

**Department/Program:** School of Human Kinetics

**Year:** January 2007

**Course Title:** Sport Marketing and Communication  
HKIN 481

**Course Schedule:** Tuesdays and Thursdays, 4:00-5:30pm

**Location:** Woodward 3

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**Instructor:** Janna Taylor

**Teaching Assistant:** Sheena Yang

**Office location:** Auditorium Annex, room 155A

**Office phone:** (604) 822-4794

**Office hours:** By appointment

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**Course Description:** A seminar on the application of social science theories and methods to sport marketing and communication. This includes studying the context of sports consumer markets; essential principals of sports marketing; sports sponsorship and partnership; marketing public relations and sports; sport consumer research.

**Prerequisite:** Commerce 465

**Format of the course:** Students attend two 1.5 hour lectures weekly.

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**Required Readings:**

- Mulin, B.J., Hardy, S. & Sutton, W.A (2000). Sport Marketing (2<sup>nd</sup> Edition). Champaign, IL. Human Kinetics. Approx. cost \$99.65
- Additional readings distributed in class.

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**Learning Outcomes:**

1. A general knowledge of the structure and operations of the sport marketing industry
  2. An understanding of the structure and operations of sponsorship and partnership
  3. An understanding of the practical application of social science theory and methods to sport marketing, public relations and communications.
  4. Knowledge of sponsorship planning and evaluation.
  5. Experience interviewing and conducting a marketing audit.
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## Course Assignments, Due Dates & Grading:

Objectives	Method	Due Dates	Marks
1, 2, 3, 4	Article Review	March 06 <sup>th</sup> (beginning of class)	20
1, 2, 3, 4, 5	Marketing Audit	April 12 <sup>th</sup> (last day of class)	20
1, 2, 3, 4, 5	Marketing Audit Presentations	Weeks 12 & 13	15
1, 2, 3, 4	Mid-term	February 13 <sup>th</sup>	20
1, 2, 3, 4	Final	Examination period - TBD	25

\*Students can NOT successfully pass this course unless ALL items on this evaluation are satisfactorily completed.

### Article Review

**20%**

In groups of 3, this assignment requires you to critically review one sport marketing sport sponsorship related article from a list of articles provided by the instructor. Students are required to have their critical review (4-5 pages) done by **March 06<sup>th</sup>** and handed in at class. Details of this assignment will be given in class.

### Marketing Audit

**20%**

In groups of 3 you will have to conduct a marketing audit of a small/medium size sports business. You should choose a for profit sport and leisure oriented business that is new to you or that you know very little about. Details of this assignment will be given in class. **This assignment is worth 20% and is due on Thursday, April 12<sup>th</sup> (last day of class).**

### Marketing Audit presentation

**15%**

**In-class presentations are scheduled for weeks 12 & 13.** The goal of the in-class presentations is for your peers to be introduced to the marketing aspects of businesses in the Leisure and Sport Industry. The length of the presentations is to be determined according to the number of groups. Expectations for presentations will be given in class.

### Mid-term

**20%**

**One mid-term is scheduled for Tuesday, February 13<sup>th</sup> during class time**

### Final Exam

**25%**

The final exam is scheduled during the examination period. Date to be determined. All material covered in the course is subject to examination with a strong emphasis on the material covered after the second mid-term. (To be confirmed in class).

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## Course Content:

Module 1	Perspectives on sports marketing and consumer culture <ul style="list-style-type: none"> <li>✓ Course Introduction</li> <li>✓ Consumer lifestyles and market segmentation</li> </ul>
Module 2	Principles of sport marketing <ul style="list-style-type: none"> <li>✓ The sport product and brand equity</li> <li>✓ Licensed and branded Merchandise</li> <li>✓ Pricing and promotions</li> </ul>
Module 3	Sport sponsorship and partnership <ul style="list-style-type: none"> <li>✓ Sponsorship and partnerships objectives</li> <li>✓ Integrating, leveraging and evaluating sponsorships and partnerships</li> </ul>
Module 4	Sport distribution and communication with media and community <ul style="list-style-type: none"> <li>✓ Place and product distribution</li> <li>✓ Electronic media and public relations</li> </ul>
Module 5	Class presentations <ul style="list-style-type: none"> <li>✓ In-class group presentation</li> <li>✓ Course summary</li> </ul>

