CLASS SCHEDULE: TBA in GBB 119

REFERENCE MATERIALS (optional)
Fullerton, Sam (2017) *Sports Marketing, 3rd edition*. Chicago Business Press, Chicago, IL. (this is not a required text, but is a very good reference on sports marketing)

COURSE OBJECTIVES:
Sports Marketing covers two broad perspectives including the marketing OF sports and marketing THROUGH sports.

1. The first perspective includes how to increase participation in sports, how to increase the number of spectators at sporting events, how to increase the various media audiences for sporting events, and how to market sporting goods and equipment.

2. The second perspective, which is often overlooked by sports marketing classes, is how to use a sports platform as the foundation of marketing for nonsports products. Topics in this perspective include sponsorships, venue naming rights, licensing, and sports celebrity endorsements.

This course attempts to cover both perspectives using a combination of theoretical and experiential pedagogy. Students will learn the basic concepts of sports marketing and will complete marketing plans for sports organizations.

COB MISSION STATEMENT:
The College of Business at the University of Montana creates transformative, integrated, and student-centric learning experiences, propelling our students to make immediate and sustained impact on business and society. We nurture our students’ innate work ethic to develop confident problem solvers and ethical decision makers. We pursue thought leadership and collectively create opportunities for a better life for our students, faculty, and staff.

COB Core Values:
• Students first: We educate the whole person
• Experiential learning: We create experiences that matter
• Thought leadership: WE create rigorous and relevant knowledge
• Stewardship: We value people, planet and profit

Undergraduate Learning Goals: As part of our assessment process and assurance-of-learning standards, the COB has adopted the following learning goals for our undergraduate students:
1. COB graduates will possess fundamental business knowledge in the core disciplines of Accounting, Finance, Management Information Systems, Management and Marketing.
2. COB graduates will be able to integrate business knowledge.
3. COB graduates will be effective communicators.
4. COB graduates will possess problem-solving skills.

MBA Learning Goals:
MBA graduates will demonstrate...
   1. Integrated knowledge of business functions.
   2. Communication skills and teamwork ability.
   3. Ethical conduct, social responsibility, and professional leadership.
   5. Knowledge and application of current trends in information technology.
   6. Ability to evaluate implications of operating in the global business environment.

COURSE LEARNING GOALS:
1. To understand the challenges and concepts of sports marketing
2. To be able to apply these concepts to a real-world sports organization.

COURSE EXPECTATIONS
This course is an advanced undergraduate/graduate course intended for marketing majors and other student who require knowledge of consumer behavior for their courses of study and chosen career paths. It is a required course for those choosing an option in marketing. Class sessions will be devoted to the discussion of selected concepts, research studies and applications.

It is expected that students will approach this course in ways that will maximize their learning rather than minimize their effort. Those students who do not approach the class in this way will suffer both in the ability to learn the material and in the grade they will receive in class. The learning experience of this class depends on student participation by active listening, by contributing to class discussions, and by contributing consistent effort to the process and outcome of hands-on exercises. Consistent preparation rather than pre-exam cramming is a necessity. I expect you to have read the assigned chapters BEFORE class on the day they are scheduled for discussion. Preparation time may vary somewhat depending on the assignment, but can be expected to average two or three hours per class session.
The quality of this course is heavily dependent on thorough preparation, consistent attendance, and spirited participation. Those who are reluctant to speak in front of others should use this opportunity to overcome their fears before entering the business world. The class participation grade will be based on participation during class discussions and in-class exercises. **QUALITY** of participation rather than **QUANTITY** will be judged. Student should expect to be called upon at random throughout the term, either to initiate class discussion or to respond to a question by the professor.

**NO LATE WORK WILL BE ACCEPTED.** Late work is defined as any work not turned in when the professor collects it on the day the assignment is due. **NO EXTRA CREDIT WORK WILL BE ACCEPTED** unless it is offered to the entire class.

You are encouraged to visit me during my office hours if you have any questions, problems, or if you just want to talk. If you cannot meet me during posted office hours, you are encouraged to make an appointment to meet at some other time. Also, if I am in my office when you walk by, I’m always willing to meet with you.

