



International College of Management Sydney

In association with



**MACQUARIE
UNIVERSITY**

FACULTY OF BUSINESS AND ECONOMICS

**DEPARTMENT OF BUSINESS
GRADUATE STUDIES OFFICE**

Sport Marketing
ICMS844

UNIT OUTLINE
Semester 1 - 2009

Students in this unit should read this unit outline carefully at the start of semester. It contains important information about the unit.

Lecturer:

Dr Hamin Lee

Introduction

There is growing interest in both amateur and professional sports. Both require sport equipment such as shoes and tennis rackets, and professionals are also involved in lucrative sponsorship contracts. Stars are offered million dollar amounts for their endorsement of global brands such as Nike and Adidas. The general public enjoys watching sport as a form of entertainment. These transactions need to be managed logistically, but also from a marketing perspective.

This course offers an in-depth journey into the field of Sport Marketing, a multi-billion dollar industry. Issues such as transfer fees, sports franchising, and television contracts, to name a few, will be discussed in detail. Sport marketing is complex since, while the basic marketing concepts do apply, there are many facets to sports in the way that there are many different types of sport, different cultures may have varying sports they like, and there is a substantial difference between amateur and professional sport marketing.

While the financial crisis has affected most areas of business, it appears that Sport Marketing has remained reasonably protected. In past decades, for example, the US Gross National Sport (GNSP) grew from US\$63.1 billion in 1988 to \$162 billion in 1999. Such growth is excluding US\$152 billion in difficult to measure and estimate additional economic output in associated activities such as travel and hospitality.

Given the increasing popularity of sports among worldwide consumers, it is no surprise that both local Australian and multinational companies are seeking out further options to be involved in sport marketing as sponsors, co-branding partners and equipment providers. This unit will provide students with the knowledge and practical skills to marketing management and strategy dealing specifically with sport products and services. The unit will introduce relevant

theory necessary to understand Sport marketing and links these concepts with real-world cases through marketing plan projects. The focus lies on theory *and* practice.

First, the course will introduce the discipline of Sport marketing and cover the framework for the strategic Sport marketing management process. Next, various elements of the Sport marketing management process will be discussed in order to enhance students' understanding of practical approaches to Sport marketing, locally and internationally. Further topics discussed include: planning for market selection decisions, tactics of the Sport marketing mix, implementation of Sport marketing programs and controlling the strategic Sport marketing process.

Unit Objectives and Expected Outcomes

This unit is designed to provide students with an overview of marketing through sports and marketing of sports. At the end of this unit, students should have an understanding of the following concepts (based on textbook of Matthew D. Shank, 2009):

- 1) understand the impact of the external environment on sports business decisions.
- 2) understand basic concepts in building a strategic Sport marketing plan.
- 3) conceptualize a complex sports business issue into coherent written statements and oral presentations.
- 4) understand sponsorship concepts.
- 5) apply Sport marketing concepts in the context of "real-world" examples.

TEACHING STAFF

Lecturer	Dr Hamin Lee	<ul style="list-style-type: none">▪ Email: hlie@icms.edu.au▪ Consultation times are provided after the class
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UNIT TIME AND ALLOCATION

There will be 12 x 3 hour lectures/tutorials as well as a final exam in week 13. The classes will be held on Monday, 10.00am - 1.00pm in Room 7. Typically, the class-time structure will be as follows¹:

Hour	Type	Activity
1st and 2nd	Lecture	<ul style="list-style-type: none">▪ Review previous lecture's topics and brief discussion of questions you might have▪ Discussion of the current lecture's topics▪ 10 minutes break for each hour
3rd	Tutorial	<ul style="list-style-type: none">▪ Possibly a quiz (two per semester)▪ Marketing plan presentation by the assigned student team▪ Discussion of marketing plan project, lead by student team▪ Closing comments

- The lecture notes will be posted on <http://learn.mq.edu.au/> on a weekly basis. For your own convenience it is recommended to print hardcopies of the respective notes *before* coming to class. The recording (video or tape) of lectures or tutorials is *not* permitted. If you miss a class/tutorial, ask a colleague for her/his notes.

