BMKT 413.01: Sports Marketing

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BMKT 413 – SPORTS MARKETING
FALL 2014

PROFESSOR:  Dr. Carol L. Bruneau

OFFICE:      GBB 303
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FAX:         243-6925
E-MAIL:      Carol.Bruneau@business.umt.edu

CLASS SCHEDULE: MW: 12:40-2:00 pm in GBB L09

OFFICE HOURS: Tuesdays 10:00 am-12:00 pm
               Wednesdays 2:00-4:00 pm
               and by appointment
               Walk-ins are always welcomed

REQUIRED MATERIALS:
Readings will be made available during the class.

COURSE OBJECTIVES:
Sports Marketing covers two broad perspectives including the marketing OF sports and marketing THROUGH sports.

1. The first perspective includes how to increase participation in sports, how to increase the number of spectators at sporting events, how to increase the various media audiences for sporting events, and how to market sporting goods and equipment.

2. The second perspective, which is often overlooked by sports marketing classes, is how to use a sports platform as the foundation of marketing for nonsports products. Topics in this perspective include sponsorships, venue naming rights, licensing, and sports celebrity endorsements.

This course attempts to cover both perspectives using a combination of theoretical and experiential pedagogy. Students will learn the basic concepts of sports marketing and will complete marketing plans for sports organizations.

MISSION STATEMENT;
The University of Montana’s School of Business Administration enhances lives and benefits society by providing a world-class business education in a supportive, collegial environment.
We accomplish this mission by acting on our shared core values of creating significant experiences, building relationships, teaching and researching relevant topics, behaving ethically, and inspiring individuals to thrive.

As part of our assessment process and assurance-of-learning standards, the School of Business Administration has adopted the following learning goals for our undergraduate students:

Learning Goal 1: SoBA graduates will possess fundamental business knowledge.
Learning Goal 2: SoBA graduates will be able to integrate business knowledge.
Learning Goal 3: SoBA graduates will be effective communicators.
Learning Goal 4: SoBA graduates will possess problem solving skills.
Learning Goal 5: SoBA graduates will have an ethical awareness.
Learning Goal 6: SoBA graduates will be proficient users of technology.
Learning Goal 7: SoBA graduates will understand the global business environment in which they operate.

COURSE EXPECTATIONS
This course is an advanced undergraduate course intended for marketing majors and other student who require knowledge of consumer behavior for their courses of study and chosen career paths. It is a required course for those choosing an option in marketing. Class sessions will be devoted to the discussion of selected concepts, research studies and applications. BMKT 325 is a prerequisite to this course. You must have already taken (cannot be currently taking) MKTG 360 to be enrolled in BMKT 413.

It is expected that students will approach this course in ways that will maximize their learning rather than minimize their effort. Those students who do not approach the class in this way will suffer both in the ability to learn the material and in the grade they will receive in class. The learning experience of this class depends on student participation by active listening, by contributing to class discussions, and by contributing consistent effort to the process and outcome of hands-on exercises. Consistent preparation rather than pre-exam cramming is a necessity. I expect you to have read the assigned chapters BEFORE class on the day they are scheduled for discussion. Preparation time may vary somewhat depending on the assignment, but can be expected to average two or three hours per class session.

The quality of this course is heavily dependent on thorough preparation, consistent attendance, and spirited participation. Those who are reluctant to speak in front of others should use this opportunity to overcome their fears before entering the business world. The class participation grade will be based on participation during class discussions and in-class exercises. QUALITY of participation rather than QUANTITY will be judged. Student should expect to be called upon at random throughout the term, either to initiate class discussion or to respond to a question by the professor.
NO LATE WORK WILL BE ACCEPTED. Late work is defined as any work not turned in when the professor collects it on the day the assignment is due. NO EXTRA CREDIT WORK WILL BE ACCEPTED.

You are encouraged to visit me during my office hours if you have any questions, problems, or if you just want to talk. If you cannot meet me during posted office hours, you are encouraged to make an appointment to meet at some other time. Also, if I am in my office when you walk by, I’m always willing to meet with you.

EXAMINATIONS
Three examinations will be given during this course. NO MAKE UP EXAMS will be given. If you cannot be in class during an examination time, you may then take an optional comprehensive final exam during finals week. You may also take the optional final if you wish to raise your grade at the end of the semester. I will disseminate your grades on the last day of class.

SEMESTER PROJECTS
Students (in a group of 5 or fewer) will be conducting a marketing plan for an organization that either is marketing a sports product or is using sports to market a nonsports product (or a nonprofit organization that focuses on sports). I will have a list of suggested clients sometime in the next one or two weeks. However, you are free to choose a client not on the list. Criteria are that the organization must be local and you must get the commitment of your contact to work with you throughout the semester. More details will be provided about the contents of the marketing plan. At the end of the semester, each group will present their marketing plan to the class, and hopefully, to their client.

