

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



**COURSE OUTLINE  
SPORTS SALES AND SPONSORSHIPS  
SPMT 412**

**Prepared By: Lorenda Prier**

**SCHOOL OF SCIENCE, HEALTH, AND CRIMINAL JUSTICE  
Sports Management  
FALL 2018  
SPMT 412 Sports Sales and Sponsorships**

A. % **TITLE:** Sports Sales and Sponsorships

B. % **COURSE NUMBER:** SPMT 412

C. % **CREDIT HOURS:** 3

D. % **WRITING INTENSIVE COURSE:** No

E. % **COURSE LENGTH:** 15 weeks

F. % **SEMESTER(S) OFFERED:** Fall/Spring

G. % **HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY:**  
3 lecture hours per week

H. % **CATALOG DESCRIPTION:**

In this course students will learn techniques and strategies for enhancing and expanding sport sales and sponsorships, as well as, related sport promotions strategies. Students will examine the sports sales process and compare the strengths and disadvantages of various selling strategies and methods. Sponsorship opportunities will be reviewed and students will learn key elements of sport sponsorship sales, implementation and evaluation.

I. % **PRE-REQUISITES/CO-COURSES:**

- a. Pre-requisite(s): SPMT 307 Sports Marketing; OR ESPT 100 Introduction to eSports Management and 45 Credits earned; 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:

<b><i>Course Objective</i></b>	<b><i>Institutional SLO</i></b>
a. Explain the components of a sale and the key elements of the sales process within a sports organization or sport enterprise environment	2. Crit. Thinking 3. Prof. Competence
b. Choose appropriate sales strategies and methods in ticket sales situations within a sports organization or enterprise environment	2. Crit. Thinking 3. Prof. Competence
c. Analyze sport sponsorship prospects and develop sponsorship objectives within a sports organization environment	1. Communication 2. Crit. Thinking 3. Prof. Competence
d. Contrast a sports governing body, team, athlete, facility and event sponsorship platform	2. Crit. Thinking 3. Prof. Competence
e. Compose an effective sport sponsorship proposal	1. Communication 2. Crit. Thinking 3. Prof. Competence 4. Inter-intrapersonal
f. Evaluate and assess the effectiveness of a sport sponsorship through sponsor exposure, awareness, image, affinity and sales evaluation	2. Crit. Thinking 3. Prof. Competence

g. Discuss opportunities associated with licensing of sport products	2. Crit. Thinking 3. Prof. Competence
h. Identify consumer incentivization opportunities and effectively develop a sport promotional incentivization campaign	1. Communication 2. Crit. Thinking 3. Prof. Competence

**K. TEXTS:**

Irwin, R., Sutton, W. & McCarthy, L. (2008), *Sport Promotion and Sales Management*. (2<sup>nd</sup> ed.) Human Kinetics Publishing: Champaign, IL.

Stotlar, D. (2009). *Developing Successful Sport Sponsorship Plans*. (3rd ed.). Morgantown, WV: Fitness Information Technology.

**M. REFERENCES:**

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

Pitts, B. & Stotlar, D. (2007) *Fundamentals of Sport Marketing*. (3rd ed.). Morgantown, WV: Fitness Information Technology.

**N. EQUIPMENT:** Technology Enhanced Classroom

**N. GRADING METHOD:** A – F

**O. MEASUREMENT CRITERIA/METHODS:**

- Written Assignments
- Quizzes
- Group Task
- Discussion

**P. DETAILED COURSE OUTLINE:**

**I. Sport Promotion and Sales Introduction**

- a. ! Understanding promotion and sales within sport marketing
- b. ! Identifying the role of the sport promotion mix
- c. ! Assessing the promotional communication process within a sport environment
- d. ! Organizing a sport promotion campaign

**II. Sport Ticket Sales**

- a. Identifying the components of a sale and key elements of the sales process
- b. ! Differentiating between product focused selling and customer focused selling
- c. ! Comparing sales strategies and methods

**III. Customer Service**

- a. ! Implementing relationship marketing in sport
- b. ! Applying the four P's for a customer/service based orientation to sport sales & sponsorships

- c. ! Designing a customer retention/service program
- d. ! Analyzing lifetime value of a customer

#### **IV. Sport Sponsorship**

- a. ! Understanding recent trends in sport sponsorship
- b. ! Analyzing controversies in sport sponsorship
- c. ! Identifying sport sponsorship platforms and their associated opportunities and limitations
- d. ! Applying sponsorship policy
- e. ! Establishing sponsorship objectives in corporate related, product related, cause related and community based sponsorships

#### **V. Sport Sponsorship Sales**

- a. ! Implementing eduselling in sport sponsorship sales
- b. ! Applying research and information in prospecting for sponsors
- c. ! Defining effective and desired sponsorship proposals

#### **VI. Sport Sponsorship Activation and Implications**

- a. ! Comparing methods of pricing sponsorships (cost plus, competitive market, relative value)
- b. ! Managing sport sponsor relationships
- c. ! Understanding the role of leverage in maximizing sponsorship value
- d. ! Evaluating sponsor exposure, awareness, image, affinity and sales

#### **VII. Sport Licensing**

- a. ! Understanding licensing as a promotional tool
- b. ! Applying the four fundamental product and market growth strategies to licensed sport products
- c. ! Promoting a licensing program
- d. ! Understanding licensing policy and procedures

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