
TEXAS A&M UNIVERSITY – COMMERCE
Department of Health & Human Performance

HHPS 525
Marketing and Public Relations in Sport

Spring 2013 – Online

COURSE INFORMATION

Instructor: Scott Waltemyer, Ph.D.
Office: Field House 100
Office Hours: TR 2-3:30pm, W 10-12pm, or by appointment
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COURSE DESCRIPTION

This course will examine the principles of marketing, marketing concepts, advertising, promotion, consumer behavior, strategic planning, and the marketing of sport and recreation as a consumer product.

COURSE MATERIALS

Textbook (required)

Mullin, B. J., Hardy, S., & Sutton, W. A. (2007). *Sport Marketing (3rd ed.)*. Champaign, IL: Human Kinetics.

Spoelstra, J. (1997). *Ice to the Eskimos: How to market a product nobody wants*. New York: Harper Collins.

COURSE OBJECTIVES

After completion of this course, the student should be able to:

1. Understand basic marketing terminology and theory, and how it applies to practice in the sport industry.
2. Discuss key sport marketing concepts such as: unique elements of the sport product, sport consumer behavior, sport promotion and sales, sport sponsorship, and public relations.
3. Discuss the purpose of community and media relations.
4. Apply sport marketing strategies to various settings in sport and recreation.
5. Analyze sport organizations and understand the importance of marketing research.
6. Develop a marketing plan using marketing research and strategies.

COURSE POLICIES AND EXPECTATIONS

1. Attendance/participation is required. Since this is an online course, the majority of the work (Class assignments and discussions) can be done at your own pace; however, this also means submitting assignments/discussion on time! You do not have to wait until the due date to submit assignments, **you may submit them at your own leisure ON OR BEFORE the due date**, as some student prefer to complete their tasks as soon as possible.
2. **NO late assignments will be accepted, unless there is a prior arrangement between the student and instructor.**
3. Students are expected to exhibit professionalism during all class discussions. Critical thinking and debate are encouraged, but students should be respectful of their fellow classmates. All students enrolled at the university shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See Student Handbook)
4. Students should adhere to the university policies regarding academic misconduct (i.e. plagiarism, cheating, and other dishonest representations of academic work). Students will receive a zero for the assignment, and may also be dropped from the course. Students in violation of these policies will be subject to the university's academic misconduct procedures.
5. Exams will consist of objective, as well as subjective, items. Students are expected to take each exam at the scheduled time.
6. **NO make-up exams will be given unless there is a prior arrangement or because of an excused university absence.**
7. Please do not hesitate to contact me if you have any questions or concerns. Because I am not physically in Commerce, if you have any questions or concerns do not hesitate to email or call me so that we can discuss any issues that you may have. I am more than willing to provide any additional assistance if I can help. Remember, students earn grades; I do not give them.

ADA STATEMENT

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. Students requesting accommodations for disabilities must contact the Director of Disability Resources and Services, Gee Library – Room 132, 903-886-5835.

PLAGIARISM

As commonly defined, “plagiarism” consists of the passing off of one’s own, the ideas, words, writing, etc., which belong to another. In accordance with this definition, you are committing plagiarism if you copy the work of another person and turn it in as your own, even if you have the permission of that person. When using another person’s ideas, words, writing, etc., you should always cite that person, giving them credit for their work. If you have any questions regarding plagiarism, please consult the instructor or university handbook.

GRADING SCALE

| | |
|------------|---|
| 90% - 100% | A |
| 80% - 89% | B |
| 70% - 79% | C |
| 60% - 69% | D |
| 0% - 59% | F |

EVALUATION

| | |
|--------------------------------------|----------|
| Class Assignments (4 x 20 pts. each) | 80 pts. |
| Class Discussions (8 x 15 pts. each) | 120 pts. |
| Marketing Project | 100 pts. |
| Exam #1 | 100 pts. |
| Exam #2 | 100 pts. |
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| TOTAL | 500 pts. |

CLASS ASSIGNMENTS

There will be two assignments per module (for a total of four assignments). You will be given an activity or exercise to complete. Specific instructions will be given/posted on eCollege. All assignments should be typed in Microsoft Word.doc format using a 12pt. font, and will be submitted through the eCollege dropbox for each specific assignment. *No assignments will be accepted by email unless there are technical difficulties with eCollege. In that case, I will send out an email and let you know.*

CLASS DISCUSSIONS

There will be four online class “discussions” topics per module (for a total of eight discussions). The discussions will not be “live”, so you will be able to post at any time. Some of the discussion questions will only require a single post, while others may ask you to “respond” to your classmates. If asked to respond to classmates, the discussion question will specifically state requirement.

