



Center for the Study of
Sport and Exercise

SADL 514 - Sport
Consumer Behavior

Course Syllabus
Winter 2013



Instructor: Dr. Galen Trail Office: Lynn 112 Email: trailg@seattleu.edu	Course Time: Mondays 6-9pm Location: Engineering 308
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Text required: Chapters posted on ANGEL from:

Trail, G. T., & James, J. D. (2012). *Sport Consumer Behavior*. Seattle, WA: Sport Consumer Research Consultants LLC.

Scope of the Course: Sport spectating is an extremely popular activity in the United States and little is known about the theoretical nuances that determine spectator behavior in sport. This course is intended to provide students with comprehensive coverage of sport spectator consumer behavior with an emphasis on theory development, review of research, and marketing applications. Various models and paradigms relevant to sport spectator consumption behavior will be examined.

Course Objectives: After successfully completing this course, students will be able to do the following:

Objective	Learning Outcome	Evaluative Tool
1. Explain and delineate theories relevant to sport spectator behavior.	Content Knowledge, Discovery and Inquiry, Critical Thinking, Communication, Social Responsibility	In-class assignments & quizzes
2. Apply the theories and research paradigms to develop and evaluate marketing reports.	Discovery and Inquiry, Critical Thinking, Communication, Social Responsibility	In-class assignments and Consumer Marketing Report
3. Create a consumer marketing report that provides a synopsis and recommendations for a sport organization. Specifically the student will:		
a. Collect data on sport spectators (consumers)	Content knowledge, Discovery and Inquiry, Critical Thinking, Technology	Consumer Marketing Report
b. Assess data collected on sport spectators (consumers)	Critical Thinking, Numeracy, Technology	Consumer Marketing Report
c. Summarize and delineate findings	Critical Thinking, Numeracy	Consumer Marketing Report
d. Make recommendations for marketing strategies applying relevant theories.	Discovery and Inquiry, Critical Thinking, Social Responsibility	Consumer Marketing Report
e. Provide a written and oral presentation of the report	Communication, Technology	Consumer Marketing Report

Course Requirements and Assignments:

1. Quizzes (100 points)
2. Assignments (200 points)
3. Proposal (50 points)
4. Written consumer marketing report (250 points).
5. Oral presentation of marketing report (50 points).
6. Final exam (100 points)

Course Expectations:

To do well in this class, you will probably need to spend **at least** 10 hours per week **outside** of class on the readings, preparing for the quizzes, and doing the assignments. Please plan accordingly. Late assignments are accepted with a penalty of 10% per calendar day, starting immediately after the drop box closes.

Grading Scheme:

93.33%+ = A	80.00+% = B-	70.00+% = C-
90.00+% = A-	76.67+% = C+	60.00+% = D
86.67+% = B+	73.33+% = C	0.00+% = F
83.33+% = B		

Course Calendar					
Unit #	Date	Topic	Readings	In class	Assignments Due
1	1/8	Intro to Sport Consumer Behavior & Theories of Consumer Behavior	Chapter 1, Chapter 2	Quiz on #1 Quiz on #2	Choose groups for Consumer Marketing Report & identify sport organization
2	1/15	Fan Socialization & Social Networks Market Segmentation	Chapter 3 & Chapter 4	Quiz on #3 Quiz on #4	Assignments #1a (Survey on Fan Socialization) due before class; #1B due in class. Start working on assignment #2. Work on proposal in class (if time); set up meeting with sport organization.
3	1/22	Culture and sub-culture, Needs, Values, Goals	Chapter 5 & Chapter 6	Quiz on #5, Quiz on #6	Assignment #2 due before class. Proposal draft due.
4	1/29	Motivation & Constraints and Market Demand	Chapter 7 & Chapter 9	Quiz on #7, Quiz on #9	Assignment #3 (Culture/subculture) due Assignment #4 (Values/goals) due Proposal due
5	2/5	Confirmation/disconfirmation/affect/satisfaction & Self-esteem (BIRGing	Chapter 10 & Chapter 11	Quiz on #10 & Quiz on #11	Assignment #5 (Motivators/Constraints) due before class Assignment #6 (post

		& CORFing)			event) due before the end of class
6	2/12	Perception	Chapter 8	Quiz on #8	Start data collection as soon as Dr. Trail approves your final survey
7	2/19	Data collection			Finish data collection, start data analysis
8	2/26	Data analysis			Finish analysis, start write up
9	3/5	Rough drafts			Finish write up
10	3/12	Oral reports in class			Consumer Marketing Reports due, presentations in-class.
11	3/19	Final Exam	6-8 PM	Tuesday	March 19th

I reserve the right to modify this syllabus at any time.

