UNIVERSITY OF THE PACIFIC
COURSE APPROVAL FORM
ADDITION

Please fill in all information. Required signatures are on page two of this form. Please return to: Academic Affairs Committee, Office of the Provost, Anderson Hall, 2nd Floor.

Contact Person: Linda Lyman Phone: 209/946-2704

Date: 7/26/04 School or College: COP Department: Sport Sciences

Proposed Course #: SPTS. 274 Title: ADV, Sport Marketing and Promotions

Units: 4 Enrollment/Expected Enrollment: 25 Grade Option: Letter

Prerequisites:

Catalog description:

An in-depth study of the specific challenges associated with the field of sport and life-style marketing. Mainstream marketing theory and principles will be applied to develop an understanding of sport marketing research, sport consumer behavior, sponsorship, promotions, information management, public relations, and the segmentation process.

Please attach a syllabus.

What are the reasons for the new course (e.g., student needs, major, etc.):
SPTS. 175 has been a class that exposes the students to both sport marketing and event management. Due to the unique nature of sport marketing, we believe that we need a class that develops the students' ability to apply mainstream marketing principles to the field of sport and lifestyle marketing. Additionally, SPTS. 175 could not adequately cover both sport marketing and sport event management. Consequently, we believe that addition of SPTS. 274 will provide the students with a stronger foundation in sports marketing.

If approved, when will this be implemented? Spring 2005-2002

What is the anticipated impact on resources (e.g., Faculty, funds, library materials etc.):
NONE

Describe any special facilities, furnishings, or technology needs. List software needs, if any.
NONE
# APPROVAL PROCESS

Please obtain all signatures before submitting to Academic Affairs Committee. Please acquire signatures in the order in which they are listed below.

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<th>Step</th>
<th>Approval Description</th>
<th>Approved by</th>
<th>Date</th>
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<td>1.</td>
<td>Action by department requesting addition/change:</td>
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<td>28-July-04</td>
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<td>2.</td>
<td>Action by the Curriculum and/or Graduate Studies Committee</td>
<td>Maria Kelly</td>
<td>11/29/04</td>
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<td>3.</td>
<td>Action by the Dean of the School/College</td>
<td>Maria Kelly</td>
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<td>4.</td>
<td>Action by the General Education Committee (as appropriate)</td>
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<td>5.</td>
<td>Action by the Dean of the Library</td>
<td>John Purcell</td>
<td>11/30/2004</td>
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<td>Action by the Director of Educational Technology Services</td>
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<td>Action by the Graduate Studies Committee (as appropriate)</td>
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<td>8.</td>
<td>Action by the Registrar (to check course number, etc.)</td>
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<td>9.</td>
<td>Action by the Academic Affairs Committee</td>
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After approval by the Academic Affairs Committee, information regarding new, revised, or deleted courses is sent to the Registrar for listing in or modifying the catalog.
Advanced Sport Marketing and Promotions
SPTS 274

INSTRUCTOR: Linda Lyman
Main Gym 946-2704 llyman@pacific.edu

OFFICE HOURS: M 1:30 - 3:00 T 3:00- 4:00pm W 8:30-10:00 TH 9:00-11:00
and by appointment

REQUIRED READING MATERIAL:

Mullin, B. J., Hardy, S., & Sutton, W. A. (2000). Sport Marketing,
(2nd Ed.) Human Kinetics. Champaign, IL.

Sport Business Daily - $40 Must bring a check by January 15: to Sport Business
Daily

Readings on electronic reserves.

COURSE OBJECTIVES:

1. To develop the students’ ability to apply the theoretical principles associated with the
marketing of or through sport.

2. The students will demonstrate their competence in applying the marketing mix to
produce a basic marketing plan.

3. The students will demonstrate their ability to conduct research
to fulfill the needs of the marketing information system.

4. To develop the students’ understanding of sport consumer
behavior.

5. The students will demonstrate the ability to design and distribute
effective advertising and promotional materials.

6. The students will be able to identify the specific challenges associated with
marketing the sport product.

GENERAL COURSE INFORMATION

1. Organization of class

This is a graduate level course. The format of the class will be a mixture of lectures, class
discussions, and computer lab experiences. Students are expected to come prepared to class
and engage in dialogue that enhances the learning process for everyone in class. I may keep
copies of assignments to assess how the learning objectives are being met.
2. Grading Criteria Papers/Projects

A. All written material handed in for credit toward course requirements will be evaluated based on two criteria: How well the document satisfied the requirements of the assignment (content) and grammar, spelling, and format (organizational details).

