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)
**Week 1: Jan. 19 - 23**

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

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

**Week 2: Jan. 26 - 30**

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

**Week 3: Feb. 2 - 6**

Marketing Research Process
<Reading>
- Chapter 3

Marketing Research Process
<Reading>
- Chapter 3

**Week 4: Feb. 9 - 13**

Understanding Consumers (Participants)
<Reading>
- Chapter 4

Understanding Consumers (Spectators)
<Reading>
- Chapter 5


**Week 5: Feb. 16 - 20**

**Segmentation**

*<Reading>*

- Chapter 6

**Target Market**

*<Reading>*

- Chapter 6

**Week 6: Feb. 23 - 27**

**Positioning**

*<Reading>*

- Chapter 6

**Week 7: Mar. 2 - 6**

**Mid-term Exam**

**Week 8: Mar. 9 - 13**

**Product Concepts**

*<Reading>*

- Chapter 7

**Product Management**

*<Reading>*

- Chapter 8
Week 9: Mar. 16 – 20

Spring Break

Week 10: Mar. 23 - 27

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

Pricing Concepts
<Reading>
- Chapter 12

Week 11: Mar. 30 – Apr. 3

Pricing Strategies/Techniques
<Reading>
- Chapter 12

Week 12: Apr. 6 - 10

Promotion Concepts
<Reading>
- Chapter 9

Promotion Mix Elements
<Reading>
- Chapter 10

Week 13: Apr. 13 - 17

Promotion Mix Elements
<Reading>
- Chapter 10

Sponsorship / Endorsement
<Reading>
- Chapter 11
1-12.

**Week 14: Apr. 20 - 24**

**Distribution**
<Reading>

**Implementation**
<Reading>
- Chapter 13

**Week 15: Apr. 27 – May 1**

**Control**
<Reading>
- Chapter 13

**Week 16: May 4 - 8**

Exam Review

**Finals Week: May 11-15**

**Final Exam**

**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 525) and the date
- Paper should not exceed page length requirements

1. Weekly Assignment

Each student will be required to complete weekly assignments. Detailed instructions will be provided each week.

2. Marketing Plan (Due: May 1)

Each student will be required to complete 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.

2. Research Paper (Due: May 8)

Students are required to write a research paper aiming to submit to the sports finance/sports economics journals or to the national conferences. Students will be focusing on marketing or public relation issues in the sport or recreation industry.

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

- Proposal submission: February 27, 2015
- Paper submission: April 29, 2014

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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