

SADL 506
Strategic Marketing for Sport Organizations

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Text required: Mullin, B.J., Hardy, S., & Sutton, W.A. (2007). *Sport Marketing (3rd ed.)*. Human Kinetics. & The Tipping Point – available on amazon.com

Text reference: The Elusive Fan, Rein, Kotler, Shields – available on amazon.com

Scope of the Course: This course is designed to provide current or future sport program administrators/marketers with fundamental and intermediate levels of knowledge about marketing of, and through, sport. Students are introduced to a variety of sport marketing theories in order to understand why and how successful marketing is critical to sport organizations.

Course Objectives:

After successful completion of this course, students will be able to do the following:

Objective	Learning Outcome	Evaluative Tool
1. Develop a sound philosophy of marketing;	Content Knowledge, Discovery and Critical Thinking	Assignments, Marketing Plan
2. Identify the major theories related to consumer behavior and market segmentation;	Content Knowledge, Discovery and Critical Thinking	Assignments
3. Identify contemporary issues and trends in sport marketing;	Content Knowledge, Discovery and Critical Thinking	Assignments
4. Increase competence of scientific inquiry in sport marketing;		Assignments, Marketing Plan
5. Create a marketing plan for a sport organization. Specifically the student will:		
a. Create an executive summary of the organization	Discovery and Critical Thinking, Communication	Marketing Plan
b. Create a situation analysis that identifies market needs, market demographics, market trends, market forecasts, a SWOT analysis	Discovery and Critical Thinking, Numeracy, Communication	Marketing Plan
c. Create a marketing strategy which includes target marketing	Discovery and Critical Thinking, Numeracy, Communication	Marketing Plan
d. Create marketing objectives and financial objectives	Discovery and Critical Thinking, Numeracy, Communication	Marketing Plan
e. Develop a marketing mix	Discovery and Critical Thinking, Communication	Marketing Plan

Course Requirements and Assignments:

1. Assignments (100 points)
2. Written marketing plan (424 points).
Late assignments are accepted; however there is a penalty of 50% the first day and then an additional 10% off each calendar day after that.
3. Final – Presentation in class of final content (40 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, chapter questions, and the Marketing Plan. Please plan accordingly.

Grading Scheme:

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

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>

Unit #	Date	Topic	Readings	Assignment Due
1	29-Mar	Intro and Overview	Chapter 1-2	Chapter 1 questions
2	5-Apr	Sports Consumption	Chapter 3-4	Chapter 2 class discussion
3	12-Apr	Research & Segment.	Chapter 5-6	Chapter 3 & 4 class discussion
4	19-Apr	Sport Product	Chapter 7	Chapter 5 & 6 class discussion
5	26-Apr	Brand Management	Chapter 8-9	Chapter 7 questions
6	3-May	Pricing Strat/Promotions	Chapter 10-11	Chapter 8 & 9 questions
7	10-May	Sales Management	Chapter 12-13	Chapter 10 & 11 class discussion
8	17-May	Product Dist./Mkting Mix	Chapters 14 & 17	Chapter 12 & 13 class discussion
9	24-May	Legalese & Licensing	Chapter 18	Chapter 14 & 17 questions
10	31-May	Discussion & Group Work		Chapter 18 class discussion
11	7-Jun	Final Exam		15 Minute Team Presentation

Supplemental readings may be assigned from "The Elusive Fan" by Rein, Kotler & Shields

Each team must have at least one laptop available for use in class

Time will be made available for project meetings during class

I reserve the right to modify this syllabus at any time

Marketing Plan -- Written Rubric

Grading: Points are earned as designated below. The project is given a point total based on the sum of all of the categories. This total is then multiplied by the number of individuals in the group. These are the total group points available. The group must then determine how points are allocated to each individual. The points may be distributed evenly among all individuals, or they may be allocated by competency, results, effort, or some other measure that rewards those that did more and performed better and penalizes those that did less or performed poorer. Each member of the group must sign the Rubric with the points that they have been allotted by the group. This signature indicates acceptance of the points ascribed to the individual. If the group cannot come to an agreement they must come to me for mediation. If mediation doesn't work, I'll make a unilateral decision based on the information that I have available to me. That decision will stand with no appeal ☺ If there are any questions, please do not hesitate to ask.

