School of Kinesiology  
Faculty of Health Sciences  
Western University  

Kinesiology 9031B: Sport Marketing  
Winter 2017-18

Instructor: Dr. Karen Danylchuk  
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Office Hours: Available in office outside of teaching and meeting commitments. Call or e-mail to make an appointment. I will respond to your email messages.

Course Location: HSB 417  
Course Lectures: Wednesdays 9:30 am – 12:30 pm

NOTE: All course information including announcements, grades, case study preps, assignment outlines, deadlines, etc. are available via OWL.

Course Description:

This course focuses on research in various aspects of sport marketing--the strategic sport marketing planning process, the sport consumer, market research and strategies, and the elements of the marketing mix (i.e., product, place, price, and promotion). The focus of each class will be the required readings from journals and texts. Students will be required to prepare and present weekly critiques. Therefore, it is essential that students come well prepared to class. A participation grade is part of the final course evaluation. This course is assignment based.

Course Format:

The class will meet once a week (Wednesday mornings from 9:30 am to 12:30 pm) unless otherwise advised. Class format is seminar-based and will consist of a brief mini-lecture followed by class discussion and presentations on the weekly readings.

Course Objectives:

This course will provide an opportunity to:

1. Explore and analyze the sport marketing literature using research articles, textbooks, and case studies
2. Utilize appropriate research methods and techniques in preparing a research paper
3. Present to the class the information gathered from research articles and other sources, a book review, and a research paper
4. Apply theory to practice through other practically oriented assignments
Learning Objectives:

Upon completion of this course students will be able to:

1. **Identify and delineate** theoretical terms, concepts, and philosophies related to sport marketing. (Knowledge)

2. **Compare and contrast** theoretical approaches to sport marketing. (Analysis)

3. **Synthesize** research and theoretical knowledge as it relates to a particular research topic. (Comprehension)

4. **Develop** skills in writing research papers and presentations pertaining to each student’s particular area of interest. (Application)

5. **Further develop** abilities to critically reflect upon own learning and relate to the topics discussed in class. (Reflection)

**Required Course Materials:**

**There is no required textbook.** Readings are assigned by topic (see Weekly Schedule and Readings on OWL) and may be found in the following journals and books. The journal articles may be found online or in the D. B. Weldon Library, whereas some of the books are on two-hour reserve in the D. B. Weldon Library. The list provided below is not exhaustive as other research may be found in non-sport focused journals and texts.

**Journals:**

1. *Sport Marketing Quarterly*
2. *International Journal of Sport Management and Marketing*
3. *International Journal of Sports Marketing and Sponsorship*
4. *International Journal of Sport Communication*
5. *Communication and Sport*
6. *Journal of Sports Media*
7. *Journal of Sport Management*
8. *Sport Management Review*
9. *European Sport Management Quarterly*
10. *International Journal of Sport Management*
11. *Journal of Intercollegiate Sport*
12. *Case Studies in Sport Management (e-journal)*
13. *International Journal of Sport Finance*
14. *Journal of Sports Economics*
TextBooks:


**Case Study Books:**


**Reference Manuals and Books:**

The following style guide should be part of your personal library. It will be a useful resource for you throughout your degree. If you do not already have a copy, purchase one from the Bookstore.


Other useful books for your library or references for research include the following:


Course Evaluation:

Weekly seminar debate and discussion on the assigned readings 10%
LinkedIn presentation (graded by peers) 10%
Winter Olympics advertising assignment 15%
Social media assignment 15%
Field trip reflection 15%
Research paper 25%
Research paper presentation (graded by peers) 10%
100%

Course Requirement Explanation:

Weekly Seminar Debate and Assigned Readings (10%):

Students will be expected to make a quality, consistent, and balanced contribution to class discussions. It is important that all assigned readings (i.e., articles and case studies) are read in preparation for discussion. Students will be responsible for reading and critiquing specific articles and then presenting them to class each week in the form of a Powerpoint or Prezi presentation. These critiques should contain a summary of the article as well as a critical analysis. The case studies will be read by all class members and then discussed in class.

LinkedIn Presentation (10%):

Students will prepare their professional LinkedIn profile and present it to their peers during the second class meeting on Wednesday, January 17. Grading will be conducted by the students in the class and Professor Danylchuk, and will reflect adherence to the key tips for developing a professional profile. Feedback to improve one’s profile will be provided by class peers. The second aspect of this assignment is to create a written reference list that contains sources that pertain to the development of a professional LinkedIn profile. List as many key sources as you can find and present them in the list using APA style. Search for these sources in academic journals. This list is due in class the same day.