MARKETING PROJECT

Students will work in pairs to develop a marketing plan for a *real* sport organization. (I must approve the organization). If you choose a high school or college, you will need to choose one specific sport (i.e. men’s ice hockey, softball, football, women’s soccer). Specific details and instructions for the marketing project will be uploaded in the eCollege “Doc Sharing” area for students to download.

EXAMS

Exams will consist of multiple choice, true/false, and essay style questions. They will be completed through eCollege, and there will be a time limit. See eCollege for specific details.

COURSE SCHEDULE (This Schedule is Tentative)

MODULE ONE – The Marketing Environment (January 14 – March 4)

- Lectures:** Introduction to Course
Introduction to Sport Marketing (Mullin Ch. 1)
Marketing Management and Strategic Marketing (Mullin Ch. 2)
Understanding Market Research (Mullin Ch. 3, 5)
Sport Consumers and Market Segmentation (Mullin Ch. 4, 6)
Legal Aspects of Marketing (Mullin Ch. 18)
- Readings:** Spoelstra (Chapters 1-10)
- Bennett, G. & Lachowetz, T. (2004). Marketing to lifestyles: Action sport and generation Y. *Sport Marketing Quarterly*, 13, 239-243.
- Hansen, H., & Gauthier, R. (1992). Marketing objectives of professional and university sport organizations. *Journal of Sport Management*, 6, 27-37.
- Fink, J., Trail, G., & Anderson, D. (2002). Environmental factors associated with spectator attendance and sport consumption behavior: Gender and team differences. *Sport Marketing Quarterly*, 11, 8-20.
- Meenaghan, T. (1994). Ambush marketing: Immoral or imaginative practice? *Journal of Advertising Research*, 34, 77-88.
- Discussions:** Go to “Module One” then “Discussion” and each discussion question can be found within each specific “Topic” (Directly under the introduction/instructions). There are four (4) discussion topic questions for this module. I will post an announcement in eCollege when a new discussion “Topic” has been posted (approximately every week or so).
- “Syllabus Post” discussion due by noon on Monday, January 28th.*
- All other “Discussion” posts for Module One are due by noon on Monday, February 25th.*
- Assignment:** See eCollege for specific assignment instructions. *All assignments due by noon on Monday, February 25th*
- Exam #1** Available beginning Monday, February 25th and closing at 5pm on Mon., March 4th.

MODULE TWO – The Marketing Mix (March 18 – May 6)

Lectures: The Sport Product (Mullin Ch. 7)
Sport branding and product differentiation (Mullin Ch. 8)
Pricing (Mullin Ch. 10)
Promotions (Mullin Ch. 11)
Placement and Distribution (Mullin Ch. 14)
Media (Mullin Ch. 15)
Public Relations (Mullin Ch. 16)

Readings: Spoelstra (Chapters 11-20)

Gladden, J.M., Irwin, R.L., & Sutton, W.A. (2001). Managing North American major professional sports teams in the new millennium: A focus on building brand equity. *Journal of Sport Management, 15*, 297-317.

Rishe, P., & Mondello, M. (2004). Ticket price determination in professional sports: An empirical analysis of NBA, NFL, NHL, and MLB. *Sport Marketing Quarterly, 13*, 104-112.

Boyd, T.C., & Krehbiel, T.C. (2006). An analysis of the effects of specific promotions types on attendance at MLB games. *Mid-American Journal of Business, 21*, 21-32.

Schneider, R., & Bradish, C. (2006). Location, location, location: The marketing of place and Super Bowl XL. *Sport Marketing Quarterly, 15*, 206-213.

Stoldt, G.C., Miller, L.K., & Comfort, G. (2001). Through the eyes of athletic directors: Perceptions of sports information directors and other public relations issues. *Sport Marketing Quarterly, 10*, 164-173.

Discussions: Go to “Module One” then “Discussion” and each discussion question can be found within each specific “Topic” (Directly under the introduction/instructions). There are four (4) discussion topic questions for this module. I will post an announcement in eCollege when a new discussion “Topic” has been posted (approximately every week or so). *All “Discussion” posts for Module Two are due by noon on Monday, April 22nd.*

Assignments: See eCollege for specific assignment instructions. *All regular assignments for Module Two are due by noon on Monday, April 22nd.*

Marketing Project due by noon on Monday, May 6th.

Exam #2 Available beginning Monday, April 22nd and closing at 5pm on Monday, April 29th.