

**STATE UNIVERSITY OF NEW YORK  
COLLEGE OF TECHNOLOGY  
CANTON, NEW YORK**



**COURSE OUTLINE  
SPORTS MARKETING  
SPMT 307**

**Prepared By:** Lorenda Prier

**SCHOOL OF SCIENCE, HEALTH, AND CRIMINAL JUSTICE  
Sports Marketing  
Revised MAY 2015**

## SPMT 307 Sport Marketing

- A. **TITLE:** Sport Marketing
- B. **COURSE NUMBER:** SPMT 307
- C. **CREDIT HOURS:** 3
- D. **WRITING INTENSIVE COURSE:** No
- E. **COURSE LENGTH:** 15 weeks
- F. **SEMESTER(S) OFFERED:** **Indicate:** Fall/Spring
- G. **HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY:**  
3 lecture hours per week
- H. **CATALOG DESCRIPTION:**  
This course examines the various techniques and strategies used in meeting the want and needs of consumers in the sports industry. The course examines the differences between sports marketing and traditional marketing. Students will learn about the importance of market research and segmentation in identifying the right sports consumer. Students will also learn how data-based marketing can be used to connect with sport consumers and the development of sponsorship and endorsement packages.
- I. **PRE-REQUISITES/CO-COURSES: (List courses or indicate “none”)**  
 a. Pre-requisite(s): (BSAD 203) Marketing or permission of instructor  
 b. Co-requisite(s): None
- J. **GOALS (STUDENT LEARNING OUTCOMES):**  
**By the end of this course, the student will be able to:**

<i>Course Objective</i>	<i>Institutional SLO</i>
a. Recognize and discuss the wide range of career opportunities that exist within the field of sport marketing	3. Prof. Competence 4. Inter-intrapersonal
b. Apply knowledge in developing marketing strategy to specific sport consumer groups	2. Crit. Thinking 3. Prof. Competence
c. Discuss the unique nature of sports products and the sports marketing mix	2. Crit. Thinking 3. Prof. Competence
d. Create a viable marketing plan which effectively analyzes a sport market and provides marketing solutions	1. Communication 2. Crit. Thinking 3. Prof. Competence

**K. TEXTS:**

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

**L. REFERENCES:**

Stedman, G., Deply Neirotti, L., & Goldblatt, J. (2001) *The Ultimate Guide to Sport Marketing*. New York: McGraw Hill.

Brenda G. Pitts (2003) *Case Studies in Sport Marketing*. Morgantown, WV: Fitness Information Technology Inc.

**M. EQUIPMENT:**

Technology Enhanced Classroom

**N. GRADING METHOD: A – F**

**O. MEASUREMENT CRITERIA/METHODS:**

- Written Assignments
- Quizzes
- Small Group Task
- Discussion

**P. DETAILED COURSE OUTLINE:**

**Follow outline below**

**I. Contingency Framework**

- a. Assessing the sports marketing field
- b. Evaluating internal and external contingencies
- c. Writing a sports organization's mission statement
- d. Planning for competition

**II. Market Selection Decisions**

- a. Performing marketing research
- b. Preparing a marketing report
- c. Understanding participants and spectators as consumers
- d. Accounting for psychological and sociological factors
- e. Creating the basis for segmentation
- f. Evaluating target markets
- g. Positioning or repositioning a sports product

**III. Sports Marketing Mix**

- a. Defining goods and services as sports products
- b. Capturing a brand
- c. Establishing product characteristics
- d. Developing a new product through the new product development process
- e. Planning for the product life cycle
- f. Assessing internal and external pricing factors

### **III. Promotion**

- a. Planning a promotion strategy
- b. Creating advertising objectives
- c. Managing the promotion mix (advertising, public relations, personal selling, sales promotion)

### **III. Sports Marketing Careers**

- a. Planning for a career in sports marketing
- b. Evaluating the sports marketing industry

**Q. LABORATORY OUTLINE: N/A**