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Course guide Sports Marketing

Minor Sport & Entertainment Marketing

- MC-SPOMAR-16
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- Full-time
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1 Content

The world of sport has changed dramatically over the past thirty years. In the past, sport was a Saturday afternoon pastime for both participants and spectators. Now, sporting events are held every night of the week, at both national and international levels, and sports fans can watch live or through the broadcast media. Sports fans are demonstrating their loyalty to their favorite sport in ever more ways, through the products they buy, the literature they read and the programs they watch. Sport today is a multi-faceted media sector that is attracting the attention of a growing number of stakeholders. What was once a clearly defined and delineated activity has now become a dynamic and highly complex sector of the economy. This is the environment in which the current generation of sport marketing specialists need to operate.

For a detailed list of the study material, please refer to the module plan, the Canvas site and the weekly overview.

2 Course objectives, final attainment levels and learning objectives

By the end of this course;

The student understands the theory of sport sponsoring and celebrity endorsement and can apply it to an actual business case

The student can analyze the marketing objectives of a sponsor and the characteristics of a sport sponsoring asset

The student can critically evaluate whether the involvement in a sponsorship asset is worth the investment for a sponsor

The student understands the impact of sponsorship rights on activation opportunities

The student can write a professional business report, which includes thorough analysis, clear conclusions and recommendations for a sponsor

The student understands the theory of strategic sport marketing and can apply it to an actual business case

The student understand the nature of the sports market and the unique features of sports products

The student can identify different motives consumers have for buying sports products and services and can apply the effects of each motive on sport consumption

Through research the student provides a solid understanding of relevant market developments for a sports company

The student can write a professional sport marketing plan with main conclusions on research and clear recommendations for the company, with a group of students with different backgrounds

The student can pitch his/her recommendations in a convincing way to the sports company

3 Place in the curriculum and relationship to other courses

This module is part of the minor in Sport and Entertainment Marketing (SEM). Students will need acquired knowledge for courses: Project SEM and SEM in International Perspective.

Please note that the programme reflects a (logical) bundle of courses/subjects (and should normally be followed as such); it is not possible to combine (2 or more) programs in one single period.

Please note, by choosing this package you will have to participate in ALL the courses included.

4 Study load

This module is worth 5 credits, or 140 study hours per student. Participants are recommended to divide these hours up as follows:

- Attending lectures and consultancy sessions 28 hours
- Studying theory 28 hours
- Working on assignment and preparation for presentations 56 hours
- Writing individual paper 28 hours

Total: 140 hours

5 Prior knowledge and admission requirements

- This course examines specific marketing subjects in depth with focus on the international playing field and it is therefore mainly equipped for students studying broader marketing subjects (such as Business Economics). Students who do not have sufficient marketing background are advised against this course or are required to study to improve their marketing knowledge individually.
- English B2 + fluent in English writing and speaking;

6 Possibilities for exemption

There are no exemption possibilities for this module

7 Competencies (and professional products)

1. DC2 Run, interpreting, testing and evaluating market research.

Competency Level 3

-Formulation, independently, a problem statement and research question from one or more contexts.

-Create, independently and under its own responsibility performing a research plan, including a cost estimate, with justification of the choice of the type examination and the questionnaire.

-Processing of the data according to a pre-established analysis plan, using appropriate statistical techniques for the study using a statistical package.

-Create a report, including graphics, justification of the statistical methods and techniques, draw conclusions and make recommendations

2. DC 3 Setting for a company of both the strengths and weaknesses based on an analysis of the internal business processes and culture, as part of the value chain, and also the opportunities and threats at the local, national or international market based on relevant national and international trends.

Competency Level 3

-Drafting, independently, a sport market analysis from a plan or multiple contexts.

-Drawing conclusions, independently, based on available and potential incomplete information and identify conflicts of interest.

-Assessment of strategic options for national and / or international market on the basis of the analysis.

-Reporting and convincing presentation of results and justification of the analysis, including justification of the approach and give an opinion on the follow-up process

General:

Social Communicative competence

- Communicates effectively in various ways with different levels.
- Works independently and is result driven together in a multidisciplinary team.
- Can listen to the input of another.
- Has its own contribution.
- Reflects on own behavior.
- Can read English literature.
- Can report in accordance with the guidelines.

8 Form and supervision

Teaching takes place in groups of up to 30 students. Over a seven-week period, teaching is provided in the following forms:

1. Lectures: covering the theory of sport marketing, sponsoring & actualities.
2. Consultation sessions provide student teams with supervision while working on their assignment.

9 Testing and assessment

Group assignments

These are actual business cases provided by a company in the Sports Marketing business. The assignments are carried out in groups, with a maximum of 4/5 students per group. The assignments will be assessed using a pre-determined grading matrix. The matrix includes all the aspects for which points will be awarded, up to a maximum of 100 per assignment. The maximum number of pages for the written report is 10 A4 pages.

Resit opportunities: there will be one resit opportunity during the examination week of the subsequent block. If the assignment receives a fail grade, it is possible to resubmit the assignment on an individual basis. The second version can be submitted in week seven of the subsequent block.

The student must ensure that they have enrolled for the assignment and the examination before the relevant deadline.

Individual assignment; reflection on an actual sport sponsoring case by applying a theoretical concept

This is an individual assignment; based on the student's individual interest, students can choose to dive into a theoretical sports sponsoring case and apply the theory. The goal is to reflect on how the theoretical principles are applied in practice. The student should give his/her opinion on how the theory is put into practice. The paper should have a maximum of 3 A4 pages and the explanation of the theory a maximum of a half A4.

	Weighing	Minimum grade
Form of testing		
Individual reflection report	50%	5.5
Group assignments – report & pitch	50%	5.5

Fraud/ plagiarism

- Cases of fraud (e.g. plagiarism) are treated with the utmost seriousness. Lecturers and examiners refer all cases to the Exam Board.