Names _____

Total Score _____

Group points _____

Process areas (points can only be lost)

	Sophisticated (-0)	Good (-1)	Adequate (-2)	Not yet competent (-3)	Unacceptable (-4)
Title Page and Graphics	Accurate title and good graphics	Accurate title and no graphic	Graphic and no title		Neither
Table of Contents	All sections present and accurately numbered pages	All sections present, pages not accurately numbered.	Missing sections and/or page numbers		No table of contents
Grammar, Spelling, Mechanics (i.e., Punctuation, Italics, Capitalization, etc.)	The writing is free or almost free of errors.	There are occasional violations in the writing, but they don't represent a major distraction or obscure the meaning.	The writing has numerous errors and the reader is distracted by them.	Errors are so numerous that they obscure the meaning of the passage. The reader is confused and stops reading.	
Word Choice	Word choice is consistently precise. The writer goes beyond the generic word to find one more effective.	Word choice is generally good.	Word choice is merely adequate, and the range of words is limited. Some words are used inappropriately.	Many words are used inappropriately, confusing the reader. The writer may also use colloquial language.	
	Sophisticated (-0)	Good (-1-2)	Adequate (-3-4)	Not yet competent (-5-6)	Unacceptable (-7-8)
Sentence structure	Sentences are well phrased and varied in length and structure. They flow smoothly from one to another.	Sentences are well phrased. The flow from sentence to sentence is generally smooth.	Some sentences are awkwardly constructed, and they represent an occasional distraction for the reader.	Errors in sentence structure are frequent enough to represent a major distraction to the reader.	

Content areas (points can only be gained.) Content may be covered out of order.

Sport Organization Marketing Plan

1. **Executive summary** – a brief summary of the main goals and recommendations of the plan for management review. **(40 points)**

2. **Table of contents (6 points)**

3. **Situation Analysis (184 points)**
 - 3.1. Internal Environment (56 points)
 - 3.1.1. Brief description of the organization. (4 points)
 - 3.1.2. Organization’s mission statement (4 points)
 - 3.1.3. Organization’s vision statement (4 points)
 - 3.1.4. Organization’s official goals (4 points)
 - 3.1.5. Organization’s operative goals (4 points)
 - 3.1.6. Organizational structure (4 points)
 - 3.1.7. Strategic Business units/products (4 points)
 - 3.1.8. SWOT for each unit/product
 - 3.1.8.1. Strengths (4 points)
 - 3.1.8.2. Weaknesses (4 points)
 - 3.1.8.3. Opportunities (4 points)
 - 3.1.8.4. Threats (4 points)
 - 3.1.9. Product review for each unit/product (if not included above)
 - 3.1.9.1. Price points (4 points)
 - 3.1.9.2. Sales at each price point (trends) (4 points)
 - 3.1.9.3. Gross margins if applicable (trends) (4 points)

 - 3.2. External Environment (64 points)
 - 3.2.1. Economy in general (4 points)
 - 3.2.2. Market trends/forecasts for sport spectator consumption in general (8 points)
 - 3.2.3. Local/regional market (Not team specific)
 - 3.2.3.1. Demographics (4 points)
 - 3.2.3.2. Geographics (4 points)
 - 3.2.3.3. Psychographics (4 points)
 - 3.2.3.4. Constraints (4 points)
 - 3.2.4. Direct competitors (4 points)
 - 3.2.4.1. Product positioning (rank of product versus competitors) (4 points)
 - 3.2.4.2. Growth and Share analysis (8 points)
 - 3.2.4.3. Competitive analysis
 - 3.2.4.3.1. Product quality (4 points)
 - 3.2.4.3.2. Pricing (4 points)
 - 3.2.4.3.3. Place (Distribution) (4 points)
 - 3.2.4.3.4. Promotion (4 points)
 - 3.2.5. Indirect competitors
 - 3.2.5.1. Growth and Share analysis (4 points)
 - 3.2.5.2. General competitive analysis (4 points)

