

**COURSE OUTLINE****GRIFFITH UNIVERSITY GOLD COAST CAMPUS****School of Marketing & Management****7014MMG****Sport Marketing and Management****1.0 Identifying Information**

Subject	<b>Marketing</b>
Year of Offer:	2003
Semester of Offer:	1
Credit point value:	10.00
Program for which Course is designed:	Postgraduate

**Enrolment Requirements:**

Pre-requisites / Co-requisites / Incompatible
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**Course Convenor**

Name:	Mr Brad Hill
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Teaching Team:	Mr Brad Hill

**Lecture & tutorial details**

Contact hours	Flexible delivery but 1 hr optional workshop available
Grading Basis	Graded

**Status of course within program:** Core within the Master of Sport Management

## 2.0 Brief Description

This course provides students with an advanced preparation in the marketing of sport services, sport teams, and sport programs. It begins by examining the development of fan loyalty. It proceeds to look at the strategic use of sport sponsorships within an integrated marketing communications campaign. It then examines the challenges associated with capturing market share for Australian licensed sport products. It next considers marketing to build club membership. The course concludes by working through the development of a sport marketing plan.

Sport is playing an increasingly significant role in the lives of Australians. The amount of public and private money invested in Australian sport continues to rise. Programs to enhance participation continue to grow, and the number of professional sport franchises continues to proliferate. The demand for professionals who can market sport has consequently also continued to rise.

The intensified economic significance of sport in Australia has amplified sport's utility as a vehicle for marketing non-sport products and services. Licensing, merchandising, and sponsorship are becoming increasingly important. Thus, sport marketing is not just about selling sport; it is also about using sport as a professional medium.

## 3.0 Course Aims

This course aims to provide the basis for understanding how to use sport as a marketing tool, as well as how to finance sport via effective marketing, sponsorship, and licensing strategies. It builds on that understanding by providing the hands-on practice necessary to becoming an effective sport marketer.

## 4.0 Objectives

Upon completion of this course, students should be:

1. able to identify key reasons that people develop an attachment to a sport, team, or athlete;
2. able to identify key reasons why different market segments seek to participate in sport;
3. able to use content analysis and focus group research to improve the marketing of sport;
4. conversant with current issues in sport licensing;
5. proficient at developing and analysing sponsorship proposals;

6. competent to identify realistic sponsorship extensions;
7. proficient at generating situationally appropriate sport marketing strategies;
8. competent at writing a practical marketing plan for a sport organisation.

## 5.0 Organisation and Teaching Methods

The course is divided into five self-directed modules. For assessment purposes, students will be required to complete three modules. Selecting three from five modules as assessment items allows students to focus more fully on specific sport marketing elements that relate to their needs.

### **MODULE 1: Fan Commitment.**

This module examines the bases for fan commitment. It also introduces the use of content analysis as an environmental scanning tool. Students will develop a comparative analysis of websites for professional sport teams.

Module conducted 25 February

Assessment due 31 March.

### **MODULE 2: Sponsorship.**

This module requires students to compare the utility of sport versus arts sponsorships within a corporation's marketing portfolio. Students must consider how best to link sponsorship alternatives to the overall marketing communications campaign. They are then asked to derive appropriate recommendations for building a sponsorship portfolio.

Module conducted 10 March

Assessment due 28 April .

### **MODULE 3: Merchandising.**

This module considers the issue of increasing sales of Australian licensed sport products. The problem is framed as one of capturing market share. Students learn to use focus groups to build a market analysis, and to formulate marketing strategy.

Module conducted 31 March

Assessment due 12 May.

**MODULE 4: Participation.**

This module introduces students to the problems inherent in building club membership. Students must consider appropriate programming and segmentation strategies, and they must consider how club services and operations can be applied within financial constraints to optimise revenue from members.

Module conducted 26 April

Assessment due 2 June

**MODULE 5: Planning.**

This module has students develop a marketing plan. Students are provided detailed strategic and research information about a sport organisation, and are then asked to formulate a marketing plan that realistically addresses the organisation's needs and objectives.

Module conducted 12 May

Assessment due 23 June

Students should attend a 2 hour workshop held every three weeks which will provide information and assistance for completion of projects within each module. During the workshop, students will be able to raise issues and concerns that may have emerged as a result of working through modules. Materials presented during the workshop and any issues raised by students will be available on the course website.

Workshop Date	Module No.	Module Topic
February 25	1	Fan Commitment
March 10	2	Sponsorship
March 31	3	Merchandising
April 26	4	Participation
May 12	5	Planning

## 6.0 Assessment

Assignment details, including all requirements and case information are provided with the "Assignment Materials." For assessment purposes, students will be required to complete three modules from five selections.

