School of Kinesiology  
Faculty of Health Sciences  
Western University  

Kinesiology 9031A: Sport Marketing  
Fall 2020-21  

Instructor: Dr. Karen Danylchuk  
Office: Health Sciences Dean’s Suite, Arthur & Sonia Labatt Health Sciences Building  
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E-mail: karendan@uwo.ca  
Office Hours: Available via Zoom call. E-mail to make an appointment.  

Course Location: The course will be taught online via Zoom.  
Course Lectures: Tuesdays 9:00 am – 12:00 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 (i.e., no exams).  

Course Format:  
The class will meet once a week (Tuesday mornings from 9:00 am to 12:00 pm) unless otherwise advised. The entire 9:00 am – 12:00 pm time slot may not be required each week. Class format is seminar-based and will consist of a brief mini-lecture followed by class discussion and student 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, assignments, 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. In lieu of a textbook purchase, however, there will be a small cost for the field trip (refer to Course Requirement Explanation on p. 6). 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. The list provided below is not exhaustive as other research may be found in other sport or non-sport focused journals and texts.

**Journals:***

1. Sport Marketing Quarterly
2. International Journal of Sport Management and Marketing
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
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 presentations and discussion 10%
Sport event analysis 10%
Field trip reflection 15%
Social media assignment 15%
Marketing pitch 20%
Research paper including presentation 30%
100%

Course Requirement Explanation:

Weekly Seminar Presentations and Discussion (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.

Students will prepare their professional LinkedIn profile and present it to their peers during the second class on Tuesday, September 22. The presentation is limited to 5 minutes and should 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 (approximately 5 references) using APA reference format that contains sources that pertain to the development of a professional LinkedIn profile. Search for these sources in academic journals. This list is due in class the same day via OWL.

Sport Event Analysis (10%):

The purpose of this written assignment is to provide a critical analysis of a live broadcast of a sporting event/game from a marketing perspective. This year is unique in that all sporting event schedules have been impacted by the COVID-19 scenario and the typical fans will not be in the stands. Your mission will be to critique the delivery of the live broadcast and contrast it to the pre-COVID period. The assignment is due on Tuesday, November 3 via OWL.

Assignments must be typewritten using Times New Roman 12-point font and double-spaced with 1.25 inch left/right margins and 1 inch top/bottom margins. Length should be approximately five to six pages excluding the title page. The title page should include the title of the assignment, your name, and your student number, but should not include a page number. Begin numbering your pages on the first page of the text, which will be page 2. Number your pages in the top right corner.
Field Trip Critical Reflection (15%):

Pending the COVID-19 scenario, a field trip will be taken to the Canadian Baseball Hall of Fame in St. Mary’s (35 minutes by car) during class time (date TBD). Admission is $10. The assignment will consist of a written critical reflection of the museum from a marketing perspective or a topic that relates to some other aspect (e.g., race/ethnicity/gender, sport tourism). This reflection is due in class via OWL one week following the field trip.

Assignments must be typewritten using Times New Roman 12-point font and double-spaced with 1.25 inch left/right margins and 1 inch top/bottom margins. Length should be approximately five to six pages excluding the title page. The title page should include the title of the assignment, your name, and your student number, but should not include a page number. Begin numbering your pages on the first page of the text, which will be page 2. Number your pages in the top right corner.

Social Media Assignment (15%):

This assignment entails selecting a Canadian athlete OR sport team OR sport team executive/commissioner and following her/his social media presence for six weeks. At the completion of the six weeks, you will deliver a 10-minute critical analysis of the athlete’s social media presence in class on Tuesday, November 10. No more than one student may do the same subject, hence athlete/team/executive selection will be approved by Professor Danylchuk on a first-come first-served basis.

Marketing Pitch (20%):

Students will work in pairs to develop a new product (i.e., sport/fitness/health/recreation good or service) over the semester that they will pitch to a panel of judges on Tuesday, November 24. The concept of the pitch will be similar to “Shark Tank” and “Dragon’s Den”. The pitch will be restricted to five minutes, but teams must be prepared to answer questions and solicit support from the judges following the pitch. The actual product, or a prototype or facsimile will be expected on the day of the pitch. The grade will consist of the average of the judges’ scores.

Research Paper (30%):

Students will prepare an extensive, well researched/referenced paper on a sport marketing topic of one’s choice (one student per topic). A research study or development of a case study may also be done.

