COURSE TITLE: Sports Marketing & Promotions

COURSE NUMBER: BMK 407

Note: This course previously was designated SPM 407. In addition to being a required course for Sports Management majors, it is a marketing elective for Marketing majors. Students who already have credit for SPM 407 can not get credit for BMK 407.

I. RATIONALE:

Sports marketing has become a recent phenomena. Sports organizations can no longer expect to sell tickets by just winning games. Teams have to realize that success on the field does not necessarily translate into success off the field. Organizations need to develop and implement comprehensive marketing plans that cover ticket sales, community relations, sponsorship sales, advertising, promotions and media relations to compete and be profitable. In this class students will learn the theories, tools and applications that sport organizations use every day to drive attendance, and increase ticket sales, concession sales and merchandise sales.

II. MAJOR INSTRUCTIONAL GOALS:

GOAL A:
Identify appropriate marketing strategies for products/services in the sports industry.

Learning Outcomes: The student will:

A-1 Learn marketing terminology relative to the sport industry.
A-2 Learn marketing theories relative to the sport industry.
A-3 Define sport marketing.
A-4 Understand the uniqueness of sport marketing.

GOAL B:
Apply sports marketing strategies in sales and promotional sponsorships.

Learning Outcomes: The student will:

B-1 Understand sponsorship.
B-2 Understand corporate objectives in sponsorship.
B-3 Understand the steps involved in the sales process.
B-4 Learn to evaluate and ensure sponsorship effectiveness.

GOAL C:
Understand the marketing management process in sports.

Learning Outcomes: The student will:

C-1 Learn the SWOT analysis.
C-2 Learn the five Ps.
C-3 Learn the escalator of involvement concept.
C-4 Understand product development and product positioning.
C-5 Understand market segmentation.

GOAL D:
Understand licensed and branded merchandise.

Learning Outcomes: The student will:

D-1 Be able to identify what a licensed product is.
D-2 Understand the licensing process.
D-3 Understand collegiate licensing.

GOAL E:
The student will design a marketing plan for an area professional sports team or event.

Learning Outcomes: The student will:

E-1 Design a marketing plan from theories and strategies presented in class.
E-2 Work together in a team atmosphere.
E-3 Make a 20-minute presentation to the class.