CLASS PARTICIPATION:
Randomly throughout the semester in-class projects will be conducted. You must be in class to receive credit for these assignments. For example, we will have several guest speakers during class and you must attend these presentations to receive in-class credit. At the end of this syllabus is an autobiography for you to fill out and return to class on Monday, September 8. This will count as one day of participation.

EMAIL FROM STUDENTS:
You MUST use your official UM email accounts if you wish to email me. Otherwise, I will be unable to respond. In addition, I expect you to use a proper salutation and correct grammar in your emails. Please do not use text messaging abbreviations.

STUDENT CODE OF CONDUCT: All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University. It is the student’s obligation to be familiar with the Student Conduct Code, especially as it pertains to academic misconduct (cheating, plagiarism, etc.), which is available on line
at [http://www.umt.edu/SA/VPSA/index.cfm/page/1321](http://www.umt.edu/SA/VPSA/index.cfm/page/1321). Please note that it is a form of academic misconduct to submit work that was previously used in another course.

Moreover, as the Catalog reads (in terms of Academic Policies and Procedures regarding plagiarism specifically):

“**Plagiarism** is the representing of another’s work as one’s own. It is a particularly intolerable offence in the academic community and is strictly forbidden. Students who plagiarize may fail the course and be remanded to Academic Court for possible suspension or expulsion.”

It continues,

“Students must always be very careful to acknowledge any kind of borrowing that is included in their work. This means not only borrowed wording *but also ideas.* Acknowledgement of whatever is not one’s own original work is the proper and honest use of sources. Failure to acknowledge whatever is not one’s own original work is plagiarism.”

So, **ALWAYS** err on the side of caution by citing the resources used in preparing your work. Moreover, **always** use direct quotations for exact wording taken from another source.

Finally, I am well aware of the various websites where one can go to find “free term papers.” Believe me, it is not worth the gamble with your academic future.

**STUDENTS WITH DISABILITIES:**
The University of Montana assures equal access to instruction through collaboration between students with disabilities, instructors, and Disability Services for Students (DSS). If you think you may have a disability adversely affecting your academic performance, and you have not already registered with DSS, please contact DSS in Lommasson 154. I will work with you and DSS to provide an appropriate accommodation.
GRADING:
The following weights will be used to compute your course grade:

Exam 1 15%
Exam 2 15%
Exam 3 15%
(Optional final exam can be taken to replace grade of one exam)

Class Participation/in-class projects 10%
Marketing Project
Written Reports 35%
Oral Presentation 10%

TOTAL 100%

All courses conducted by the Management & Marketing Department will be graded on a +/- basis. Below is the grade scale for this grading method.

| A ≥ 93 | 77 ≤ C+ < 80 |
| 90 ≤ A- < 93 | 73 ≤ C < 77 |
| 87 ≤ B+ < 90 | 70 ≤ C- < 73 |
| 83 ≤ B < 87 | 60 ≤ D < 70 |
| 80 ≤ B- < 83 | F < 60 |

Grades will not be curved or rounded up.
## SPORTS MARKETING COURSE SCHEDULE
### FALL 2014

<table>
<thead>
<tr>
<th>DATE</th>
<th>TOPIC</th>
<th>ASSIGNMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>8/26</td>
<td>Introduction to Sports Marketing</td>
<td>Read Chapter 1</td>
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### SECTION I: MARKETING OF SPORTS

<table>
<thead>
<tr>
<th>DATE</th>
<th>TOPIC</th>
<th>ASSIGNMENT</th>
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<tbody>
<tr>
<td>8/28</td>
<td>Sports Marketing Domains</td>
<td>Read Chapter 2</td>
</tr>
<tr>
<td>9/1</td>
<td>Labor Day – No Class</td>
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<tr>
<td>9/3</td>
<td>Segmenting the Sports Market</td>
<td>Read Chapter 13</td>
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<tr>
<td>9/8</td>
<td>Segmenting (Cont)</td>
<td>Autobiography due</td>
</tr>
<tr>
<td>9/10</td>
<td>Sports Marketing Plan</td>
<td></td>
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<tr>
<td>9/15</td>
<td>Product Decisions in Sports</td>
<td>Read Chapter 14</td>
</tr>
<tr>
<td>9/17</td>
<td><strong>EXAM 1</strong>: Covers all readings and materials covered in class from 8/25 through 9/15. This includes any material covered by guest speakers.</td>
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<tr>
<td>9/22</td>
<td>Distribution Decisions in Sports</td>
<td>Read Chapter 15</td>
</tr>
<tr>
<td>9/24</td>
<td>Distribution Decisions in Sports (cont.)</td>
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<tr>
<td>9/29</td>
<td>Promotion Decisions in Sports</td>
<td>Read Chapter 16</td>
</tr>
<tr>
<td>10/1</td>
<td>Promotion Decisions (cont.)</td>
<td></td>
</tr>
<tr>
<td>10/6</td>
<td>Pricing Decisions in Sports</td>
<td>Read Chapter 17</td>
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### SECTION II: MARKETING THROUGH SPORTS