Winter Olympics Assignment (15%):

The purpose of this assignment is to provide a critical analysis of ONE aspect of the 2018 Winter Olympics being held in Pyeongchang, South Korea Feb. 9-25, 2018 from a marketing perspective (e.g., sponsorship, advertising, media broadcasts, digital coverage, ticket pricing and distribution, venues). The assignment will consist of an in-class presentation on Wednesday, February 28. No more than one student may do the same topic, hence topics will be approved by Professor Danylchuk on a first-come first-served basis.

Field Trip Critical Reflection (15%):

At the beginning of term, we will discuss options for an out-of-town field trip (e.g., Toronto). The assignment will consist of a written critical reflection of this field trip from a marketing
perspective. This reflection will be due in class one week following the field trip. Tentative date for the field trip is Mar. 7.

Social Media Assignment (15%):

This assignment entails selecting a Canadian athlete who will be competing in the 2018 Winter Olympics in Pyeongchang, South Korea from Feb. 9-25, 2018 and following their social media presence for six weeks—two weeks prior to the Games, during the Games, and two weeks following the Games. At the completion of this time period, you will deliver a critical analysis and comparison of this presence in class on Wednesday, March 21. No more than one student may do the same athlete, hence athlete selection will be approved by Professor Danylchuk on a first-come first-served basis.

Research Paper (25%):

Students will prepare an extensive, well researched/referenced paper on a sport marketing topic of their choice (one student per topic). A research study or development of a case study may also be done. Along with sport marketing articles and texts, you should also consult the “Sport Management Digest” section of the Journal of Sport Management and the following Web site: www.lib.uwo.ca/business/sbr.html.

A written proposal of approximately two pages should be submitted to Dr. Danylchuk no later than Wednesday, February 7. The proposal is not graded, but ensures that forethought has been given to the purpose, rationale, sources, and general outline of the paper so that Dr. Danylchuk can provide some upfront feedback. The final paper must be typewritten using double spacing and a 12-point font, and must conform strictly to APA (6th ed.) guidelines. Length should be no more than 30 pages including references. Evaluation will be based on content, writing style, and adherence to APA guidelines. Due date is last class—Wednesday, April 11.

Seminar Presentation (10%):

Students will prepare a 30-minute (inclusive of a 5-minute question period) presentation of their paper for Wednesday, April 4 or Wednesday, April 11. Presentation date will be determined by a draw. Evaluation will be based on the quality of the content, the ability to effectively communicate the information to the class members, and the competency in answering questions. The use of audio-visual aids is highly recommended.

Course Schedule:

| Jan. 10 | Introductions  
| Course expectations  
| Introduction to sport marketing |
| Jan. 17 | Presentations of LinkedIn profiles  
| Understanding the sport consumer |
| Jan. 24 | The sport product |
Jan. 31  Branding and licensing
Feb. 7  Place and distribution – Research paper proposal due
Feb. 14  Pricing
Feb. 28  Promotion - Advertising and Winter Olympics presentations
Mar. 7  Field trip (location TBD)
Mar. 14  Sponsorship – field trip reflection due
Mar. 21  Sponsorship – social media presentations
Mar. 28  Promotions, public and media relations
Apr. 4  Individual research project presentations
Apr. 11  Individual research project presentations

Course/University Policies

1. **Lateness/Absences**: Assignments are due at the beginning of class on the assigned due date and will not be accepted late, except under medical or other compassionate circumstances. Electronic submission of assignments will not be accepted (unless otherwise specified) under any circumstances. Submitting a late assignment without appropriate documentation will result in a zero (0) grade. Appropriate documentation for assignments worth less than 10% should be submitted to the instructor. A missed mid-term examination without appropriate documentation will result in a zero (0) grade. The course policy is not to allow make-ups for scheduled midterms, presentations or final exams, nor to assign a grade of Incomplete without acceptable and verifiable medical (or equivalent compassionate) reasons. Acceptable reasons might include hospital stays, serious illness, family emergencies (like serious accidents or illness, death) or similar circumstances.

