

Journalism 376

Sports Marketing and Advertising

The field of sports marketing is quickly developing into a major specialty in its own right. Here are a few statistics on the sports industry*.

- Sport-related travel totaled \$16.06 billion.
- Media and sponsorships totaled \$13.39 billion.
- Advertising totaled \$27.43 billion
- Spectator sports revenue totaled \$26.17 billion.
- Licensing, sportswear and footwear totaled \$25.98 billion.
- Sports equipment totaled \$10.14 billion.
- Sports medicine totaled \$12.60 billion.

In the final analysis, the sports industry received \$194.6 billion dollars in 2001 and it is expected to grow.

*Sports Business Journal Special Report, March 11, 2002

Sports marketing is particularly instructive for the advertising student because it touches upon all the major changes affecting the business today.

- Direct-response television and mail are a large part of the fitness boom.
- Retail changes can be seen in large sporting goods chains as well as in unusual store concepts such as Niketown.
- Innovative products have transformed the fields of golf and tennis.
- Nike and Reebok represent the cutting edge of traditional advertising creativity as well as being leaders in the use of new media.
- Sponsorships and promotions have found their largest partnership with sporting events and organizations. These tie-ins have revolutionized the economics of everything from marathons to the Olympics.
- The impact of marketing money — good and bad — is easily studied in the pure form of the sporting competition.

This course will take a wide view of the sports marketing field as a way of looking at the full spectrum of marketing and advertising. Among the topics to be considered are the following:

- The commercial development of sports by television and then by direct advertising sponsorship.
- The economics of major professional sports organizations including the NFL, NBA, Major League Baseball and the PGA.

- The value of athletic celebrity including economic overviews of leading celebrity endorsers including Tiger Woods , Shaquille O’Neal, Maria Sharapova and Danica Patrick.
- The controversial transformation of college athletics and the Olympics into multi-million dollar television events. For example, the rights to the NCAA Men’s Basketball tournament went to CBS sports for an 11-year pact worth over \$6.5 billion.
- The new world of sports tourism including golf, tennis, mountaineering and scuba diving.

Textbooks

Students will subscribe to the *Sports Business Journal*. Details provided in class.

Grading

Your grade will result from the following evaluations:

| | | |
|---------------|-----|------------------------------|
| Test 1 | 20% | Thursday, February 14 |
| Test 2 | 20% | Tuesday, April 1 |
| Group Project | 20% | April 8 & 10 |
| Final Exam | 40% | Tuesday, April 29 12:00—3:00 |

Details on the testing procedure will be given out during the term.

If you cannot take any test or exam at the scheduled time, you must contact the professor two weeks in advance. Otherwise, you will not be permitted to make up the work.

Grades will be mathematically calculated on the following values:

| | | | | | | | |
|----|-----|----|-----|----|-----|---|-----|
| A | 4.0 | B+ | 3.3 | C+ | 2.3 | D | 1.0 |
| A- | 3.7 | B | 3.0 | C | 2.0 | F | 0.0 |
| | | B- | 2.7 | C- | 1.7 | | |

Class attendance and participation

I reserve the right to reward quality class participation and attendance.

I reserve the right to penalize excessive absence and class disruption.

It is the responsibility of the student to gain access to handouts, notes or assignments if a class is missed without excuse.

Schedule of Events

Note: The instructor reserves the right to change this schedule to accommodate guest speakers and the needs of the class.

- May 15 Celebrity management/ Celebrity issues/ Group Projects
- May 16 League Branding I/ League Branding II/ Event Branding
- May 17 Sponsorship I/ Sponsorship II/ Appointment TV
- May 18 Guest speaker/ Group Project

- May 21 Logo design/ Advertising/Marketing
- May 22 Women & Athletics I/ W&A II/ Group
- May 23 Olympic Management I/ OM II/ Global sports
- May 24 Mid-Term Exam
- May 25 College Marketing I/ CM II/ Group

- May 28 Adventure Tourism/ Golf Tourism/ Group
- May 29 Group Project Presentations/ New Product Development
- May 30 Selling Fitness I/ SF II/ Sports and Business History
- May 31 Branding Exercise/ The Future of Sports/ Projects returned
- June 1 Final Exam

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Schedule of Events

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| | |
|--------------------|-----------------------------|
| Class One-J10 | Celebrity management |
| Class Two-J15 | Celebrity and group project |
| Class Three-J17 | League Branding I |
| Class Four –J22 | Guest Speaker |
| Class Five-J24 | League Branding II |
| Class Six –J29 | Sponsorship I |
| Class Seven-J31 | Group |
| Class Eight-F5 | Sponsorship II |
| Class Nine-F7 | Appointment Media |
| Class Ten-F12 | Advertising and Sports |
| Class Eleven-F14 | Test #1 |
| Class Twelve-F19 | Marketing Techniques |
| Class Thirteen-F21 | Golf Tourism |
| Class Fourteen-F26 | Adventure Tourism |
| Class Fifteen-F28 | Group |
| Class Sixteen-M4 | Guest |
| Class Seventeen-M6 | Film |

Spring Break: March 10-14

| | |
|--------------------|-------------------|
| Class Eighteen-M18 | Women & Athletics |
| Class Nineteen-M20 | College Marketing |

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|------------------------|---------------------|
| Class Twenty-M25 | Olympic Marketing |
| Class Twenty-one-M27 | Group |
| Class Twenty-two-A1 | Test #2 |
| Class Twenty-three –A3 | Guest |
| Class Twenty-four –A8 | Group Presentations |
| Class Twenty-five –A10 | Group Presentations |

Class Twenty-six-A15 Fitness Marketing I
Class Twenty-seven-A17 New Product Development

Class Twenty-eight-A22 Sports Business History
Class Twenty-nine-A24 Conclusions

FINAL EXAM: Tuesday, April 29 12:00—3:00
The final is cumulative.

JOMC 174 SPORTS MARKETING AND ADVERTISING
SUMMER, 2006
Schedule of Events

May 16 Celebrity Management
May 17 League Branding and Group Project

May 18 Event Branding
May 19 Appointment Media

May 22 Sponsorship I
May 23 Sponsorship II
May 24 Group Project Work Session
May 25 Marketing Techniques
May 26 Test #1

May 29 Memorial Day
May 30 Women and Athletics
May 31 Adventure Tourism
June 1 Group Project Work Session
June 2 Golf & Resort Tourism

June 5 Sports History and Sports Marketing
June 6 Olympic Marketing
June 7 College Marketing
June 8 Test #2
June 9 Group Project Work Session

June 12 Group Project Work Session—Take-home final given
June 13 Guest speaker
June 14 Group Project Presentation
June 15 New Product Development
June 16 The Future of Sports—Take home exam due

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