A written proposal of approximately two pages should be submitted to Dr. Danylchuk no later than Tuesday, October 20. The proposal is not graded, but rather 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, 12-point Times New Roman font, and must conform strictly to APA (6th ed.) guidelines. Length should be no more than 30 pages including references and title page. Do not include an abstract. Number pages in the top right corner. Evaluation will be based on content, writing style, and adherence to APA guidelines. Turnitin.com plagiarism software will be used. Due date is Wednesday, December 10, which will allow last-minute edits following the Tuesday, December 9 class presentations.

Students will prepare a 10-minute (excluding a 5-minute question period) presentation of their paper for Tuesday, December 10. 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: note that the schedule may change when the field trip date is finalized

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<thead>
<tr>
<th>Date</th>
<th>Topic</th>
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<tbody>
<tr>
<td>Sept. 15</td>
<td>Introductions</td>
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<td>Course expectations</td>
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<td></td>
<td>Introduction to Sport Marketing</td>
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<td>Sept. 22</td>
<td>Presentations of LinkedIn profiles</td>
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<td>Understanding the sport consumer</td>
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<td>Sept. 29</td>
<td>Sport product</td>
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<td>Oct. 6</td>
<td>Branding and licensing</td>
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<td>Oct. 13</td>
<td>Pricing</td>
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<td>Oct. 20</td>
<td>Place and distribution – research paper proposal due</td>
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<td>Oct. 27</td>
<td>Place and distribution</td>
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<td>Nov. 3</td>
<td>No class due to Fall Study Break</td>
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<td>Nov. 10</td>
<td>Social media presentations</td>
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<td>Nov. 17</td>
<td>Promotion – advertising &amp; sponsorship</td>
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<td>Nov. 24</td>
<td>Marketing pitch presentations</td>
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<td>Dec. 1</td>
<td>Sponsorship, promotions, public &amp; media relations</td>
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<td>Dec. 9</td>
<td>Individual research paper presentations – research paper due next day</td>
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Course/University Policies

1. **Lateness/Absences**: Assignments are due at the beginning of class on the assigned due date. A late penalty of 2% per day will apply, except under medical or other compassionate circumstances. Submitting a late assignment without appropriate documentation will result in a zero (0) grade. Assignments should be submitted in electronic format via the OWL site.

2. **Written documentation**: Students who require academic accommodation should provide notification and documentation in advance of due dates, stating specific reasons and dates. Documentation for any request for accommodation for assignments worth 10% or more 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 Graduate 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. The instructor will provide a statement, indicating what procedure he/she intends to follow with regards to elements worth less than 10%, bearing in mind that medical documentation can only be received by the student’s home Faculty/Academic Counselling. Refer to 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 the course OWL site. Should you have a concern regarding the grade you received for an assignment or feel that it is unfair in any way, please make an appointment with your professor 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 your professor’s attention immediately. Fifteen percent 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.

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).

5. **Formatting:** American Psychological Association (APA) 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. **Classroom Etiquette:** Class will begin promptly at the time specified at the top of page one of this syllabus. Due to the online delivery of this course, students should familiarize themselves with the use of Zoom prior to the start of the course: https://wts.uwo.ca/zoom/index.html. The instructor will review the etiquette pertaining to Zoom during the first class.
7. **Recording of Lectures:** Participants in this course are not permitted to record the sessions, except where recording is an approved accommodation, or the participant has the prior written permission of the instructor.

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. Engaging in non-class activities, such as watching videos on YouTube.com and updating your social media status, are considered disrespectful to both the instructor and other students.

**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)

**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.”

**STUDENT ACCESSIBILITY SERVICES**

Western is committed to achieving barrier-free accessibility for all its members, including graduate students. As part of this commitment, Western provides a variety of services devoted to promoting, advocating, and accommodating persons with disabilities in their respective graduate program.

Graduate students with disabilities (for example, chronic illnesses, mental health conditions, mobility impairments) are encouraged to register with Student Accessibility Services, a confidential service designed to support graduate and undergraduate students through their academic program. With the appropriate documentation, the student will work with both SAS and their graduate programs (normally their Graduate Chair and/or Course instructor) to ensure that appropriate academic accommodations to program requirements are arranged. These accommodations include individual counselling, alternative formatted literature, accessible campus transportation, learning strategy instruction, writing exams and assistive technology instruction.