Texas A&M University-Commerce
Health and Human Performance

HHPS 420
Marketing for Sport and Recreation
Spring 2015

Instructor: Dr. Sangkwon Lee
Office: Field House 100
Email: sangkwon.lee@tamuc.edu
Phone: 903-886-5544

<table>
<thead>
<tr>
<th>Class Times</th>
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<tr>
<td>TR 12:30-1:45 pm</td>
<td>TR 9:15-11:00 pm</td>
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<td>or by appointment</td>
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COURSE DESCRIPTION

The course is designed to provide the student with analysis of marketing from a manager’s perspective as it may relate to the sport, recreation, tourism, and entertainment industries. The course provides an introduction to the marketing of sport, entertainment and recreation products and services, teams, and programs. Emphasis of instruction is on marketing theories, strategies, tactics and developments in sport delivery systems. The course will examine marketing practices and operations in a variety of sectors as they relate to consumption behavior.

LEARNING OUTCOMES

1. Define fundamental terminology used in marketing applications.
2. Identify internal and external sources of marketing information.
3. Integrate the components of strategic market planning including the correlation of organizational mission, goals and objectives with marketing strategies.
4. Provide an overview of market strategies and analyses applicable to sport and recreation enterprises.
5. Demonstrate an understanding of market research applicable to numerous sport settings.
6. Provide opportunities for students to implement and develop an understanding of the practical importance of integrating marketing strategies, assessing consumer identification patterns and implementing marketing programs related to the application of sport.
7. Conduct basic market research and develop a marketing plan.

TEXTBOOKS

Required:

Recommended:

COURSE OUTLINE (subject to change)
Jan. 20

An Overview of the Sports Industry
<Reading>
  • Chapter 1

Jan. 22

Strategic Sports Marketing: Basic Marketing Principles
<Reading>
  • Chapter 1, 2

Jan. 27

Strategic Sports Marketing: Sports Marketing Theory
<Reading>
  • Chapter 2

Jan. 29

Marketing Research Process
<Reading>
  • Chapter 3

Feb. 3

Marketing Research Process
<Reading>
  • Chapter 3

Feb. 5

Understanding Consumers (Participants)
<Reading>
  • Chapter 4
Understanding Consumers (Spectators)

<Reading>
- Chapter 5

Feb. 12

Segmentation
<Reading>
- Chapter 6

Feb. 17

Target Market
<Reading>
- Chapter 6

Feb. 19

Positioning
<Reading>
- Chapter 6

Feb. 24

Proposal Presentation for Market Plan Project

Feb. 26

Mid-term Exam

Mar. 3
Product Concepts
<Reading>
- Chapter 7

Mar. 5

Product Management
<Reading>
- Chapter 8

Mar. 10

Demand & Supply Theory in Sports Pricing
<Reading>
- Chapter 12

Mar. 12

Pricing Concepts
<Reading>
- Chapter 12

Mar. 17 / 19

No Class: Spring Break

Mar. 24

Pricing Strategies/Techniques
<Reading>
- Chapter 12

Mar. 26

Promotion Concepts
<Reading>
- Chapter 9
Mar. 31

Promotion Mix Elements
<Reading>
   • Chapter 10

Apr. 2

Promotion Mix Elements
<Reading>
   • Chapter 10

Apr. 7

Sponsorship / Endorsement
<Reading>
   • Chapter 11

Apr. 9

Distribution

Apr. 14

Distribution
<Reading>

Apr. 16

Implementation
<Reading>
   • Chapter 13

Apr. 21

Implementation
<Reading>
   • Chapter 13

Apr. 23
Control
<Reading>
- Chapter 13

Apr. 28

Control
<Reading>
- Chapter 13

Apr. 30

Market Plan Presentations

May 5

Market Plan Presentations

May 7

Market Plan Presentations

Course Wrap-Up: Summary and Conclusions

May 11-15

Final Exam

CLASS ATTENDANCE

You are expected to attend all class sessions. Material for any absence is the sole responsibility of the student. Due to the limited number of sessions and the pace of the class students are requested to notify the instructor of any absence. If a student is absent on the day he/she is scheduled to make a presentation without making prior arrangements with the instructor, the student will receive a zero on the presentation grade.

ADA STATEMENT

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statue 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.

STUDENT CONDUCT

A&M-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national
origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

**CHEATING AND PLAGIARISM**

Please refer to the published university guidelines, and make sure that you understand them, for they will be enforced.

**COURSE ASSIGNMENTS**

Assignments are expected to be submitted on the assigned due date. Late work will face a deduction of 10% per day, until completes.

All assignments MUST follow this format:
- Typed, using 12 point font, Times New Roman
- Double spaced, 1 inch margins
- Include a cover sheet with your name, the name of the assignment, the class (HHPS 420) and the date
- Paper should not exceed page length requirements

1. **Assignment I (Due: Feb. 19)**

   1) Choose three teams in the same sport (e.g., Yankees, Astros, and Indians) or three sports products in the same product category. (e.g., Titleist, Ping, and Taylor made golf clubs), and discuss how each makes market selection decisions. Comment specifically on similarities and differences in segmentation, targeting, and positioning.

   2) Companies choose various sponsorship opportunities to reach different segments and target markets. Give examples of two different sponsorship opportunities and their perspective market segments and target markets. You need to write a paper (**6 pages, not including a cover page**).

2. **Assignment II (Due: Apr. 2)**

   1) Conduct a simple study of odd-even pricing by producing a rough (mock-up) advertisement for a sports product. Produce two versions of the advertisement-one using odd pricing for the sports product and an identical version using even pricing for the sports product. Then measure demand for the product (potential sales) by assessing purchase intent and consumer perceptions of quality. Which product will sell the best (odd or even priced)? Which product is perceived to be of higher quality (odd or even priced)?

   2) Name two sports products that use price-skimming strategies and two sports products that use a penetration pricing strategy. Comment on how the rest of the marketing mix follows the pricing strategy. Do you agree with the sports marketer’s pricing decisions? You need to write a paper (**6 pages, not including a cover page**).

3. **Assignment III: Market Plan (Due: Apr. 30)**
Each student will be required, as part of a group (TBD), to participate in the development of a strategic marketing plan. Components will include but are not limited to: a strategic definition; the cited use, development and potential implementation of a survey instrument; segmentation, targeting, positioning strategies; and market mix; implementation and control strategies. In addition, each student may be REQUIRED to participate in practical applications of market strategies as part of the class. This plan will be 10-15 pages in length.

**EXAMINATION**

Two exams will be given during this semester. The midterm exam will be worth 50 points and the final exam will be worth 50 points. Exams will cover (but not be limited to) material lectured on, the textbook, and additional readings assigned. The exams will consist of a variety of types of questions, such as, for example, calculation problems, short answer questions, short case analysis, multiple choice questions, etc. If you know in advance that you will be unable to take the exam on the scheduled day, please see the instructor at least one week before the exam is administered. See class schedule for dates.

**COURSE EVALUATION**

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