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### **Course Policies:**

#### Attendance:

1. Regular attendance at lectures is expected. Students who neglect their academic work and assignments risk the possibility of not passing the course. Students who are unavoidably absent because of illness or disability should report to their instructor as soon as possible.
2. Students are expected to be on time. Students who know in advance that they will unavoidably be absent should apply for special accommodation from the instructor as soon as possible to determine how course requirements will be met and how missed graded work will be completed. Supportive documentation must be submitted to the Undergraduate Advising Centre, at early as possible. The School will not normally take into account untimely notification and a minimum of two weeks notification is expected.
3. Where prior consultation is not possible, students should contact the instructor as soon as possible and submit supportive documentation to the Undergraduate Advising Centre. Students also have the right to request Academic Concession from the Undergraduate Advising Centre.
4. Students, whose attendance or performance may be severely affected by medical, emotional or other disabilities, should consult with the instructor early in the term to discuss any special accommodations that might be needed in order to complete course requirements. Supportive documentation from either the Disability Resource Centre or a physician must be submitted to the Undergraduate Advising Office.

The University accommodates students with disabilities who have registered with the Disability Resource Centre. The University accommodates for those whose religious obligations conflict with attendance, submitting assignments, or completing scheduled tests and examinations. Please let your instructor know in advance, preferably in the first week of class, if you will require any accommodation on these grounds. Students, who plan to be absent for varsity

athletics, family obligations, or other similar commitments, cannot assume they will be accommodated, and should discuss their commitments with the instructor before the drop date.

**Assignments:** Students should retain a copy of all submitted assignments (in case of loss) and should also retain all marked assignments in case they wish to apply for a Review of Assigned Standing. Students have the right to view their marked examinations with their instructors, providing they apply to do so within a month of receiving their final grades. This review is for pedagogic purposes. The examinations remain the property of the university. Late assignments are penalized 10% per day unless other arrangements are taken with instructors prior to the due date of the assignment.

#### Detailed Grading Description:

*(A- to A+)* *Work of outstanding quality:* Strong evidence of original thinking; good organization; capacity to analyze and synthesize; superior grasp of subject matter with sound critical evaluations; evidence of extensive knowledge base. Demonstrates that the individual (or group) significantly shows initiative, creativity, insight, and probing analysis where appropriate. Shows a high degree of personal engagement with the topic and makes connections that are deep and insightful. Production of exceptional work that greatly exceeds course/assignment expectations.

*(B- to B+)* *Competent performance:* Evidence of grasp of subject matter; some evidence of critical capacity and analytic ability; reasonable understanding of relevant issues; evidence of familiarity with the literature. Work that demonstrates in-depth comprehension of the subject. Frequently articulates original, creative and critical insights. Reveals a willingness to engage actively in the learning experiences of the course and to make personal and meaningful connections. Meets course/assignment expectations.

*(D to C+)* *Adequate performance:* Limited understanding of the subject matter; limited ability to develop solutions to simple problems in the material; acceptable but uninspired work, not seriously faulty but lacking style and vigour. Background knowledge is limited. Shows few original, creative and critical insights. Needs further development in the areas of critical reflection, inquiry and creativity. Inconsistent evidence of personal involvement in the learning experiences of the course. Just meets course/assignment expectations.

*(F)* *Inadequate performance:* Little or no evidence of understanding of the subject matter; weakness in critical and analytic skills; limited or irrelevant use of the literature. Does not meet course/assignment expectations.

**Academic dishonesty:** Please review the UBC calendar “Academic Regulations” for the university policy on cheating, plagiarism, and other forms of academic dishonesty.