2. **Written documentation**: Students who require academic accommodation should provide notification and documentation in advance of due dates, examinations, etc. stating specific reasons and dates. Students must follow up with their professors and their Academic Counselling office in a timely manner. Documentation for any request for accommodation shall be submitted directly, as soon as possible, to the appropriate Academic Counselling office of the student’s Faculty/School of registration (e.g., KIN students ~ KIN Graduate Office), not to the instructor, with a request for relief specifying the nature of the accommodation being requested. In the event of a medical request, the documentation should be obtained at the time of the initial consultation with the physician or walk-in clinic. An “Accommodation Consideration Request Form” found online or in the Kinesiology Undergraduate Office” for ALL such accommodation requests must be submitted into the appropriate Academic Counselling office of the student’s Faculty/School of registration. These documents will be retained in the student’s file, and will be held in confidence in accordance with the University’s Official Student Record Information Privacy Policy. See [https://studentservices.uwo.ca/secure/index.cfm](https://studentservices.uwo.ca/secure/index.cfm) for specific policy and forms relating to accommodation.

3. **Grades**: Where possible assignment objectives and rubrics will be posted on OWL. Should you have a concern regarding the grade you received for an assignment or feel that it is unfair in any way, you must wait 24 hours from the receipt of the assignment to approach the instructor or TA. In doing so, please make an appointment and prepare in writing, with
evidence, why you feel your grade is inappropriate. Please be aware that in requesting a grade reassessment, your grade could go up/down/or stay the same. Note that calculations errors (which do occur!) should be brought to my attention immediately. **15% of course grades will be posted by the last day to drop a course.**

4. **Scholastic offences:** They are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site: [http://www.uwo.ca/univsec/handbook/appeals/scholastic_discipline_undergrad.pdf](http://www.uwo.ca/univsec/handbook/appeals/scholastic_discipline_undergrad.pdf).

   A) Students must write their essays and assignments in their own words. Whenever students take an idea, or a passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence (see Scholastic Offence Policy in the Western Academic Calendar). All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com ([http://www.turnitin.com](http://www.turnitin.com)).

   B) Computer marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.

5. **Formatting (as recommended by the course instructor):** example- APA style is the approved style of writing for all assignments produced for this course. Please refer to Western University Library webpage for information on citation style and format or consult the APA publication manual: Publication manual of the American Psychological Association (6th ed.). (2009). Washington, DC: American Psychological Association.

6. According to the **Examination Conflict policy,** “A student who is scheduled to write more than two examinations in any 24-hour period may request alternative arrangements through the office of their Academic Counsellor.” **This policy does NOT apply to mid-term examinations.** There will be no make-up for the mid-term exam. Students who miss this exam with a valid reason will have the final re-weighted accordingly.

7. **Classroom Behaviour:** Class will begin promptly at the time specified at the top of page one of this syllabus. In the event that you must arrive late, please enter the classroom with a minimal disturbance to the class. I reserve the right to lock the classroom door and deny entrance if lateness becomes a common occurrence. Excessive talking during class time is disruptive, disrespectful, and will not be tolerated. Students engaging in such behaviour may be asked to leave the room. Cellular phones, pagers, and text-messaging devices are disruptive when they ring in class. If you must bring these with you, please place them on silent mode or turn them off during class. Failure to do so may result in your being asked to
leave.

8. Laptops for the **purpose of typing lecture notes** are permitted in class, but please be respectful to your fellow students and turn the sound off. If I receive complaints from other students regarding noise or other disruptive behaviour (e.g., watching videos on YouTube.com, updating your Facebook status, playing Solitaire), your classroom laptop privileges will be revoked.

9. Audio and/or videotaping of lectures is not permitted unless approval has been sought from the instructor in advance.

**STUDENT CODE OF CONDUCT**
The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at Western University, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For more information, visit [http://www.uwo.ca/univsec/board/code.pdf](http://www.uwo.ca/univsec/board/code.pdf)

**ENGLISH PROFICIENCY FOR THE ASSIGNMENT OF GRADES**
Visit the website [http://www.uwo.ca/univsec/handbook/exam/english.pdf](http://www.uwo.ca/univsec/handbook/exam/english.pdf)

**SUPPORT SERVICES**
There are various support services around campus and these include, but are not limited to:

1. Student Development Centre -- [http://www.sdc.uwo.ca/ssd/](http://www.sdc.uwo.ca/ssd/)

Students who are in emotional/mental distress should refer to Mental Health@Western [http://www.uwo.ca/uwocom/mentalhealth/](http://www.uwo.ca/uwocom/mentalhealth/) for a complete list of options about how to obtain help.”