**WRITING ASSIGNMENTS**
Throughout the semester, short writing/research projects will be assigned. These assignments must be turned in on time and be typed in 12 point font, single-spaced. The only exception is your first assignment which is to write a short autobiography using the form at the end of this syllabus. You may either hand write (if you writing is legible) or type up this assignment. **You autobiographies will be due on Wednesday, September**

**SEMESTER PROJECTS**
Students (in a group of 4 or fewer) will be conducting a marketing plan for an organization that either is marketing a sports product or is using sports to market a nonsports product (or a nonprofit organization that focuses on sports). You are free to choose your own clients. Criteria are that the organization must be local and you must get the commitment of your contact to work with you throughout the semester. More details will be provided about the contents of the marketing plan. At the end of the semester, each group will present their marketing plan to the class, and hopefully, to their client.

**CLASS PARTICIPATION:**
Undergraduates: Randomly throughout the semester in-class projects will be conducted. **You must be in class to receive credit for these assignments.** For example, we will have several guest speakers during class and you must attend these presentations to receive in-class credit.
MBAs: I will have discussion threads weekly and I will expect you to participate in these. More detail to follow.

EMAIL FROM STUDENTS:
You MUST use your official UM email accounts if you wish to email me. Otherwise, I will be unable to respond. In addition, I expect you to use a proper salutation and correct grammar in your emails. Please do not use text messaging abbreviations.

STUDENT CODE OF CONDUCT: All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University.

It is the student’s obligation to be familiar with the Student Conduct Code, especially as it pertains to academic misconduct (cheating, plagiarism, etc.), which is available online at http://www.umt.edu/SA/VPSA/index.cfm/page/1321. Please note that it is a form of academic misconduct to submit work that was previously used in another course.

Moreover, as the Catalog reads (in terms of Academic Policies and Procedures regarding plagiarism specifically):

“Plagiarism is the representing of another’s work as one’s own. It is a particularly intolerable offence in the academic community and is strictly forbidden. Students who plagiarize may fail the course and be remanded to Academic Court for possible suspension or expulsion.”

It continues,

“Students must always be very careful to acknowledge any kind of borrowing that is included in their work. This means not only borrowed wording but also ideas. Acknowledgement of whatever is not one’s own original work is the proper and honest use of sources. Failure to acknowledge whatever is not one’s own original work is plagiarism.”

So, ALWAYS err on the side of caution by citing the resources used in preparing your work. Moreover, always use direct quotations for exact wording taken from another source.

Finally, I am well aware of the various websites where one can go to find “free term papers.” Believe me, it is not worth the gamble with your academic future. If a student is caught plagiarizing on an assignment, that student will receive no credit for that assignment.

STUDENTS WITH DISABILITIES:
The University of Montana assures equal access to instruction through collaboration between students with disabilities, instructors, and Disability Services for Students (DSS). If you think you may have a disability adversely affecting your academic performance, and you have not already registered with DSS, please contact DSS in Lommasson 154. I will work with you and DSS to provide an appropriate accommodation.
BASIC NEEDS SECURITY:
Any student who faces challenges securing food or housing, and believes that this could affect their performance in this course, is urged to contact any or all of the following campuses resources:

1. **Food Pantry Program**
   UM offers a food pantry that students can access for emergency food. The pantry is open on Tuesdays from 9 to 2, on Fridays from 10-5. The pantry is located in UC 119 (in the former ASUM Childcare offices). Pantry staff operate several satellite food cupboards on campus (including one at Missoula College). For more information about this program, email umpantry@mso.umt.edu, visit the pantry’s website (https://www.umt.edu/uc/food-pantry/default.php) or contact the pantry on social media (@pantryUm on twitter, @UMPantry on Facebook, um_pantry on Instagram).

2. **ASUM Renter Center**
The Renter Center has compiled a list of resources for UM students at risk of homelessness or food insecurity here: http://www.umt.edu/asum/agencies/renter-center/default.php and here: https://medium.com/griz-renter-blog. Students can schedule an appointment with Renter Center staff to discuss their situation and receive information, support, and referrals.

