



Department of Health & Kinesiology  
Fall 2007

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**I. Course Title:** KIN 599 – Sport Marketing: Theory and Practice (CID: 7052 & 7352)

**II. Course Description:** This course covers the essentials of sport marketing which includes planning, promotions, operations, and market analysis. The fundamental principles used in the marketing of sport, products, events, and the importance of service quality will also be examined. This course is designed to give students “real world” marketing challenges designed to test marketing skills.

**III. Course Objectives:** This course focuses on effective promotion of the sport product and its associated extensions. Particular attention will be given to effective psychographic marketing techniques. Upon completion of this course, the student will be able to:

- Describe the unique characteristics of the sport product and why it is marketed differently than other categories of products.
- Describe sport consumer behavioral characteristics and the manners in which marketing tactics can be tailored to the consumer.
- Describe the five P's associated with marketing and their relationship to marketing sport products and services.
- Develop a comprehensive marketing plan for a sport product or service.
- Critically analyze sport marketing items for their approach to the intended target audience.
- Critically analyze sport events for the marketing approaches that are executed in the sport venue and through various forms of media.

**IV. Required Materials:**

- Mullin, B.J., Hardy, S., & Sutton, W.A. (2007). Sport Marketing (3<sup>rd</sup> ed.), Champaign, IL: Human Kinetics. ISBN: 0736060529 or 978-0736060523
- Students will be distributed a variety of handouts, case studies, and research articles throughout the semester.

**V. Course Meeting Time/Place:** 6:00 pm – 8:50 pm T **108 TUC / 213 AB1**

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**VI. Course Requirements:**

- Marketing Plan (40%)
- Event Marketing Audit (20%)
- Marketing Item for Discussion (10%)
- Final Exam (30%)

**VII. Determination of Grade:**

**Marketing Plan (40%):** This is a group project which will take you most of the semester to complete. Students will be organized into groups of 2-3. You will develop a comprehensive marketing plan based on an area of sport business or a sport event. Example: You might devise a plan for a specific sport or some area of college athletics if that interests you. Every aspect of the plan must be realistic. You must research thoroughly and present data where applicable throughout the paper. In our first individual meeting, we will agree upon a set marketing budget based upon the specifications of the division or event you select. Students should submit their selected organization/event in advance for approval. Also, students are encouraged to select an event/program that they feel could benefit from a “rebranding effort”. Each group will then present the marketing plan that has been devised in a 30-45 minute presentation to the class.

**Event Marketing Audit (20%):** Please see the explanation included at the end of the syllabus.

**Marketing Item for Discussion (10%):** Once during the semester, you will bring in an example of sport marketing (television commercial, magazine advertisement, flyer, etc.). If it is a print ad, you will make copies to distribute to the class. You will also show the ad to the class or play the commercial over the projector. Then you will give a critical analysis of the item and will discuss what you liked and disliked about the piece. Was the ad/commercial effective? Who was the target market? Did it reach that market? Did it spring you into action? Were you motivated to seek out more information? Etc. If you have a question about whether or not an item will qualify for this assignment, I'll be more than happy to help.

**Final Exam (30%):** One exam will be given at the conclusion of this course. The exam will consist of essay questions and will be comprehensive in nature. Details of the exam will be shared toward the end of the course. The final exam will take place during the normal scheduled final exam period. Exam materials can include information from the text, handouts, and guest speakers.

**Final Grade:** (grades will not be curved)

100% to 89.5%	=	<b>A</b>
89.49% to 79.5%	=	<b>B</b>
79.49% to 69.5%	=	<b>C</b>
69.49% to 59.5%	=	<b>D</b>
59.49% and below	=	<b>F</b>

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**VIII. Class Procedure:**

**Attendance Policy:** You are responsible for attending class each week. If you have mitigating circumstances that are keeping you from attending class, please visit with me. Since class meets once a week, missing more than two class dates will result in you being dropped from the course unless you have apprised me of your situation.

