. Psychology & Marketing, 15(4), 349-366. (PDF File)

14. Payne, M. (1998). Ambush marketing: The undeserved advantage. Psychology & Marketing, 15(4), 323-331. (*PDF File*)
15. Pope, N. (1998). Overview of current sponsorship thought. Cyber-Journal of Sport Marketing, 2(1). [On-line serial]. Available: <http://www.cjism.com/Vol2/pope21.htm>. (*On-line*)
16. Shani, D. & Sandler, D. M. (1998). Ambush marketing: Is confusion to blame for the flickering of the flame? Psychology & Marketing, 15(4), 367-383. (*PDF File*)
17. Sports marketing – more than a matter of life or death? (1999). Journal of Services Marketing, 13(6), 535-541. (*PDF File*)
18. Stevens, R. E., Loudon, D. L., & McConkey, C. W. (1995). Sport marketing among colleges and universities. Sport Marketing Quarterly, 4(1), 41-47. (*Library Reserves*)
19. Townley, S., Harrington, D., & Couchman, N. (1998). The legal and practical prevention of ambush marketing in sports. Psychology & Marketing, 15(4), 333-348. (*PDF File*)
20. Zeithaml, V. A., Parasuraman, A., & Berry, L. L. (1985). Problems and strategies in services marketing. Journal of Marketing, 49, 33-46. (*Library Reserves*)
21. Zhang, J. J., Pease, D. G., Hui, S. C., & Michaud, T. J. (1995). Variables affecting the spectator decision to attend NBA games. Sport Marketing Quarterly, 4(4), 29-39. (*Library Reserves*)