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

Required textbook

Matthew D. Shank, *Sports Marketing: A Strategic Perspective, Fourth Edition*. Upper Saddle River: Prentice Hall, 2009.

Additional marketing readings

You do *not* need to buy these books. Occasionally, handouts thereof might be distributed in class. Additionally, should you wish to conduct further reading,

¹ Please note that lecture and tutorial times will not always be run strictly to this pattern. Students should be prepared for the fact that in some weeks, the tutorials may start early. Also, there will be two surprise quizzes during the semester at the very beginning of the tutorial.

you can try to borrow the books from the library (some should be in the Reserve Area) or use inter-library loans.

Sam Fullerton, *Sports Marketing*, McGraw-Hill Higher Education, 2007

Philip Kotler and Kevin Lane Keller, 2006, *Marketing Management*, 12th edition, Upper Saddle River, NJ : Pearson Prentice Hall,

Malcolm McDonald, *Malcom McDonald on Marketing Planning, Understanding Marketing Plans and Strategy*, London, UK, Kogan Page Ltd, 2008

Class notes are posted on <http://learn.mq.edu.au> on a weekly basis.

UNIT WEB PAGE

- Blackboard - <http://learn.mq.edu.au>

LEARNING OUTCOMES

EXPECTED OUTCOMES: By the end of the semester, students should be able to:

- 1) define Sport marketing and sponsorship concepts.
- 2) link real-world issues to class concepts.
- 3) analyze Sport marketing problems and offer recommendations.
- 4) prepare Sport marketing plans.
- 5) give professional presentations.

TEACHING AND LEARNING STRATEGY

ICMS844 Sport marketing Lecture and Tutorial Outline
Semester 1, 2009 – Monday Class, 10.00am – 1.00pm

Week	Date	Topic	Chapter(s)	Tutorial
1	23 Feb	Introduction Emergence of Sport Marketing	1	
2	2 March	Contingency Framework for Strategic Sport Marketing Research Tools for Understanding Sports Consumers	2 3	Sport marketing Plan: Team Formation
3	9 March	Understanding Participants as Consumers	4	Marketing Plan Proposal Presentation: Group 1
4	16 March	Understanding Spectators as Consumers	5	Marketing Plan Proposal Presentation: Group 2
5	23 March	Segmentation, Targeting, and Positioning	6	Marketing Plan Proposal Presentation: Group 3
6	30 March	Sports Product Concepts	7	Marketing Plan Proposal Presentation: Group 4
7	6 April	Managing Sports Products	8	Marketing Plan Proposal Presentation: Group 5
	13 April	<i>Mid Semester Break (13 April – 26 April)</i>		
	20 April	<i>Mid Semester Break (13 April – 26 April)</i>		
8	27 April	Promotion Concepts Promotion Mix Elements	9 10	Marketing Plan Report Presentation: Group 1
9	4 May	Sponsorship Programs	11	Marketing Plan Report Presentation:

				Group 2
10	11 May	Pricing Concepts and Strategies	12	Marketing Plan Report Presentation: Group 3
11	18 May	Implementing and Controlling the Strategic Sport Marketing Process	13	Marketing Plan Report Presentation: Group 4
12	25 May	<i>Course Evaluation (Student Feedback)</i> Closing Observations		Marketing Plan Report Presentation: Group 5
13	1 June	<i>Final exam</i>		None

ASSESSMENT AND LEARNING OUTCOMES

The assessment components of this unit are as follows:

Component	Weighting	Assessment
Marketing Plan Project:		
• Marketing plan proposal	5%	One mark per team
• Marketing plan report	25%	One mark per team
Marketing Plan Presentation	10%	One mark per team
Class Participation	10%	Individual mark
Final Exam	40%	Individual mark
Quizzes	10%	Individual mark
Total	100%	

- All students are required to complete any assigned reading; prepare for and attend all classes (i.e. class attendance and participation is compulsory); participate in class discussions; complete assignments (including marketing plan presentations); and complete the final examination.
- 80% attendance at classes (i.e. lectures and tutorials) is a prerequisite to passing this course. Attendance will be taken at the *beginning of class* to ensure this.