Qty	Topic	%	Group / Individual	Due
1	First selected module	33	Individual	Refer page 3 & 4 of course outline for due date that refers to selected module
1	Second selected module	33	Individual	Refer page 3 & 4 of course outline for due date that refers to selected module
1	Third selected module	34	Individual	Refer page 3 & 4 of course outline for due date that refers to selected module

### Assessment Rationale

The assignments are designed to provide students with an opportunity to apply the concepts and methods in the readings to sport marketing situations. Students are expected to integrate the information provided in each module to formulate each project.

Students are required to read each module carefully as each begins with a description of the task, necessary guidelines and appropriate methods in which each module is to be completed. Overall, methods of assessment will include written formal reports and memoranda.

No project length is specified. This is because these are graduate assignments that simulate real world reports and memoranda. For reports and memos of the kind required in this course, it is rare (if ever) that a client, colleague, or boss would specify a word or page length. It would be expected that students would exercise their best judgement, and to provide the relevant information clearly and concisely.

Completed assignments can either be:

- 1) Placed in the assignment box located in the foyer of the Business 1 Building, Level 2, outside the School of Marketing and Management office, by 5.00pm Monday of the week the assignment is due. Assignments placed in the assignment box after the due date of the assignment will be deemed as late assignments;

or

- 2) Mailed to the convenor. Assignments that are mailed to the convenor must be postmarked with a date that is no later than the due date of the assignment. Assignments that are received by mail that are postmarked with a date later than the due date of the assignment will be deemed as late assignments.

Assignments can be mailed to:  
Mr Brad Hill  
The Convenor  
7014MMG Sport Marketing and Management  
School of Marketing and Management  
Griffith University  
PMB 50  
Gold Coast Mail Centre Qld 9726

### Marking Guidelines

Assignments will be assessed using the following criteria	% weighting for each criteria
Quality of writing and presentation	20
Applications of methods and concepts from the readings	30
Synthesis and integration of ideas and insights	30
Clarity and logical order of ideas	20

As assessment items are designed to examine understanding and/or application of the course's learning objectives, nonsubmission of a piece of assessment will result in a failure to demonstrate mastery of these learning objectives and will therefore incur a fail grade for the subject.

## 7.0 Texts and Supporting Materials

A collection compiled for this subject by the Convenor is available in the bookshop. The collection includes the readings and assignment specifications.

## 8.0 Administration

1. To be eligible to pass this course, students are required to complete all forms of assessment and must demonstrate competence in the required course objectives as examined in each form of assessment.
2. All examination papers that are failed, and will result in a fail for the course, will be cross-marked.
3. Students may work together in researching their assignments but final submissions must reflect the work and original contribution of each individual student.
4. Full and detailed acknowledgement (eg notation, and/or bibliography) must be provided if contributions are drawn from literature in preparation of reports and assignments. Your written work **must** properly cite/ reference original work, author(s), etc. Citation and referencing must conform to APA (*American Psychological Association*) format both in the body of your paper and its attached reference section.

### **EXCERPT FROM GRIFFITH UNIVERSITY POLICY ON ACADEMIC MISCONDUCT**

Full details: [http://www.gu.edu.au/ua/aa/ppm/tal/content/Ac\\_misc.html](http://www.gu.edu.au/ua/aa/ppm/tal/content/Ac_misc.html)

Students must conduct their studies at the University honestly, ethically and in accordance with accepted standards of academic conduct. Any form of academic conduct which is contrary to these standards is academic misconduct, for which the University may penalise a student. Specifically it is academic misconduct for a student to:

- present copied, falsified or improperly obtained data as if it were the result of laboratory work, field trips or other investigatory work;
- include in the student's individual work material which is the result of significant assistance from another person if that assistance was unacceptable according to the instructions or guidelines for that work;
- assist another student in the presentation of that student's individual work in a way that is unacceptable according to the instructions or guidelines for that work;
- cheat; (Cheating is dishonest conduct in assessment);
- plagiarise; (Plagiarism is knowingly presenting the work or property of another person as if it were one's own.)

**Examples of plagiarism include:**

- a. word for word copying of sentences or paragraphs from one or more sources which are the work or data of other persons (including books, articles, thesis, unpublished works, working papers, seminar and conference papers, internal reports, lecture notes or tapes) without clearly identifying their origin by appropriate referencing; [any word for word copying must be shown as a direct quotation within quotation marks followed by appropriate referencing.]
  - b. closely para-phrasing sentences or paragraphs from one or more sources without appropriate acknowledgment in the form of a reference to the original work or works;
  - c. using another person's ideas, work or research data without appropriate acknowledgment;
  - d. submitting work which has been produced by someone else on the student's behalf as if it were the work of the student;
  - e. copying computer files in whole or in part without indicating their origin;
  - f. submitting work which has been wholly or partially derived from another student's work by a process of mechanical transformation. For example, changing variable names in computer programs.
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**Penalties**

On determination that academic misconduct has taken place, the penalty which may be imposed on the student is one or more of the following:

- a. a reduced or nil result for the assessment item affected by the academic misconduct;
- b. a fail grade for the course in which academic misconduct occurred;
- c. exclusion from enrolment in the program for a specified period;
- d. exclusion from the program; readmission to the program is at the discretion of the Dean based on consideration of the student's case for readmission.