- 3.3. **Customer Environment for each unit (64 points)**
 - 3.3.1. Demographics (4 points)
 - 3.3.2. Geographics (location of consumers) (4 points)
 - 3.3.3. Psychographics
 - 3.3.3.1. Needs (4 points)
 - 3.3.3.2. Values (4 points)
 - 3.3.3.3. Motivators (4 points)
 - 3.3.3.3.1. Interest (4 points)
 - 3.3.3.3.2. Attitudes (4 points)
 - 3.3.3.3.3. Opinions (4 points)
 - 3.3.4. Constraints (4 points)
 - 3.3.5. Behaviors (4 points)
 - 3.3.6. Market segments for each unit (List segments - 4 points)
 - 3.3.6.1. Define (8 points)
 - 3.3.6.2. Describe
 - 3.3.6.2.1. Size (4 points)
 - 3.3.6.2.2. Influence (weight) (4 points)
 - 3.3.7. Target market growth for each unit (4 points)

4. Marketing Objectives for each unit (40 points)

- 4.1. Marketing goals by each unit and target market
 - 4.1.1. Awareness (4 points)
 - 4.1.2. Interest (4 points)
 - 4.1.3. Desire (Positioning) (4 points)
 - 4.1.4. Action (Sales) (4 points)
 - 4.1.5. Market share (4 points)
 - 4.1.6. Profit (4 points)
 - 4.1.7. Image (4 points)
 - 4.1.8. Customer loyalty (4 points)
 - 4.1.9. CSR (Corporate Social Responsibility) (8 points)

5. Marketing strategy by unit/market segment (60 points)

- 5.1. Broad marketing logic – outline logic by which the business unit hopes to achieve its marketing objectives and the specifics of target markets, positioning and marketing expenditure levels. (10 points)
- 5.2. Marketing message for each segment. (10 points)
- 5.3. Outline specific strategies for each marketing mix element. (10 points)
- 5.4. Explain how each strategy responds to the threats, opportunities, and critical issues spelled out earlier in the plan. (10 points)
- 5.5. Compare strategy to competitors. (10 points)
- 5.6. Identify necessary resources. (10 points)

6. Marketing mix for each unit/target market (70 points)

6.1. Product (development and positioning) – (4 points)

6.2. Pricing (4 points)

6.3. Promotion

6.3.1. Branding (8 points)

6.3.2. Promotions (8 points)

6.3.3. Advertising (8 points)

6.3.4. Public Relations (8 points)

6.3.5. Direct Marketing (8 points)

6.3.6. Website (8 points)

6.3.7. Social marketing (6 points)

6.4. Place (product distribution) (4 points)

6.5. Implementation Schedule (4 points)

7. Marketing expense budget (24 points)

7.1. Overall Marketing Budget (8 points)

7.2. Budget for each unit

7.2.1. Sales forecast (4 points)

7.2.2. Expense forecast (4 points)

7.2.3. Funding forecast (4 points)

7.2.4. Profit/loss (4 Points)

#8 we will not do. However, they are critical to any Marketing Plan

8. Controls/Evaluation

8.1. Specific evaluation criteria for each unit/segment

8.2. Market research to determine satisfaction and repatronage behavior of customers

8.3. Contingency planning

8.4. CRM planning

9. FINAL (40 points)

9.1. Short oral 10-15 minute presentation to class on project by team (10 points)

9.2. Visual construct of presentation content, flow and thought process (10 points)