- Marketing plan project submitted after the due dates have to be accompanied by a doctor's certificate. Five marks will then be deducted for each day late. If you are unable to provide a doctor's certificate, you will be awarded zero marks.

Marketing Plan Project

A marketing plan project will be used to generate discussion and enrich your understanding of sport marketing issues as well as to improve your information collection and interpretation skills. The purpose is to apply theoretical concepts to practical cases. This project takes a team approach so students will need to work with other class members. Students will divide into teams of ideally 2 - 4 (depending on the class size) in Week 2. Group work is intended to be of benefit in that a number of perspectives and interpretations are presented; alternative points of view are encouraged. These teams will then each make a presentation on a marketing plan proposal and marketing plan report (details to be posted on <http://learn.mq.edu.au>) to the class and lead the class discussion. Teams will present their marketing plans in a stand-up presentation at the nominated time, on the nominated day. All students are required to actively participate in classroom discussion of the marketing plan presentation.

Marketing Plan Proposal and Report

The marketing plan proposal and report are *typed with double line spacing* using font *Arial size 12*, margins top/bottom 1.00" and left/right 1.25" (measurement in inches – MS Word default). This will allow enough space for comments. All group projects must be typed² and follow a report format (please refer to the next paragraph). No late reports will be accepted.

There is more than one way to *structure* a marketing plan proposal and project. Many marketing plan books present different structures or formats of marketing plans. You can follow the structure that will be given in the tutorial, but this structure might not be appropriate for all cases and other approaches

might be better suited. Please feel free to choose another approach as long as you can justify its suitability for the particular situation³.

Marketing Plan Report Presentation

Students will prepare a *professional* (business attire recommended for the purpose of this presentation) quality presentation of maximum 45 minutes duration (including Q&A). *Every* team member must present in order to be allocated a presentation mark. Stimulation of effective discussion and debate will be an important and integral part of the presentation assessment. This presentation can be structured in a similar way to the report, but you might want to – based on time constraints – set priorities and focus on the key issues that are relevant for the class discussion. You should *involve* the class (you can be creative here), *lead a discussion* at the end and demonstrate your knowledge (as a result of having conducted substantial research) on the material. *It is also important that the group presents a clear, realistic and doable recommendation for the company at hand!* A handout of your presentation (ideally 3 slides per page) should be provided to your lecturer prior to your presentation. *The marketing plan presentations and discussions are examinable.* A few hints regarding your presentation:

- **Never** use hand-written overheads.
- **Do not** photocopy work from your assignment and put it on overhead, i.e. create new and separate (nice) slides.
- **Do not** use small fonts for your slides - 20 or above is a good size.
- **Do not** just read your report aloud in class → practice **free speech!**
- **Please don't panic!** This is your chance to practice public speaking in a *familiar* environment - and giving successful presentations is very much a matter of *practice*. So training and enhancing this skill will likely be beneficial for you in the future.

² Handwritten assignments will not be accepted.

³ If you choose to follow a different approach, it would be a good idea to cite the source thereof.

Marketing Plan Proposal and Report Assessment

Your marketing plan project will be marked based on the marking scheme to be found at <http://learn.mq.edu.au>.

In addition to visual aids (e.g. overhead projectors, slides, videos, white board, etc.) you may use team members in supporting roles, *i.e. role-plays*. Students are reminded that presentation aids must be prepared *in advance* of the class and that *efficient setting-up procedures* are part of the overall presentation skills and will be included in assessment. Students will be penalised for the inappropriate use of class time. All teams must present their marketing plan reports on the day they are due. There will be no excuses accepted. Failure to present on the allocated day will result in a zero presentation mark.

