

UMSL | Business
MKTG 3765: Sports Marketing
College of Business Administration
University of Missouri-St. Louis
Spring 2020

Instructor: Katie Hobbs
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Class Schedule: Monday 8:00 – 9:15AM in person lecture, Online

Course Description

This course is a study of how the principles of marketing are applied in the sports industry through both the marketing *of* sports and marketing *through* sports. The course examines the marketing of sports, teams, athletes, etc., as well as the use of sports to market products (e.g., sponsorship and promotional licensing). This course will consist of in-person lectures that introduce the concepts and tactics for marketing through sports and marketing of sports. The following topics will be covered during the course of the semester: sports entertainment consumption, segmenting audiences for sports, product strategy, experiential marketing, sponsorship linked marketing and delivery of sports experience.

Course Objectives

Sports entertainment brands possess a unique advantage over other brands because of the ability to elicit emotional responses to create meaningful relationships with consumers. This course will provide students with an understanding of the sports marketing environment and strategies for effectively leveraging marketing of sports and through sports partnerships to create unique brand experiences. This course will consist of in person lectures that introduce the theories of sports marketing and case analysis to apply the theories through different sports marketing opportunities.

The course will help students achieve the following objectives.

1. understand how brands use sports to communicate to their target markets
2. understand how sports teams use marketing to enhance their sports programs
3. understand benefits to using sports marketing as a component in a brands marketing strategy

Course Materials

- **Required lecture slides:** Lecture slides will be posted on blackboard learning system before each in person class session.
- **Recommended textbook:** The following book is strongly recommended as it will be used for lecture material throughout the semester.
 - Sports Marketing second edition, Michael Fetchko, Donald P Roy and Kenneth E. Clow. Available at the bookstore and amazon.com

Session Format

A typical weekly session will consist of an **in-person lecture on Monday**, followed with supplementary case studies and discussion boards to be completed online individually throughout the week. Each week, a 15-question quiz on the weekly topic will be posted online for completion before the next class.

Lecture. A weekly session will start with a lecture that deals with the textbook materials assigned to the week. Each week's topic and textbook chapters can be found in the **Course Schedule** section of the syllabus. As this part of the session will mainly cover the chapter(s) of the textbook, *Sports Marketing*, you are encouraged to read the corresponding chapter(s) before the class starts.

Discussion Boards. Discussion board topics will be posted online weekly for students to review. All students will need to read the discussion board, post to the discussion board (2 paragraphs) with their point of view on the question/topic, and respond to two other students in the discussion board. As we meet once a week, this is a great tool for students to have a productive discussion on Sports Marketing outside of the classroom setting.

- **How to get full points on discussion boards**
 - Read discussion board topic
 - Respond to the discussion board with your point of view with a minimum of 2 paragraphs
 - Respond to two other students posts

Weekly Quizzes. Each week a 15-question quiz will be posted online to be completed before 7:59am the following Monday. The quizzes are **open book** and **open note** and are to be completed **individually** at your own pace. By having a weekly quiz to reinforce the course materials students will be better prepared for the midterm and final exams.

Midterm Exam. We will have a midterm exam around week 9 that covers chapters 1-8. The midterm will be administered online and will be **open book** and **open note** and is to be completed **individually** at your own pace.

Team Formation

Over the course of the semester students will be required to form a team for their semester long project. An ideal group will consist of 3-4 students. Everyone must be in a group by the end of week 2 as we will start presenting group projects during week 11.

Semester Project

Working as a team, your team will need to develop a marketing plan focused on the marketing of sports or marketing a product through sports. The expectation for the marketing plan will consist of (1.) 20 minute presentation (2.) Presentation slides (3.) *Minimum* 5 page paper outlining the full marketing plan.

Option 1: Marketing of Sports

On August 20th, 2019 Major League Soccer announced that it will be expanding with a new franchise team in St. Louis, Missouri. While the team isn't expected to start until 2022, the marketing team is already at work determining the target market, communication channels, identifying potential sponsors, licensing strategy, experiential enhancements, etc for the 2020 season. Act as the marketing team for the St. Louis MLS team and develop a marketing plan encompassing the different aspects of sports marketing to ensure they have a successful opening season!