B. For any group assignments/tasks, students will receive a group grade and an individual grade. These grades will be averaged for an overall grade for that project.

3. Deadlines

Any projects/assignments not submitted by the deadline will be penalized 50% of the value of the assignment. There will be penalties to the group and individuals. Plagiarism and Cheating: If you are caught plagiarizing or cheating, you will fail this course and you may face expulsion from the University (See the University Honor Code in the student handbook, Tiger Lore).

COURSE REQUIREMENTS

1. There will be 2 Exams; Exam#1=75 points (Feb. 26) Exam#2=125 points (April 22)

2. You will be responsible for writing a press release. This is worth 50 points. (BETWEEN FEB. 13 - MARCH 1)

3. You will be responsible for designing a brochure and flyer for an event or business. This will be worth 150 points brochure, 100 points flyer. (Between March 6-March 25)

4. You will be responsible for a research paper on some aspect of consumer behavior. This will be worth 225 points. (March 25)

5. You will be responsible for developing a basic marketing plan for an event that you design. This will be worth 275 points. (MAY 4)

6. You will be responsible for keeping a weekly journal on the Sport Business Daily. This will be worth 150 points. (April 24) (from Feb. 4 – April 17) (You must turn in a statement of what you are tracking during the semester i.e golf, facility sponsorship, NFL, etc. The statement is due January 21)

7. You will be responsible for creating a web page for an event or business. This will be worth 175 points. (APRIL 29)

8. You will be responsible for 10 hours of volunteering for an event or organization. This will be worth 100 points. (You must turn in a 2-page report about what you did, what you learned, and how relates to your studies by April 29.)

9. You will be responsible for an annotated bibliography related to marketing theory.
This will be worth **125 points**. Date to be negotiate by student.

You **MUST FULFILL ALL** of the requirements outlined in #1,2,3,4,5,6,7,8, & 9 to pass this course.

**GRADING POLICY**

Your final grade will be based on the percentage of points that you earn relative to the total number of points.

- 93-100% = A
- 90-92% = A-
- 87-89% = B+
- 83-86% = B
- 80-82% = B-
- 77-79% = C+
- 73-76% = C
- 70-72% = C-
- 67-69% = D+
- 63-66% = D

**TENTATIVE COURSE OUTLINE**

**January 12-23**

**Uniqueness of Sport Marketing**

Chapter 1 – The Special Nature of Sport Marketing  
Chapter 2 – Marketing Management in Sport: An Overview  
Electronic Reserves  


**January 20** – Statement of sport business daily research

**January 15** – Meet in library for instruction about new data searches

**January 27 – February 6**

**5 P's**

Chapter 7  The Sport Product  
Chapter 9  Pricing Strategies  

Electronic Reserves  

**February 9-20**

Chapter 3  Studies of Sport Consumers  
Chapter 4  Perspectives in Sport Consumer Behavior  
Chapter 6  Market Segmentation

**February 13-March 4** – Press releases

**TEST #1** – February 26

**February 23 – March 5**
Chapter 13  Place or Product Distribution  pgs. 281-299
Chapter 15  Public Relations  pgs. 315-339

March 4 - 25 Flyer & Brochure due

March 8 – March 26

Chapter 10 – Promotions
Assigned Readings
Chapter 16  Marketing Mix  pgs. 341-355

March 15-19 – Spring Break

March 25  -Consumer behavior paper due

SPORT MANAGEMENT CONFERENCE - MARCH 26 & 27  $45 ($40 if reg by March 12)

March 29 - April 9

Research

Chapter 5  Role of Research in Sport Marketing  pgs. 77-99
Electronic Reserves


April 13 – 23

SPONSORSHIP

Chapter 12  Promotional Licensing and Applications  pgs. 253-279
Electronic Reserves

Other readings to be given out in class.

TEST #2 – April 22

April 20 – Sport Business Daily research journal – February 3-April 15

April 29- May 6

Electronic Marketing

Chapter 14  Electronic Media  pgs. 301-313
Electronic Reserves


April 29 – Volunteer report due

MAY 6 – Marketing Plan

May 9- Last day to turn in website