Participation

Your participation throughout the semester will be evaluated by the lecturer.

Your evaluation in this respect will depend predominantly on:

- Attendance at class
- Meaningful contributions during class time
- Punctuality
- Professional conduct and behaviour

EXAMINATION

Final Exam

The final exam will consist primarily of *essay-type questions* and will take place during week 13 during regular class times. It will consist of *four compulsory questions* that may contain sub-questions (e.g. 1a and 1b) and you will have two hours to write the exam, plus 10 minutes reading time at the beginning of the exam. This exam is *closed book* and *no dictionaries* will be allowed. You will be tested on all topics covered during class and tutorials, *including videos, class handouts; possible talk(s) of guest speaker(s) and*

material not mentioned in the official class notes. Please note that, due to time constraints, it is impossible to cover each and every slide of the lecture notes during lecture time. It is incumbent upon all students to read the relevant textbook chapters as part of the overall course requirements and to study material not specifically discussed during class on their own (since this could also be tested). Note that students must pass the final exam to pass this unit.

The final exam *must* be taken when scheduled. The only exception to not sitting an examination at the designated time is because of documented illness or unavoidable disruption. In these circumstances you may wish to consider applying for Special Consideration. Information about unavoidable disruption and the special consideration process is available at: <http://www.reg.mq.edu.au/Forms/APSCons.pdf>

If a Supplementary Examination is granted as a result of the Special Consideration process the examination will be scheduled after the conclusion of the official examination period. You are advised that it is Macquarie University policy not to set early examinations for individuals or groups of students. Students should also note that supplementary exams are subject to a more rigorous marking procedure owing to the benefit of extra study time for the student.

Quizzes

Two *unannounced* surprise closed-book quizzes will be administered *during tutorials* in order to test the material discussed in the previous week(s). The purpose of these quizzes is to encourage students to carefully review the course material on a regular basis. The format of these quizzes will be primarily multiple choices, true/false and fill in the blanks that will have to be answered within a very *short* period of time. The quizzes could include some questions from the textbook. Each quiz will be worth five percent of the final mark (i.e. one point per question).

If a student misses a quiz through unavoidable circumstances (must be fully supported by documentary evidence; please use the “Professional Authority Form” available from <http://www.reg.mq.edu.au/Forms/>), then the weighting will

be shifted to the remaining quiz. If you are unable to provide documentary evidence, however, you will be awarded zero points. Further, if a student misses both quizzes, he/she will be also awarded zero points, even when able to provide documentary evidence.

Critical Pass: Besides having to pass this unit *overall* (i.e. achieving a final mark of minimum 50 out of 100 points), students must also pass the final exam, the quizzes and the participation component (in total) in order to pass this unit. Hence students must achieve a minimum of 30 out of 60 maximal points for the final exam, the quizzes and the participation component *together* (regardless of the mark achieved for the marketing plan assignment). Students failing to meet this requirement will be awarded an F grade. Furthermore, they will be given a final mark commensurate with their final exam, the quizzes and the participation component in percentage of the critical pass mark of 60. In other words, their final mark will be the mark achieved in the final exam, the quizzes and the participation component only in percentage of the critical pass, and will then not include the assignment marks.

CHEATING AND PLAGIARISM

The University defines plagiarism in its rules: "Plagiarism involves using the work of another person and presenting it as one's own." Plagiarism is a serious breach of the University's rules and carries significant penalties. You must read the University's practices and procedures on plagiarism. These can be found in the *Handbook of Postgraduate Studies* or on the web at: <http://www.student.mq.edu.au/plagiarism/>

The policies and procedures explain what plagiarism is, how to avoid it, the procedures that will be taken in cases of suspected plagiarism and the penalties if you are found guilty. Penalties may include a deduction of marks, failure in the unit, and/or referral to the University Discipline Committee.