Where a student has been found guilty of academic misconduct on more than one occasion and has previously been penalised as set out in above a. - c., the penalty shall normally be exclusion from the program.

5. All assignments submitted for marking must be word processed or typed.
6. Students must be able to produce a copy of all work submitted if so requested.



**7. Submission Deadlines and Extensions**

**Submission deadlines will be strictly enforced.** Assessment items must be received by the Convenor (or submitted in the appropriate assignment box) by the due date and time. Extensions will only be granted on medical or compassionate grounds and will not be granted because of work or other commitments.

A request for extension must be made in writing to the unit coordinator **and must be approved** by the coordinator **prior to the submission deadline / due date and time** of the assessment item. Requests outside the above guidelines will not be granted. Extensions may only be granted for periods of five (5) days at a time. Any request for additional time will require another written request and approval for an extension. This policy has been established to ensure fairness to those who complete their work on time, yet accommodate the rare occasion when an extension of time may be appropriate.

An assessment item submitted after the due date, without an approved extension, will be penalised. The penalty is the reduction of the mark allocated to the assessment item by 20% of the maximum mark applicable for the assessment item, for each day or part day that the item is late. Weekends count as one day in determining the penalty. Assessment items submitted more than five days after the due date are awarded zero marks.

**Assignment submission outside advertised date/time must be submitted to the LATE ASSIGNMENT box located adjacent to the School of Marketing and Management reception in B1G level 2.**

**Under NO CIRCUMSTANCES should assignments be placed under doors or in mailboxes unless prior arrangements have been made with your course convenor.**

8. Assignments must be submitted with the following information clearly displayed on the cover:

- Student name
- Student number
- Course code and course name
- Course Convenor's name
- Assignment due date and time
- Tutor's name
- Tutorial day and time

Assignments submitted without this information may not be assessed.

9. Students are expected to spend time outside formal teaching sessions developing their skills and knowledge.

**10. Assignments received by fax or email will not be accepted.**

11. Where appropriate, enrolment in this course is undertaken on the basis that prior assumed knowledge has been gained by the attainment of a grade of "P" (pass) or better in prerequisite course/s. Failure to adhere to this recommendation may result in students experiencing difficulty with the course and not being able to successfully complete it. Additional support or special assistance cannot be expected or requested if students have not completed the recommended prerequisite course/s.
12. Grades are awarded by the Faculty of Commerce and Management, not by your lecturer. Cut-off marks for the various grades in this course as listed below, are determined by the Faculty at the conclusion of the semester.

The following range of grades apply to this course:

**High Distinction (HD)**

Exceptional performance indicating complete and comprehensive understanding of the course matter; genuine mastery of relevant skills; demonstration of an extremely high level of interpretative and analytical ability and intellectual initiative; and achievement of all major and minor objectives of the course.

**Distinction (D)**

Excellent performance indicating a very high level of understanding of the course matter; development of relevant skills to a very high level; demonstration of a very high level of interpretive and analytical ability and intellectual initiative; and achievement of all major and minor objectives of the course.

**Credit (C)**

Good performance indicating a high level of understanding of course matter; development of relevant skills to a high level; demonstration of a high level of interpretive and analytical ability and achievement of all major objectives of the course; some minor objectives not fully achieved.

**Pass (P)**

Satisfactory performance indicating an adequate understanding of most of the basic course matter; partial development of relevant skills; adequate interpretive and analytical ability and achievement of all major objectives of the course; failure to achieve some minor objectives.

**Pass Conceded (PC) – awarded at the discretion of the Assessment Board**

Limited performance indicating partial understanding of basic course matter; partial development of relevant skills; some evidence of interpretive and analytical ability; achievement of most major objectives of the course; failure to achieve some minor objectives.

**Fail (F)**

Unsatisfactory performance indicating an inadequate understanding of the basic course matter; failure to develop relevant skills; insufficient evidence of interpretive and analytical ability; and failure to achieve major and minor objectives of the course.

**Other grades which may be awarded are:****Fail, No Submission (FNS)**

Did not present any work for assessment, to be counted as failure

**Withdrawal with failure (WF)**

Cancelled enrolment in the course after the final date for withdrawal without failure

13. Students who wish to lodge a grievance about the course or appeal their mark for a specific item of assessment are advised to follow the process outlined below:
- (1) discuss the matter with the course convenor
  - (2) if agreement can not be reached between the student and the course convenor, the student is required to submit a written appeal to the course convenor. The course convenor will appoint a suitably qualified third party to review the appeal (this third party may be a tutor within the course or some other member of academic staff with expertise in the course/ assessment area).
  - (3) if the student wishes to further appeal the outcome of the review of the third party, the student is required to submit a written appeal to the Head of the School of Marketing & Management. The decision of the Head of School is final.