Option 2: Marketing through Sports

Anheuser Busch-Inbev is one of the largest sponsors in sports, whether it is the NFL with Budweiser/Bud Light, PGA Tour and Michelob Ultra, or Wimbledon with Stella Artois. While each brand is owned by the same company each has a different brand identity and strategy for sports marketing. The most recent release from Anheuser Busch is Bud Light Seltzer. Act as the marketing team for Bud Light Seltzer, conduct a competitive analysis of other alcoholic beverage brands sports marketing strategy and develop a sports marketing plan based on Bud Light Seltzers target market by identifying different sports leagues that align with the marketing strategy, marketing execution tactics within different arenas and events, etc.

Grading Policy

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|-------------------------|------------------|
| Semester Project | 30% (Individual) |
| Weekly Quizzes | 20% |
| Weekly Discussion Board | 15% |
| Midterm Exam | 15% |
| Final Exam | 15% |
| Class Attendance | 5% |

Grading Scale

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|---------------------------------|---|--|--|---------------|
| 100 – 92 = A 91.99 – 90 = A- | 89.99– 88 = B+ 87.99 – 82 = B 81.99 – 80 = B- | 79.99 – 78 = C+ 77.99 – 72 = C 71.99 – 70 = C- | 69.99 – 68 = D+ 67.99 – 62 = D 61.99 – 60 = D- | 59.99 – 0 = F |
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Course Schedule (Subject to change)

| Week | Topic | Reading (R: Required) | Assignment |
|-------------|----------------------------------|---|-----------------------------------|
| 1 (1/20) | NO CLASS | | |
| 2 (1/27) | Sports Meets Marketing | (R) Chapter 1: Sports Meets Marketing | -Online Discussion Board -Quiz |
| 3 (2/3) | Sports Entertainment Consumption | (R) Chapter 2: Sports Entertainment Consumption | -Online Discussion Board -Quiz |
| 4 (2/10) | The Marketing Environment | (R) Chapter 3: The Marketing Environment | -Online Discussion Board -Quiz |
| 5 (2/17) | Segmenting Audiences for Sports | (R) Chapter 4: Segmenting Audiences for Sports | -Online Discussion Board -Quiz |
| 6 (2/24) | Building A Relevant Brand | (R) Chapter 5: Building A Relevant Brand | -Online Discussion Board |

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|--------------|--|---|-----------------------------------|
| | | | -Quiz |
| 7 (3/2) | Product Strategy | (R) Chapter 6: Product Strategy | -Online Discussion Board -Quiz |
| 8 (3/9) | Experiential Marketing | (R) Chapter 7: Experiential Marketing | -Online Discussion Board -Quiz |
| 9 (3/16) | Brand Communications Strategy/ Brand Communications Campaigns | (R) Chapter 8: Brand Communications Strategy Chapter 9: Brand Communications Campaigns | -Online Discussion Board -Quiz |
| 10 (3/23) | SPRING BREAK (NO CLASS) | | |
| 11 (3/30) | Communication Channels **Start Presenting Semester Project **Guest Speaker | (R) Chapter 10: Communication Channels | -Online Discussion Board -Quiz |
| 12 (4/6) | Sponsorship Linked Marketing | (R) Chapter 11: Sponsorship Linked Marketing | -Online Discussion Board -Quiz |
| 13 (4/13) | Measuring of Sports Brand Performance | (R) Chapter 12: Measuring of Sports Brand Performance | -Online Discussion Board -Quiz |
| 14 (4/20) | Delivery of Sports Experience | (R) Chapter 13: Delivery of Sports Experience | -Online Discussion Board -Quiz |
| 15 (4/27) | Preparing Future Sports Marketers | (R) Chapter 14: Preparing Future Sports Marketers | -Online Discussion Board -Quiz |
| 16 (5/4) | Course wrap-up, Review for final exam | | |
| 17 (5/11) | Final Exam Week (Online Exam) | | |