UNIVERSITY POLICY ON GRADING

Academic Senate has a set of guidelines on the distribution of grades across the range from fail to high distinction. Your final result will include one of these grades plus a standardised numerical grade (SNG).

On occasion your raw mark for a unit (i.e., the total of your marks for each assessment item) may not be the same as the SNG which you receive. Under the Senate guidelines, results may be scaled to ensure that there is a degree of comparability across the university, so that units with the same past performances of their students should achieve similar results.

It is important that you realise that the policy does not require that a minimum number of students are to be failed in any unit.

The process of scaling does not change the order of marks among students. A student who receives a higher raw mark than another will also receive a higher final scaled mark.

Grade definitions

HD	High Distinction 85-100%	<i>Denotes performance which meets all unit objectives in such an exceptional way and with such marked excellence that it deserves the highest level of recognition.</i>
D	Distinction 75-84%	<i>Denotes performance which clearly deserves a very high level of recognition as an excellent achievement in the unit.</i>
Cr	Credit 65-74%	<i>Denotes performance which is substantially better than would normally be expected of competent students in the unit.</i>
P	Pass 50-64%	<i>Denotes performance which satisfies unit objectives.</i>
PC	Pass Conceded 45-49%	<i>Denotes performance which meets unit objectives only marginally.</i>
F	Fail 0-44%	<i>Denotes that a candidate has failed to complete a unit satisfactorily.</i>
FA	Fail Absent 0-44%	<i>Denotes that a candidate has failed to complete a unit satisfactorily and was absent from a compulsory final examination</i>
W	Withdrawn	<i>No grade as student withdrew with permission prior to final examination</i>
I	Incomplete	<i>Grade yet to be determined as all assessment tasks have not yet been completed</i>
IS	Incomplete Supplementary	<i>Supplementary examination approved and yet to be completed</i>

Source: Macquarie University

STUDENT SUPPORT SERVICES

Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at <http://www.student.mq.edu.au>

DRESS CODE FOR STUDENTS AT THE INTERNATIONAL CAMPUS IN MANLY

The International College of Management Sydney is a leading educator in hotel management, tourism and associated service industries. To encourage a spirit of excellence in personal appearance as part of our education program, preparing graduates for careers in service industries, the College expects all staff and students to conform to a professional level of dress while on College premises.

The College has a mandatory dress code for all its undergraduate students which Masters students are asked to respect. Below is the dress code that currently applies:

Female acceptable	Male acceptable
<ul style="list-style-type: none"> - Coordinated business suit - Skirts knee length and below - Make up simple and natural - Panty hose are not compulsory but recommended - Boots only with business pants - Business like shoes - Business skirt or pants with shirt or high neck long sleeve top - Jumpers and vests over shirt/top 	<ul style="list-style-type: none"> - Business suit - Business pants with shirt or high neck long sleeve top - Polo neck tops - Conventional haircut above the collar - Long hair in one ponytail - Trimmed and clean beards or moustaches - Business like shoes preferred however ankle boots permitted - Jumpers and vests over shirt/top
Female not acceptable	Male not acceptable
<ul style="list-style-type: none"> - Any denim - Open toe, platform or sports shoes - Wearing visible earrings or studs apart from on ear lobes - Visible tattoos - T-shirts - Revealing necklines - Extreme hair colours or styles - Stirrup pants - Midriff tops 	<ul style="list-style-type: none"> - Any denim - Open toe, platform or sports shoes - Wearing visible earrings, studs, necklaces or bracelets - Visible tattoos - T-shirts - Extreme hair colours or styles - Rings on thumb or index finger

All students taking MIB and MCom units at the International Campus are expected to abide by the dress code while attending classes or elsewhere on the Campus, including the computer laboratories or the Courtyard Café. Please note that the Pollard Resource Centre is free of dress rules.

Students who do not respect the dress code may be asked to leave the campus.

The College reserves the right to determine whether specific items of dress are within the code or not.

Thank you for being part of our great College community. Not just an education! An experience!