3. **TRiO Student Support Services**
TRiO serves UM students who are low-income, first-generation college students, or have documented disabilities. TRiO services include a textbook loan program, scholarships and financial aid help, academic advising, coaching, and tutoring. Students can check their eligibility for TRiO services online here: http://www.umt.edu/triosss/apply.php#Eligibility

GRADING:
The following weights will be used to compute your course grade:

<table>
<thead>
<tr>
<th>Assignment Type</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Written assignments (Including draft marketing plan)</td>
<td>25%</td>
</tr>
<tr>
<td>Class Participation/in-class projects (Threaded discussion participation for MBAs)</td>
<td>25%</td>
</tr>
<tr>
<td>Marketing Plan Semester Group Project</td>
<td>35%</td>
</tr>
<tr>
<td>Marketing Plan</td>
<td>35%</td>
</tr>
<tr>
<td>Oral Presentation</td>
<td>15%</td>
</tr>
</tbody>
</table>

TOTAL 100%
All courses conducted by the Management & Marketing Department will be graded on a +/- basis. Below is the grade scale for this grading method.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>93</td>
</tr>
<tr>
<td>A-</td>
<td>90 ≤ 93</td>
</tr>
<tr>
<td>B+</td>
<td>87 ≤ 90</td>
</tr>
<tr>
<td>B</td>
<td>83 ≤ B &lt; 87</td>
</tr>
<tr>
<td>B-</td>
<td>80 ≤ B- &lt; 83</td>
</tr>
<tr>
<td>C+</td>
<td>77 ≤ 80</td>
</tr>
<tr>
<td>C</td>
<td>73 ≤ C &lt; 77</td>
</tr>
<tr>
<td>C-</td>
<td>70 ≤ C- &lt; 73</td>
</tr>
<tr>
<td>D+</td>
<td>67 ≤ D &lt; 70</td>
</tr>
<tr>
<td>D</td>
<td>60 ≤ D &lt; 70</td>
</tr>
<tr>
<td>F</td>
<td>F &lt; 60</td>
</tr>
</tbody>
</table>

Grades will not be curved or rounded up.

SPORTS MARKETING COURSE SCHEDULE
Tentative Schedule

<table>
<thead>
<tr>
<th>DATE</th>
<th>TOPIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>8/26</td>
<td>Introduction to Class</td>
</tr>
<tr>
<td>8/28</td>
<td>Introduction to Sports Marketing</td>
</tr>
</tbody>
</table>

SECTION I: MARKETING OF SPORTS

<table>
<thead>
<tr>
<th>DATE</th>
<th>TOPIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>9/4</td>
<td>Sports Marketing Plan</td>
</tr>
<tr>
<td>9/9</td>
<td>Sports Marketing Domains</td>
</tr>
<tr>
<td>9/11</td>
<td>Segmenting the Sports Market</td>
</tr>
<tr>
<td>9/16</td>
<td>Segmenting (Cont.)</td>
</tr>
<tr>
<td>9/18</td>
<td>Product Decisions in Sports</td>
</tr>
<tr>
<td>9/23</td>
<td>Product Decisions (Cont.)</td>
</tr>
<tr>
<td>9/25</td>
<td>Distribution Decisions in Sports</td>
</tr>
<tr>
<td>0/30</td>
<td>Distribution Decisions in Sports (cont.)</td>
</tr>
<tr>
<td>10/2</td>
<td>Promotion Decisions in Sports</td>
</tr>
<tr>
<td>10/7</td>
<td>Promotion Decisions (cont.)</td>
</tr>
<tr>
<td>10/9</td>
<td>Pricing Decisions in Sports</td>
</tr>
</tbody>
</table>

SECTION II: MARKETING THROUGH SPORTS
10/14  Marketing through Sports Introduction/Traditional Marketing Strategies
10/16  Sponsorships
10/21  Sponsorship Foundation
10/23  Leveraging/Activation of Sponsorships
10/28  Ambush Marketing
10/30  Venue Naming Rights
11/4   Sports Endorsements
11/6   Sports Licensing
11/11  VETERANS’ DAY – NO CLASSES
11/13  Use of Technology in Sports Marketing
11/18  Use of Technology in Sports Marketing (cont.)
11/20  Future of Sports Marketing
11/25  PROJECT DAY
11/27  STUDENT TRAVEL DAY – NO CLASSES
11/28  THANKSGIVING DAY – HAVE FUN!
12/2   Groups Presentations - PLEASE INVITE YOUR CLIENTS TO GROUP PRESENTATIONS
12/4   Group Presentations - PLEASE INVITE YOUR CLIENTS TO GROUP PRESENTATIONS
12/9   Group Presentations during finals week if necessary, Monday 8:00 am-10:00 pm - PLEASE INVITE YOUR CLIENTS TO GROUP PRESENTATIONS