MISSION STATEMENT:

Seattle University is dedicated to educating the whole person, to professional formation, and to empowering leaders for a just and humane world.

Vision

We will be the premier independent university of the Northwest in academic quality, Jesuit Catholic inspiration, and service to society.

Values

- **Care**
We put the good of students first.
- **Academic Excellence**
We value excellence in learning with great teachers who are active scholars.
- **Diversity**
We celebrate educational excellence achieved through diversity.
- **Faith**
We treasure our Jesuit Catholic ethos and the enrichment from many faiths of our university community.
- **Justice**
We foster a concern for justice and the competence to promote it.
- **Leadership**
We seek to develop responsible leaders committed to the common good.

DIVERSITY STATEMENT:

Seattle University both celebrates and promotes safe and healthy community life for people of all races, religions, national origins, socio-economic classes, gender identities and expressions, sexual orientations, physical and learning abilities, and ages by modeling behavior and articulating expectations that we live and work together in one community, bound together by our commitment to learning and respect for one another. Excellence and diversity at Seattle University are inextricably tied. We have a deep understanding of, and commitment to, the fact that to be an excellent university we must be diverse in all aspects of our work. No discrimination will be tolerated.

ACADEMIC CONDUCT

You are expected, at all times, to act with academic integrity.

Seattle University is committed to the principle that academic honesty and integrity are important values in the educational process. Academic dishonesty in any form is a serious offense against the academic community. Acts of academic dishonesty will be addressed according to the Academic Honesty Policy. Without regard to motive, student conduct that is academically dishonest, evidences lack of academic integrity or trustworthiness, or unfairly impinges upon the rights and privileges of others is prohibited. See the following web page for additional information;

<http://www.seattleu.edu/registrar/page.aspx?ID=87>

STUDENT SUPPORT

A recent American College Health Survey found stress, sleep problems, anxiety, depression, interpersonal concerns, death of a significant other and alcohol use among the top ten health impediments to academic performance. Students experiencing personal problems or situational crises during the quarter are encouraged to contact the Seattle University's Counseling and Psychological Services (CAPS) [(206)-296-6090; <http://www.seattleu.edu/student/counsel/index.asp>] for assistance, support and advocacy. This service is free and confidential.

“Students with documented disabilities that affect their ability to participate fully in the course or who require special accommodations are encouraged to speak with the instructor so that appropriate accommodations can be arranged.”

The Disability Services Office can be accessed by this url:

<http://www.seattleu.edu/sas/DisabilityServices/default.aspx?id=28360>

Assignments

Consumer Marketing Report

Get in groups of 4-5 and identify a sport organization that needs a consumer market report done for them. You will stay in this group for the quarter for this project. You will collect information about consumers or potential consumers of this organization's product (e.g., the team). The information that you will collect will be based on the information presented in the readings and in class. You will contact your chosen organization and work with them to collect information that will be most relevant and useful to the organization, but based on the content of this course. If the organization refuses to work with you, you will need to collect the information from people who are not at the venue. You will need to collect information from at least 100 people. To collect this information you will need to create a survey. Before you survey anyone, you must clear the survey with Dr. Trail (he must approve the content and the format of the survey). If you don't do this, you will get a zero on the project. You may use a paper and pencil survey, telephone, or internet survey. You must input your data from the survey into an Excel spreadsheet and SPSS file. You will then create the marketing recommendations based on a summary of the data gathered. See the Consumer Marketing Report rubric for a description of what the content needs to be for each section. Also see the examples on ANGEL. Here is some additional information about creating the consumer market research report.

