

# Syllabus For Course of Instruction

## I. Basic Information of the Course

PEWS 340 – Sport Marketing  
Instructor: Ms. Julie Powell  
Phone: Work- 731-661-5466  
Email: jpowell@uu.edu

Fall 2006  
Office Hours: Posted A-72  
Home: 731-664-8792

## II. Scope of the Course

A study of the basic marketing concepts in the sports industry including fundamental techniques of advertising, sales, promotion, fund-raising, and journalism in relation to sport.

## III. Objectives of the Course

- A. To understand the market forces that create the need for enlightened marketing strategies in the sport industry.
- B. To recognize the components of the sport product and of the sport industry.
- C. To recognize and appreciate the components of marketing management in sport.
- D. To study and understand the perspectives of sport consumers.
- E. To understand the role of research in sport marketing.
- F. To recognize the process of licensing and branding merchandise.
- G. To understand promotion and pricing strategies.
- H. To appreciate the legal aspects of sport marketing.

## IV. Method of Evaluation

		Grading Scale
Written Tests	100 points each	A 95-100
Article Summaries	40 points each	B 85-94
Book Critique	100 points each	C 75-84
Video Reflections	20 points each	D 65-74
Web Discussions	20 points each	F below 65
Special Project	200 points	

## V. Specific Activities/Assignments/Requirements

### Written Examinations

1. The format of the tests will consist of multiple choice, true/false, and short answer questions.

### Article Reviews

1. Students will choose any two articles related to sport marketing from a professional refereed journal (i.e. Athletic Business, Athletic Management, Journal of Sport Management, Sport Marketing Quarterly).
2. Students will complete a one-page type written critique for each article. Within the critique, students will summarize the article and also provide their own opinion listing strengths and weaknesses of each article along with supporting evidence and/or justification. All reflections will be posted on the discussion board of WebCT.
3. First article must be posted by Thursday, September 19<sup>th</sup>. Second article must be posted by Tuesday, November 21.

### **Book Critiques**

1. Students will read the two books from the book list and complete a two-page type written critique for each book. Within the critique, students will summarize the book and also provide their own opinion listing strengths and weaknesses of each book along with supporting evidence and/or justification and posted to WebCT.
2. Reviews are due by **Thursday, December 7.**
3. Books are as follows:
  - Blanchard, K. and S. Bowles. *Raving Fans*. William Morrow and Company, Inc. New York.
  - Connellan, T. *Inside the Magic Kingdom*. Bard Press. Atlanta.
  - LeBoeuf, Michael, Ph.D., *How to Win Customers and Keep Them For Life*. Berkley Books, New York. 1988. ISBN: 0-425-11468-6.

### **Web Discussions**

Students must participate in a minimum of three class discussions on WebCt during the semester. A posting will be made related to a topic in class and discussion threads will follow.

### **Special Project**

To be determined in class.

## **V. Attendance/Participation**

NO assignment will be accepted after class time on the day the assignment is due unless previously arranged with the instructor at least 24 hours in advance. This policy includes excused absences such as athletic and school events. Any tests missed will be taken on the make-up day at the end of the semester.

Any videos, guest speaker presentations, and/or outside trips cannot be made-up without a written doctor's note or official communication from the office of the provost.

## **VI. Text**

Graham, Stedman, Lisa Delpy Neirotti and Joe Jeff Goldblatt. *The Ultimate Guide to Sports Marketing*. McGraw-Hill: 2001. ISBN: 0-07-136124-3.

## **VII. Communication**

You are responsible for accessing and checking your Union email account on a regular basis. This now serves as the main communication tool for the University. You have the ability to forward this account to another account you prefer to use; however, communication with regards to this class may be sent through the University email account and it is your responsibility to be informed.

## **VIII. Resources**

Brooks, Christine. *Sports Marketing: Competitive Business Strategies for Sports*. Prentice-Hall, Inc.:1994. ISBN: 0-13-835893-1.

Graham, Stedman, Lisa Delpy Neirotti and Joe Jeff Goldblatt. *The Ultimate Guide to Sports Marketing*. McGraw-Hill: 2001. ISBN: 0-07-136124-3.

Milne, George R. and Mark A. McDonald. *Sport Marketing: Managing the Exchange Process*. Jones and Bartlett: 1999. ISBN: 0-7637-0873-9.

Mullin, Bernard J., Stephen Hardy and William A. Sutton. *Sport Marketing*. 2<sup>nd</sup> Edition. Human Kinetics: 2000. ISBN: 0-88011-877-6.

**IX. WebCT**

Each student needs to set up an account in WebCT. This is where grades will be posted after assignments are graded.

## CONFIRMATION OF COURSE PARTICIPATION

I have read the syllabus for PEWS 340 Sport Marketing (Fall Term 2006) and understand the requirements for this web-based course. This understanding includes the requirement to use and understand WebCT as well as the possibility for seeking out information on my own to complete course assignments.

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Print Name

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Signature