<table>
<thead>
<tr>
<th>DATE</th>
<th>TOPIC</th>
<th>ASSIGNMENT</th>
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</thead>
<tbody>
<tr>
<td>10/9</td>
<td>Marketing through Sports Introduction</td>
<td>Read Chapter 3</td>
</tr>
<tr>
<td>10/13</td>
<td>Sponsorships</td>
<td>Read Chapter 4</td>
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<tr>
<td>10/15</td>
<td>Sponsorship Foundation</td>
<td>Read Chapter 5</td>
</tr>
<tr>
<td>10/20</td>
<td><strong>EXAM 2</strong>: Covers all readings and all material covered in class from 9/22 through 10/15. This includes material covered by guest speakers.</td>
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</tr>
<tr>
<td>10/22</td>
<td>Leveraging</td>
<td>Read Chapter 7</td>
</tr>
</tbody>
</table>
10/27  Leveraging (Cont)

10/29  Ambush Marketing       Read Chapter 8

11/3   Venue Naming Rights    Read Chapter 10

11/5   Sports Endorsements    Read Chapter 11

11/10  Sports Licensing       Read Chapter 12

11/12  Role of Technology in Sports Marketing

11/17  EXAM 3 – Covers all readings and all material covered in class from 10/22 through 11/17. This includes materials covered by guest speakers

11/19  Feedback on Marketing Plans

11/24  Groups Presentations

11/26  Student Thanksgiving Travel Day – No Class

12/1   Group Presentations

12/3   Grades disseminated

12/8   Monday, December 8, 8:00 am - OPTIONAL FINAL EXAM
PROFESSOR'S AUTOBIOGRAPHY:

CAROL L. BRUNEAU – I was born in Stillwater, Oklahoma and had a fairly normal childhood. I attended Oklahoma State University and received a B.S. degree in sociology/anthropology. After graduation, I attended Arizona State University where I worked on an M.S. degree in archeology. I never finished this degree, but I did have some great experiences conducting fieldwork in Israel, Arizona and New Mexico. After dropping out of the graduate program, I became a secretary as the utility of an anthropology degree seemed to be questioned by many employers. Finally, tiring of not having any spending money, I returned to Oklahoma State University to work on an MBA degree. It was then that I discovered the wonderful world of marketing that allowed me to combine the study of human behavior that I had found interesting in anthropology with the money-making potential of an MBA degree.

After graduation, I worked as a Market Research Scientist for Battelle Pacific Northwest Laboratories in Richland, Washington for 5 years. Battelle is the largest not-for-profit contract research organization in the world. The Battelle office in Richland primarily conducts research for the U.S. Department of Energy and the Hanford Nuclear Reservation. My duties at Battelle included being responsible for supplying marketing expertise and management to a variety of contract research projects. Major areas of research that I participated in included: technology transfer and diffusion, consumer decision-making, innovative technology concepts, and market assessments. I was also the technical liaison between Battelle and eight Native American reservations located near the Hanford site for a dose reconstruction project.

Although I liked my work at Battelle, I decided it was time for a new challenge. I moved to Tucson, Arizona and began working on a Ph.D. degree in marketing at the University of Arizona in the Fall of 1991. I finished this degree in 1996.

In January of 1995, I interviewed with the Management Department of the University of Montana and was offered a position as an assistant professor. I am still thrilled after being here 15 years to have found such a great job in such a beautiful place with such great colleagues and students. I have taught Marketing Principles, Consumer Behavior, Marketing Management (undergraduate and graduate level), Marketing and Culture, Sports Marketing and Nonprofit Marketing. I have a variety of research interests including sensorial marketing, generational studies, qualitative research methodology, sports marketing, and nonprofit marketing.

My hobbies include wine tasting, gourmet cooking (and eating!), traveling, hiking, playing golf (badly), reading, watching spectator sports (Go Griz! Go Pokes!) and observing human (consumer) behavior wherever it occurs. My latest sporting passion is IndyCar racing and I will be attending the final race of the season over Labor Day weekend at Fontana, CA.
YOUR AUTOBIOGRAPHY:

NAME: ____________________________________________

Hometown: _________________________________________

Address:

_________________________________________________

_________________________________________________

_________________________________________________

Phone #: _________________________________________

E-mail: _________________________________________

Major: _________________________________________

Company where employed: __________________________
(if applicable)

Year in college: _________________________________

What do you expect from BMKT 413? Are there any sports marketing topics that you would specifically like me to cover?

OVER >>>>>>>>
Please use the space below to write a little something about yourself similar to the autobiography that I wrote. Include why you are taking this class and what you plan to do with your degree after graduation. Also, tell me about your background (especially business experience that you have had), your extracurricular activities, hobbies or other interests, and/or anything else you think I might find interesting. This autobiography should be turned in during class on Monday, September 8.