1. First make sure that you look over the examples provided on ANGEL.
2. Second, the oral part of the project is the front part of the written part of the project. For example, on the Stealth Market Analysis, the oral part is slides 1-43. The written part is the remaining slides. You can do it this way if you want, rather than making two separate documents.
3. Create your Background, Purpose, and Methodology slides.
4. The next set of slides should be on the total data set before you do the segments. If you have any awareness and interest graphs, put them here.
5. If the client wants demographics, put your demographic slides next, doing the demographics on the entire sample.
6. In the Stealth example, I put the behavior graphs here as well because the Stealth wanted them on the whole sample; however, in your cases, I would recommend that you not do this, and do the behaviors by segment, which comes later.
7. Present the model.
8. Break out any "bubbles" in your model that need more explanation, like internal motivators, external motivators, constraints, etc.
9. Don't worry if you don't know how to calculate the values for the paths of the model. Don't include these on the slide for now. It's not critical and I can show you how to do it later if you want.
10. To create your segments, you will need to do a Cluster Analysis in SPSS. I'll help you do that, but you need to give me a head's up so we can schedule a time.
11. Create your Suggested Market Segment slide with a pie chart with the percentages in each segment.
12. Split out the behaviors by segment (GLM – Multivariate; if you don't remember how to do this, I'll help you but review the content in your Field book) and create the graph.
13. Do the behavioral intentions and all the other variables by category as well.
14. Now address all of the purposes required by the client. This is done by segment. It is organized by "What we found" and "What we recommend." See Stealth example or Boeing Classic example.

- a. The “What we found” part is determined by the relationships you found among the variables in your model. For example, if you found that TeamID (or any type of ID) predicted behavioral intentions significantly (the correlation between the two was significant and explained a meaningful amount of variance), then you would report that.
 - b. The Recommendation part is your suggestion on what to do with the findings. For example, to increase future attendance, you need to increase TeamID. To increase TeamID, you need promote/advertise aesthetics, or drama, or whatever your correlations showed you were correlated with TeamID.
 - c. Always start with Behavioral intentions and work backwards through your model, identifying the highest correlations as you go.
15. If you need help, do not hesitate to ask and to make an appointment to see me.

If you have additional questions, do not hesitate to ask.

Assignment #1 – Fan Socialization (40 points)

Individually, fill out Assignment #1 after reading Chapter #3. Bring the filled out assignment to class either digitally or a paper copy. Please follow the instructions carefully. In class, get in groups of 4-6. With your group discuss each of your teams briefly and see what similarities exist across members of your group. Submit Assignment #1a (20 points) to the drop box on ANGEL before the end of class and submit a summary of the similarities across the group to a separate drop box (Assignment #1b – 20 points).

Assignment #2 – Information on Organization (40 points)

Get in your group for the Consumer Marketing Report. I would like you to gather as much information about the fans of this organization as you can from external sources (i.e., without having to access people within the organization itself). Try to collect (30 points):

1. Overall attendance figures for the last several years,
2. TV or radio ratings if you can find them,
3. Merchandise sales if you can get it,
4. Demographic information if available, and
5. Anything else that you can think of that might be available on the web.

From this information, identify at least three areas the sport organization really needs to work on (e.g., increasing attendance, improving local TV ratings, selling more merchandise, improving positive public perceptions, developing a presence on social networks, etc.) (10 points).

This is due by the beginning of next class period.

Proposal – (50 points)

See examples on ANGEL. The Proposal consists of

1. Title page, identifying who you are proposing to, who you are, and the copyright date.
2. Second page (may be 2 pages), brief background, identify what the organization wants, what you will do to meet their needs. (You don’t need a “References page”.)
3. Next pages show what you can provide, may include demographics, consumer profile, venue aspects, psychographics, constraints, behaviors, etc. You can use the graphs in the examples if you want, or you can create new ones in Excel with made-up data. These are just examples.
4. Last several pages include methodology, data analysis, output, logistics, ownership of the data, and financial commitment of the client if relevant.

5. Last page – your bios.

Assignment #3 – Culture/Subculture survey parts (20 points)

From the survey manual on culture and subculture, choose any of the items that you think may be applicable to your research project. Start putting together your survey with Logo, Instructions, formatting tables. The items from culture and subculture should go at the end of the survey except as noted.

Assignment #4 – Values & Goals survey parts (20 points)

From the survey manual on values and goals, choose any of the items that you think may be applicable to your research project based on the information in the chapter and from class discussion and put them in your survey.

Assignment #5 – Motivators & Constraints survey parts (20 points)

From the survey manual on motivators, and from the survey manual on constraints, choose any of the items that you think may be applicable to your research project and put them in your survey. Make sure that you are only including those that are applicable to your research.

Assignment #6 – Affective & Behavioral items (20 points)

From the manual on affective and behavioral items, and from the venue manual, choose any of the items that you think may be applicable to your research project and put them in your survey. Now, include any items that you have come up with that do not fit within any of these dimensions that you need in your questionnaire to answer you're the clients purposes, if you have not already done so. Finalize your survey and submit it to me ASAP. As soon as it has my approval, start surveying. Make sure that all respondents are 18 or over.