



University of North Carolina at Greensboro
Bryan School of Business and Economics
Department of Marketing, Entrepreneurship, Hospitality and Tourism

Course Title: MKT 407-01 Sports Marketing
Room: Bryan 121
Term: Spring 2019
Classes Meet: Monday Night from 6:00 p.m. to 8:50 p.m.
Credit Hours: 3
Instructor: Steve Swetoha
Department of Marketing
(o) 336-907-3601
(c) 918-797-5042
sjswetoh@uncg.edu

Please note: My preference would be for you to text me, email or call me (in that order), if possible. If you text me, please make sure you give me your name in the text.

Office & Office Hours: TBD
Monday 4 p.m. to 6 p.m., email me to set-up a time.

Textbook: NA.
We will assign a number of case study's articles and best practices from Various sports journals, publications, etc.

This syllabus is subject to change with notice.



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Course Description:

Sport Marketing presents an overview of the various techniques and strategies used in meeting the wants and needs of consumers in the sport industry as well as understanding how sport can be used to assist in the marketing of other companies and products. Areas to be addressed are the uniqueness of sports marketing in comparison with traditional marketing, an overview of the segments of the sport industry, the importance of market research and segmentation in identifying the right sport consumer, the use of data-based marketing in reaching the sport consumer, an overview of the marketing mix as individual units and the relationship between those units, and the development of corporate partnership and endorsement packages. **Please note, these strategies will also be applicable for marketing in other industries!**

Ultimately, this class will utilize various best practices currently being applied throughout the sports industry today in the NBA, NBA G League, WNBA, NFL, NHL, MLB, MLS, college sports and other relevant sports leagues (minor leagues). This course will be interactive.

Course Objectives: By the end of the semester, students should be able to:

- Demonstrate usage of marketing terminology and theory related to the sport industry
- Explain sport marketing theory and how it can be used in the sport industry to meet the wants and needs of the sport consumer
- Recognize and design sport marketing research tools
- Develop effective sport marketing plans based on data-driven decision making and time-tested marketing principles
- Analyze case studies in sport to recognize sound marketing decisions and to articulate sport marketing solutions for various constituents
- Evaluate the sport marketing strategies of professionals as well as fellow students through critiquing the professionals' work and students' assignments
- Synthesize course material into a marketing plan for a sport organization

Class Expectations:

As instructor, I have the following responsibilities:

1. Be prepared.
2. Create an engaging environment, where participation is encouraged.
3. Provide best-practices related to lecture and other content.
4. Design a positive environment.

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5. Provide leadership
6. Have fun, this should be a really good learning experience!

As student, you have the following responsibilities:

1. Come to class prepared.
2. Treat everyone, including your instructor with respect.
3. Be attentive and engaging.
4. Ask questions.
5. Contact me if you have any questions or concerns.

Additional Expectations/Information:

- Attendance: Missing *more than three* classes during the semester will result in a student being dropped from the course. While extenuating circumstances can result in this requirement, it is unlikely.
- Be on-time.
- Cell Phones should be on silent.
- Lap Tops: You may use your computers to take notes in class. Other uses are prohibited and are unacceptable. This includes messaging, videos, surfing web and so on (related to class topics is acceptable). If you are not following the guidelines you will receive one warning and after that you will lose privilege to utilize computer for rest of semester. I want to reiterate your computer is NOT to be used for anything else other than taking notes and or using to look up information related to class.
- This class will follow the Honor Code Policies of the University:
 - University's Academic Integrity Policy, which can viewed at <http://academicintegrity.uncg.edu/>
 - The Bryan School's Faculty and Student Guidelines, which can be viewed at www.uncg.edu/bae/faculty_student_guidelines.pdf
- Make-up exams and homework assignments will be given for university excused absences ONLY. Documentation must be provided immediately upon return to class (within one class period). I will not accept it after that. University excused absences include university athletics, physician/dental appointments, and university sponsored trips.

Class Philosophy

This class is intended to be FUN and a great learning experience! Participation is encouraged and any comments or questions will be treated professionally. Do not hesitate to contact me or ask questions.

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Evaluation:

Final Grade will be determined as follows:

Exams (one)	20 percent
Group project	20 percent
Quizzes	30 percent
Class assignments	30 percent

The grading scale used in this class is as follows:

A+	97-100	B+	87-89	C+	77-79	D+	67-69
A	93-96	B	83-86	C	73-76	D	63-66
A-	90-92	B-	80-82	C-	70-72	D-	60-62
						F	Below 60

Assignments

Quizzes

The professor will administer quizzes throughout the semester to evaluate comprehension of course content.

Exams

A **mid-term or final** will be given during the semester to measure comprehension and application of the course material.

Potential Class Assignments

- *SWOT analysis* – To be assigned after the first week.
- *Sponsorship proposals* –
- *Greensboro Swarm Marketing Project*
- *Sports Marketing Marketing Project*
- *Sports Marketing Leader*
- Other

Semester-Long Group Project

Sport marketing plan - Working with a team (of two), you will prepare a marketing plan for the Greensboro Swarm. You will apply all theories, skills, and strategies presented in class in preparing the plan. Your team will submit the written plan and provide a 15-20 minute presentation at the end of the semester.

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Course Outline/ Tentative Schedule

DATE	TOPIC TO BE COVERED IN CLASS	ASSIGNMENTS/QUIZZES/EXAMS
Jan. 14	Introduction to Sport Marketing and SWOT Analysis	Assignment will be distributed regarding SWOT Analysis
Jan. 28	Sports Branding-	<ul style="list-style-type: none"> • Case study will be sent via canvas • SWOT Analysis Due and present in class • Visit Swarm Fieldhouse
Feb 4	Driving Revenue- Identify all Revenue Streams, including naming rights, NBA patch, broadcast and so on	<ul style="list-style-type: none"> • Assignment assigned
Feb. 11	Sales and Service; Engagement, Marketing and Activation	<ul style="list-style-type: none"> • Review guest speaker and organization • Supply list of questions for presenter • Quiz
Feb. 18	Guest Speaker/Business Analytics	TBD
Feb. 25	Social Media Communications/PR	Possible mid-term exam
Mar 4	(spring break)	
March 11	Why Does Sports Marketing Work?	TBD
March 18	Top 5 Sports Marketing Trends/Athletes in Sports	TBD
March 25	Sports Marketing Campaigns/Top Sports Marketing Leaders	<ul style="list-style-type: none"> • Be prepared and present a top sports marketing program in sports or non-sports related • Be prepared to identify your top sports marketing leader
April 1	Sports Marketing Leaders	Presentation of your top sports marketing leaders
April 8	Open	TBD
April 15	Open	TBD
April 22	Resumes/How To Find Jobs in Marketing	Group Projects Due
April 29	Final Projects and Presentations	

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- *Reading assignments, when assigned are an important component to the class discussion.
- *No late assignments will be accepted (unless university recognized excuse).
- *Expectations for each assignment will be discussed in class.
- *All assignments are to be typed (11 or 12-point font/one inch margins/double spaced)
- *Answers must be descriptive, in-depth, specific, etc.
- *Point deductions will be made for misspelled words, grammatical errors, etc.
- *Cases for class discussion will be assigned on a week to week basis.

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