Instructor: Dr. Karen Danylchuk
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E-mail: karendan@uwo.ca
Office Hours: Available in office outside of teaching and meeting commitments. Call or e-mail to make an appointment.

Course Location: HSB 417
Course Lectures: Tuesdays 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 (Tuesday 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 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 cost for the sport event analysis assignment and field trip (refer to Course Requirement Explanation on pp. 5-6). 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, 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 presentations and discussion 20%
Event analysis assignment 10%
Field trip reflection 10%
Social media assignment 10%
Marketing pitch 25%
Research paper including presentation 25%
100%

Course Requirement Explanation:

Weekly Seminar Presentations and Discussion (20%):

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, January 14. The presentation 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.

Event Analysis (10%):

The purpose of this assignment is to provide a critical analysis of a live sporting event from a marketing perspective. This year is unique in that an international curling event called the 2020 Continental Cup is being held at Western Fair Grounds from January 9-12, 2020. I have been able to negotiate a slightly reduced ticket price for the event on Thursday, January 9, 2020 or Friday, January 10, 2020 (likely the afternoon), but be prepared to pay for the ticket (approximately $30) in lieu of a textbook purchase for this course. The assignment details are provided on the course website on OWL. The assignment is due in class on Tuesday, January 21.

Field Trip Critical Reflection (10%):

A field trip will be taken to Budweiser Gardens in London and/or the Canadian Baseball Hall of Fame Museum in St. Mary’s will be held on a Tuesday during class time (date TBD). 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.

Social Media Assignment (10%):

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—two weeks prior to a major event, during the event, and two weeks following the event. At the completion of this time period, you will deliver a critical analysis of the athlete’s social media presence in class on Tuesday, February 25. 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 (25%):

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, March 31. The concept of the pitch will be similar to “Shark Tank” and “Dragon’s Den”. The actual 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.

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 Tuesday, February 11. 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 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 Wednesday, April 8, which will allow last-minute edits following the Tuesday, April 7 class presentations.

Students will prepare a 10-minute (excluding a 5-minute question period) presentation of their paper for Tuesday, April 7. 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 is finalized

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<thead>
<tr>
<th>Date</th>
<th>Topic</th>
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<tbody>
<tr>
<td>Jan. 7</td>
<td>Introductions</td>
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<td>Course expectations</td>
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<td>Introduction to sport marketing</td>
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<td>Jan. 14</td>
<td>Presentations of LinkedIn profiles</td>
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<td>Understanding the sport consumer</td>
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<td>Jan. 21</td>
<td>Sport product – event analysis reflection due</td>
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<td>Jan. 28</td>
<td>Branding and licensing</td>
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<td>Feb. 4</td>
<td>Pricing</td>
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<td>Feb. 11</td>
<td>Place and distribution – research paper proposal due</td>
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<td>Feb. 18</td>
<td>No class due to Spring Break</td>
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<td>Feb. 25</td>
<td>Place and distribution – social media presentations</td>
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<td>Mar. 3</td>
<td>Field trip - date may change depending on field trip selected</td>
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<td>Mar. 10</td>
<td>No class</td>
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<td>Mar. 17</td>
<td>Promotion – advertising &amp; sponsorship</td>
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<td>Mar. 24</td>
<td>Sponsorship, promotions, public &amp; media relations</td>
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<td>Mar. 31</td>
<td>Marketing pitch presentations</td>
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<td>Apr. 7</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 both in electronic and hard copy format.

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/secu...
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:


   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)).

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 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. Your instructor reserves 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 them with you, please place them on silent mode or turn them off during class. Failure to do so may result in you being asked to leave.

7. **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 your instructor receives 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.

8. **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

**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/
2. Student Health -- http://www.shs.uwo.ca/student/studenthealthservices.html
3. Registrar’s Office -- http://www.registrar.uwo.ca/
4. Ombuds Office -- http://www.uwo.ca/ombuds/

Students who are in emotional/mental distress should refer to Mental Health@Western 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.