**Exams:** You'll have until 8:50 pm to finish your exam. If you show up at 8:45 pm, you have 5 minutes left for your exam. So, be sure to arrive at 6:00 pm in order to have the maximum amount of time for the exam. If you cannot make an exam, you must tell me at least one class day prior to the exam date and provide documentation to explain why you could not take the exam that day. Not being prepared or not “feeling” like is unacceptable. If the absence is due to a viable medical reason, the student must provide medical documentation. You may not use any notes or other types of aids during the tests. In addition, no electronic devices of any kind (i.e., cellular phones, palm pilots, etc.) are allowed to be in the student's possession during an exam. They must be placed at the front of the room with your books and other materials and must be powered off.

**Class Behavior:** Disruptive behavior will result in the student being asked to leave the classroom. A second violation and the student will be dropped. Having said that, I very much encourage class interaction and discussion as I certainly don't want to lecture non-stop for the entire class. Don't sleep in my class. If you do, I reserve the right to call attention to it. Also turn off the cell phones!

**Guest speakers:** When we have a guest speaker, you are expected to dress professionally for that class period. For men, that means khakis and a golf shirt at a minimum. Ladies need to dress appropriately as well – no shorts please. Also, please do not wear hats. I reserve the right to deduct points from your final grade and/or not allow you to attend class if you are not dressed appropriately. Remember, you are representing our university and the impressions you make are significant to the image of the program, the department, and the university.

**Class Materials:** You are responsible for reading the materials assigned in class. This can include readings from the book and handouts distributed in class. In addition, material covered by any invited guest speakers is fair game on an exam as well. *Make sure you keep up with the readings...it is easy to fall behind.*

**IX. Academic Honesty:**

The subject of academic honesty is addressed in paragraph 5.3, Chapter VI, of the *Rules and Regulations*, Board of Regents, The Texas State University System, and Sam Houston State University *Student Guidelines* published by the Office of Student Life to wit:

5.3 Academic Honesty. The University expects all students to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain complete honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action.

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5.31 The University and its official representatives, acting in accordance with Subsection 5.32, may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including, but not limited to, cheating, plagiarism, collusion, and the abuse of resource materials.

“Cheating” includes the following and similar actions:

- (1) Copying from another student's test paper, laboratory report, other report, or computer files, data listings, and/or programs.
- (2) Using, during a test, materials not authorized by the person giving the test.
- (3) Collaborating, without authorization, with another student during an examination or in preparing academic work.
- (4) Knowingly, and without authorization, using, buying, selling, stealing, transporting, soliciting, copying, or possessing, in whole or in part, the contents of an unadministered test.
- (5) Substituting for another student, permitting any other person, or otherwise assisting any other person to substitute for oneself or for another student in the taking of an examination or test or the preparation of academic work to be submitted for academic credit.
- (6) Bribing another person to obtain an unadministered test or information about an unadministered test.
- (7) Purchasing, or otherwise acquiring and submitting as one's own work any research paper or other writing assignment prepared by an individual or firm. This section does not apply to the typing of the rough and/or final versions of an assignment by a professional typist.

5.32 “Plagiarism” means the appropriation and the unacknowledged incorporation of another's work or idea into one's own work offered for credit.

5.33 “Collusion” means the unauthorized collaboration with another person in preparing work offered for credit.

5.34 “Abuse of resource materials” means the mutilation, destruction, concealment, theft or alteration of materials provided to assist students in the mastery of course materials.

5.35 “Academic work” means the preparation of an essay, dissertation, thesis, report, problem, assignment, or other project that the student submits as a course requirement or for a grade.

**If you are found in violation of the academic honesty policy for this course, you will be referred to the Health & Kinesiology Department Chair, the Dean of the College of Education and/or the Dean of the College of Business, and the Dean of Student Services for disciplinary action which could include failure of the course and expulsion from the university. Bottom line – make sure all work is yours and don't cheat!**

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**X. STUDENT ABSENCES ON RELIGIOUS HOLY DAYS POLICY**

Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence.

University policy 861001 provides the procedures to be followed by the student and instructor. A student desiring to absent himself/herself from a scheduled class in order to observe (a) religious holy day(s) shall present to each instructor involved a written statement concerning the religious holy day(s). This request must be made in the first fifteen days of the semester or the first seven days of a summer session in which the absence(s) will occur. The instructor will complete a form notifying the student of a reasonable timeframe in which the missed assignments and/or examinations are to be completed.

