



MERCER
COUNTY COMMUNITY COLLEGE

COURSE OUTLINE

Course Number	Course Title	Credits
MKT 106	Introduction to Sports Marketing	3
Hours: Lecture/Lab/Other	Co- or Pre-requisite None	Implementation Semester & Year Fall 2023
3/0/0		

Catalog description:

This course examines the comprehensive nature of sports marketing from a strategic marketing perspective. This class examines the basic and detailed concepts of sports marketing such as sponsorships, branding, promotions, public relations, licensing and consumer research and behavior and how it affects professional, intercollegiate and other areas of sport.

General Education Category:

Not GenEd

Course coordinator: Mike DeAngelis MS, CSCS

Phone: 609-570-3758 Email: deangelm@mccc.edu Office: HS104

Required texts & Other materials:

Principles and Practice of Sport Management, Sixth Edition, Masteralexis, Barr, Hums, 2018

Course Student Learning Outcomes (SLO):

Upon successful completion of this course the student will be able to:

1. Understand the history of sponsorships and how it relates to current corporate marketing issues (ILG 10,11; PLO4)
2. Demonstrate strategic thinking and planning that contribute to successful public relations (ILG 1,11; PLO 1,3)
3. Analyze consumer research demographics, and how it impacts sports (ILG 4,8; PLO 2,4)
4. Understand the strategy and techniques of promotional business and sports agencies (ILG 10; PLO 1)
5. Analyze the power and importance of branding (ILG 10; PLO 4)
6. Understand the process of event management (ILG 11; PLO 1,4)

Course-specific Institutional Learning Goals (ILG):

Institutional Learning Goal 1. Written and Oral Communication in English. Students will communicate effectively in both speech and writing.

Institutional Learning Goal 4. Technology. Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals.

Institutional Learning Goal 8. Diversity and Global Perspective: Students will understand the importance of a global perspective and culturally diverse peoples

Institutional Learning Goal 10. Information Literacy: Students will recognize when information is needed and have the knowledge and skills to locate, evaluate, and effectively use information for college level work.

Institutional Learning Goal 11. Critical Thinking: Students will use critical thinking skills understand, analyze, or apply information or solve problems.

Program Learning Outcomes for Business Administration A.S. Sport Management (PLO)

1. Demonstrate critical thinking and problem-solving skills;
2. Demonstrate knowledge of technology and its use in sports management;
3. Demonstrate a concern for the societal issues involved in sports management;
4. Demonstrate knowledge of management, legal issues, and sports marketing.

Units of study in detail – Unit Student Learning Outcomes:

Unit I Marketing Principles (SLO 1,3)

Learning Objectives

The Student will be able to...

- Demonstrate knowledge of historic trends and the evolution of marketing
- Demonstrate knowledge of marketing terms and principles
- Demonstrate knowledge of current marketing strategies
- Demonstrate knowledge of product, service and industry shifts

Unit II Sport Agencies (SLO 4)

Learning Objectives

The Student will be able to...

- Demonstrate knowledge of the history of sport agencies
- Demonstrate the knowledge of sport contract terms and principles
- Understand the power and importance of agency representation
- Understand skill sets in the agency workforce

Unit III: Event Management (SLO 2,3,6)

Learning Objectives

The Student will be able to...

- Demonstrate knowledge of strategies involved in budgeting and finance
- Understand the concepts and techniques in promotion and sponsorship
- Demonstrate knowledge of staffing, risk management and tournament operations
- Understand the registration process for tickets and fees collection

Unit IV: Sport Sponsorship (SLO 1,5)

Learning Objectives

The Student will be able to...

- Understand the process of associating with a sport property
- Demonstrate the knowledge of promoting licenses and branding
- Demonstrate knowledge of promoting a sports team, product or organization
- Understand ROI (return on investment), qualitative and quantitative measures

Unit V: Sport Communication (SLO 4)

Learning Objectives

The Student will be able to...

- Demonstrate the knowledge sport communication terminology
- Understand the process of developing a public image and public relations
- Understand crisis management relative to print and electronic media
- Demonstrate the knowledge of communications/marketing planning

Unit VI: Sport Sales (SLO 4)

Learning Objectives

The Student will be able to...

- Understand the common fallacies of sales and the simple effective tactics

- Understand the relationship of ticket sales, luxury suites and concessions to revenue
- Understand the value of promotions, selling and customer relations
- Demonstrate the knowledge of sales terms and moving good and services

Unit VII: The Sporting Goods Industry (SLO 5,3)

Learning Objectives

The Student will be able to...

- Demonstrate the knowledge of sporting goods terms, and the historical and current behavior of consumers
- Demonstrate the relationship of equipment, apparel and footwear to revenue
- Understand the challenges and change in the sporting goods industry related to intense competition and new performance standards
- Understand ethical conduct factors that impact the global sporting goods industry

Unit VIII: Sport Broadcasting/New Media (SLO 2)

Learning Objectives

The student will be able to...

- Demonstrate the knowledge of integrated marketing communication
- Understand the symbiotic relationship of fans, organizations, events, and the media
- Understand the history of broadcasting from radio to cable to internet
- Understand demographic factors related to *push* technology and the growth of sport

Evaluation of student learning:

Evaluation of student learning

The course will be divided into 8 units. Grading will align with the current College Catalogue grading structure.

Course Component	Weight
Unit tests	40%
Assignments	40%
Final Project	20%