# COURSE OUTLINE

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<th>Course Number</th>
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<td>MKT 106</td>
<td>Introduction to Sports Marketing</td>
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*Hours:* Lecture/lab/other 3/0/0  
*Co- or Pre-requisite:* None  
*Implementation:* Fall, 2011

**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.

**Required texts/other materials:**  
Principles and Practice of Sport Management, Fifth Edition, Masteralexis, Barr, Hums,

**Revision date:** 9/12/17  
**Course Coordinator:**  
John W. Simone  
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**Information Resources:**  
The library has an extensive collection of books that students may use as reference material to support their learning in this course.

**Other learning resources:**  
The college library makes the text books available for students to use as resources.

**Course Competencies/ Goals:**  
*The student will be able to:*
Course-specific General Education Knowledge Goals and Core Skills

General Education Knowledge Goals

- **Goal 1. Communication.** Students will communicate effectively in both speech and writing.
- **Goal 4. Technology.** Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals.
- **Goal 5. Social Science.** Students will use social science theories and concepts to analyze human behavior and social and political institutions and to act as responsible citizens.
- **Goal 7. History.** Students will understand historical events and movements in World, Western, non-Western or American societies and assess their subsequent significance.
- **Goal 8. Diversity.** Students will understand the importance of a global perspective and culturally diverse peoples.
- **Goal 9. Ethical Reasoning and Action.** Students will understand ethical issues and situations.

MCCC Core Skills

- **Goal A. Written and Oral Communication in English.** Students will communicate effectively in speech and writing and demonstrate proficiency in reading.
- **Goal B. Critical Thinking and Problem-Solving.** Students will use critical thinking and problem solving skills in analyzing information.
- **Goal C. Ethical Reasoning and Action.** Students will understand ethical issues and situations.
- **Goal D. 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.
- **Goal E. Computer Literacy.** Students will use computers to access, analyze or present information, solve problems, and communicate with others.
- **Goal F. Collaboration and Cooperation.** Students will develop the interpersonal skills required for effective performance in group situations.
- **Goal G. Intra-Cultural and Inter-Cultural Responsibility.** Students will demonstrate an awareness of the responsibilities of intelligent citizenship in a diverse and pluralistic society, and will demonstrate cultural, global and environmental awareness.

Units of study in detail

**General Learning Objective**

The student will be able to...

- Understand sport marketing concepts
- Develop problem-solving skills
- Develop critical-thinking skills
- Analyze consumer research

**Unit I** Marketing Principles

**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

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

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

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

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

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

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
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
The course will be divided into eight units will be assessed with quizzes, homework and one semester project. Criteria for evaluation will be related to class lecture, reading and external review of assigned topics.

Grading will align with the current College Catalogue grading structure.
Grading is based upon a point system from 9 Quizzes, 9 Assignments, a Term Project

Academic Integrity Statement:
Mercer County Community College is committed to academic integrity- the honest, fair and continuing pursuit of knowledge, free from fraud or deception.
- Students should never:
  - Knowingly represent the work of others as their own
  - Knowingly represent previously completed academic work as current
  - Fabricate data to support academic work
  - Use or obtain unauthorized assistance in the execution of any academic work
  - Give fraudulent assistance to other students
  - Unethically use technological means to gain academic advantages

Violators of the above actions will be penalized. For a single violation, the faculty member will determine the course of action. This may include, assigning a lower grade on the assignment, lowering the course grade, failing the student, or another penalty that is appropriate to the violation. The student will be reported to the Academic Integrity Committee, who may impose other penalties for a second (or later) violation. The student has the right to a hearing and also to appeal any decisions. These rights are outlined in the student handbook.