**XI. Disability Policy**

Any student with a documented disability needing academic adjustments or accommodations is requested to speak with me during the first two weeks of class. All discussions will remain confidential. Students with disabilities should also contact the Counseling Center. The Counseling Center is located across from the Lee Drain Building, next to the Farrington Building. The telephone number is (936) 294-1720.

**XII. Tentative Course Outline (DATES ARE TENTATIVE)**

<b>Date:</b>	<b>Material:</b>
8/21/07	Course Overview/Chapter 1 - Sport Marketing Overview
8/28/07	Chapter 2 - Strategic Marketing Management
9/4/07	Chapter 3 - Studies of Sport Consumers / Excerpts from <i>Sport Fans: The Psychology and Social Impact of Spectators</i> by Wann, Russell, Melnick, & Pease
9/11/07	Chapter 4 - Perspectives in Sport Consumer Behavior / <i>Trail &amp; James (2001) &amp; Trail, Anderson, Dick, &amp; Gillentine (2003) articles</i>
9/18/07	Chapter 5 - Data-Based Research and the Role of Research in Sport Marketing <b>(MARKETING ITEM DISCUSSIONS BEGIN)</b>
9/25/07	Chapter 6 - Market Segmentation
10/2/07	Chapter 7 - The Sport Product
10/9/07	Chapter 8 - Managing Sport Brands
10/16/07	Chapter 9 - Licensed and Branded Merchandise
10/23/07	Chapter 10 - Pricing Strategies
10/30/07	Chapter 11 - Sport Marketing Promotions
11/6/07	Chapter 12 - Sport Marketing Sales <b>EVENT MARKETING AUDIT DUE / PRESENTATIONS OF EVENT MARKETING AUDIT</b>
11/13/07	Chapter 13 – Promotional Licensing and Sponsorship
11/20/07	Chapter 14 – Place or Product Distribution / Chapter 15 – Electronic Media
11/27/07	Chapter 16 – Public Relations / Chapter 17 – Coordinating and Controlling the Marketing Mix
12/4/07	<b>GROUP MARKETING PLAN PRESENTATIONS / LAST CLASS DAY</b>
12/11/07	<b>FINAL EXAM (8:00 pm – 10:00 pm)</b>

KIN 599 – Sport Marketing: Theory and Practice  
**Event Marketing Audit**

You will attend a sporting event (instructor’s permission required). You will go to the event not as a spectator, but as a marketing evaluator. Overall, you will evaluate a total of 20 items (signs, program ads, PA announcements, etc.).

At the event you will take pictures of signage, listen to P.A. announcements, and obtain any printed materials (i.e. game programs, rosters, etc.).

Your report should be in chart form (please refer to the example below). In addition, the pictures (or a CD-ROM with the pictures on them) will be turned in as well as any programs, rosters, etc. No more than half of your 20 evaluations can be from one category. Also, do not use P.A. announcements unless you have the actual script.

<b>Company</b>	<b>Type</b>	<b>Comments</b>
Southwest	Stadium signage	Easy to read. I thought listing the website on the signage was very important. The sign’s simple design and bright colors made it effective. The location of the sign, just above the scoreboard, makes it easy to see.
EV1.net	Foul pole	A good idea over all. Good use of a non-traditional opportunity. However, as a consumer, I think that EV1.net is getting too much mileage out of their potential give-a-way. EV1.net will give away a Hummer to a fan if an Astros player hits a homerun off of the center of the bull’s eye target located at the top of the 100-foot high foul pole. The chances are so slim that it’s almost silly. I feel that EV1.net and the Astros would be better served by making it much more probable for someone to win. Perhaps they could say that they would give away the Hummer for the first home run that hits any part of the foul pole would result in a free Hummer for a fan. EV1.net would gain significant publicity if they were to give away a Hummer during the season.
McDonald’s	P.A. Announcement	By showing a ticket stub from the game, the fan was entitled to a small order of French fries with the purchase of a Big Mac. While I can see the attraction for someone who consistently eats at McDonald’s, I don’t see that this promotion will bring in much new business. If they wanted to generate more traffic, I think that the offer needs to be made more desirable. For example, perhaps a “buy one, get one free” offer on a Big Mac would have been more appealing.

**This is the assignment due on your presentation date. In class, you will show a minimum of 10 pictures on the screen to your classmates and then will discuss each item and its marketing viability.**