



Syllabus

BUS 231 - Sports Marketing

General Information

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Department Business

Course Prefix BUS

Course Number 231

Course Title Sports Marketing

Course Information

Catalog Description This course focuses on how effective marketing and promotion strategies, including data analysis and marketing analytics, are applied to various aspects of the sports business industry. Students study the services marketing theory to understand the relationship between sports marketing/promotion, the success of sporting events/facilities, and the economic development for a sports venue/destination.

Credit Hours 3

Lecture Contact Hours 3

Lab Contact Hours 0

Other Contact Hours 0

Grading Scheme Letter

Prerequisites

BUS 126 Introduction to Sports Studies

Co-requisites

None

First Year Experience/Capstone Designation

This course **DOES NOT** satisfy the outcomes applicable for status as a FYE or Capstone.

SUNY General Education

This course is designated as satisfying a requirement in the following SUNY Gen Ed category

None

FLCC Values

Institutional Learning Outcomes Addressed by the Course

Vitality, Inquiry, Perseverance, and Interconnectedness

Course Learning Outcomes

Course Learning Outcomes

1. Identify the impact of the external environment on sports business decisions specifically sporting event planning, facilities and venues development .
2. Analyze the basic concepts of and utilize in the development and presentation of a strategic sports marketing plan.
3. Describe sponsorship concepts as it relates to the development, retention, activation and promotion of sponsors .
4. Analyze contemporary sports marketing problems and offer recommendations utilizing concepts taught in class.

Outline of Topics Covered

- I. Introduction to Sport Marketing
 - The Four domains of Sport Marketing
2. Historical Eras in Sport Marketing
 - Monopoly Era
 - Television Era
 - Highlight Era
 - Experience Era

3. Services Marketing Concepts

- Marketing Research
- Market Orientation
- Customer Relationship Management

4. Strategic Marketing Theory

- Market Resource Allocation in NCAA DI Athletics

5. Sport Marketing Research and Segmentation

- Segmenting sports fans using Brand Associations
- Spectators Motives and Emotional Attachments

6. Promotional Methods in Sport

- Social Networking Platforms
- Minor League Baseball
- Mega -Special -Event Promotions The Super Bowl

7. Pricing in Sports

- Ticket Prices
- Concessions
- Dynamic Ticket Pricing

8. Licensing

- Sport Patents
- To License or not to License
- Legal Issues

9. Sponsorships

- Selecting the Sports Property
- New Media and Technology use in corporate sponsorships
- Ambush Marketing

10. Sport Venue and Event Marketing

- Broadcast Rights
- Corporate Suite Ownership
- Delivery of in Game Experiences

11. Building a Relevant Brand

- Brand Building
- Leveraging
- Corporate Social Responsibility

12. The Global Market for Sports Industry

- Professional Sport Leagues and global branding
- Chinese Fandom and potential marketing strategies for American professional sports

13. Industry Trends

- Esports
- Over the Top Content (OTT)
- Wearable and Fitness
- Seniors In Sport

14. Development and Utilization of a Sport Marketing Plan

- Examining the internal and External Environment
- Goal and Objects
- Implementation and Control