Pass / fail

- Students with marks lower than 5.5 will fail. Students that infringe upon copyrights or copy and paste the work of other authors without reference are disqualified.

Re-sit

- In accordance with art 24 part 3 of the UBS 'Education and Examination Rules and Regulations' **two test moments will be offered**. The first moment is at the end of the block and the second moment immediately afterwards. Dates will be announced at the end

of the block. Students need to register for a resit individually, this does not go automatically.

- A student is entitled to only one re-sit for an exam

10. Course materials

Recommended literature;

The introduction to Sport Marketing, authors A.C.T Smith and B. Stewardt, publisher Routledge, ISBN; 978-1-138-02295-9

Lecture notes Martijn Gregoire and materials on the Course site

11. Course Evaluation

Evaluation of the course and exam will take place at the end of the block on the authority of the Institute.

Appendix;

Assessment criteria;

A. Sport Sponsoring Individual assignment

	Excellent (8 – 10)	Good (5,5 – 7,5)	Needs improvement (3,5 – 5.5)	Unacceptable (1 – 3)
Introduction	Includes a clear statement on the sponsor case which is to be researched which theoretical model will be used and why this deal was chosen, gives insights in the built up of the report	Includes the complete statement, some background information on why the deal was chosen	The statement is included, but is not complete; not clear which case will be researched and the statement cannot be answered with a yes or no	Statement for the research is missing, not clear why this case was chosen by the student
Management summary	All aspects of the report are included, it is clear to understand without reading the entire report	Most aspects and relevant topics are covered and most of it is clear to understand without reading the entire report	Most aspects are covered, but not clear without reading the report	Management summary is missing or does not cover most of the aspects of the full report
Theoretical Model	The model is clearly described in maximum 1 A4 and is a good summary of the theory	The model is described and is clearly related to sources, so the reader can understand the principles of the model	A theoretical model is included, but it is not clear how this model works	Missing or no relevant sport sponsoring theory used
Analysis of Marketing & communication objectives sponsor	Through field and desk research it is fully clear what the marketing & communication objectives are	Through desk research some marketing and communication objectives are derived	Some objectives are listed, but there is no clear interpretation or there is to	Hardly any information on objectives available, sources are unclear

	for a specified market		less information available to further analyze the case	
Analysis of the characteristics of the sponsor asset	All aspects from the theoretical model are covered	At least 80% of all aspects are covered, and for the missing aspects there is an explanation why these are not included	Only 50% of the aspects are covered	Less than 50% of the characteristics are covered
Conclusions	The conclusions are derived from a clear application of the model, the conclusions demonstrate a critical view on the sponsor deal	Most of the conclusions are derived from the application of the theoretical model	Some conclusions are provided, but it is not clear how these conclusions are derived	No clear conclusions on the business case
Recommendations	The report provides at least 3 recommendations based on the conclusions	There is one recommendation which is clearly linked to the conclusions	There is/are one/more conclusion(s), but a vague link with conclusion	There are no recommendations, or they are not linked to previous conclusions

The report will only be assessed if the following conditions are met:

1. ALL parts are present
2. The report is clearly structured with table of content, management summary, introduction, sponsor objectives, asset characteristics, conclusions, recommendations and list of references used.
3. The report is written in correct English with a maximum of 3 spelling and/or grammar mistakes per page.
4. A maximum of 3500 words is used
5. At least two theoretical models were consulted.
6. The references and the reference list are consistent and precisely in one format, preferably the APA.

B. Sport Marketing Team assignment

	Excellent (8 – 10)	Good (5,5 – 7,5)	Needs improvement (3,5 – 5.5)	Unacceptable (1 – 3)
Macro analysis	The analysis is fully relevant, include local developments, developments related to sport and tennis in specific, all destep parts are covered. Conclusions are clear. All developments are backed up with relevant and unique sources	Most analysis is relevant and includes local developments, developments related to sport and tennis in specific, at least 4 destep parts are covered. Some conclusions are missing. Most developments are backed up with relevant sources, various sources are analyzed	Some analysis is relevant, but most is not. Only three parts of the destep analysis are covered. Conclusions from analysis are missing. It is not always clear which sources are checked	No relevant analysis, no conclusions, no back up by sources
Meso analyses	All aspects of the meso analysis are covered. The exact amount or more than the minimum of field research is executed. Clear conclusions are derived from analysis.	At least a complete competitor and customer analysis in executed with the minim level of field research. Most analysis is translated to clear conclusions	The competitor and customer analysis is not relevant, some but not all field research is available, conclusions are not always derived	There is not enough field research and no conclusions
Management summary	All aspects of the report are included, it is clear to understand without reading the entire report	Most aspects and relevant topics are covered and most of it is clear to understand without reading the entire report	Most aspects are covered, but not clear without reading the report	Management summary is missing or does not cover most of the aspects of the full report
Theoretical Model	Relevant and 'outside of class' theory is	The theory is described and is clearly related	Some theory is included, but this is only a	Missing or no relevant sport

	clearly described in maximum 1 A4	to sources, so the reader can understand the principles of the theory	copy from theory covered in class	marketing theory used
Plan	All P's from the marketing plan are covered as a consistent plan and in detail. There is a clear link with the research. A unique value proposition is provided. The list of sponsors is at least 5, is backed up with theoretical model and matches perfectly to the tennis club proposition.	Most P's from the marketing plan are covered and is in most cases consistent. There is a clear link with the research. A unique value proposition is provided. The list of sponsors is at least 5, is backed up with theoretical model and must match perfectly to the tennis club proposition.	Not all P's from the marketing plan are covered, there is no clear consistency. There is no clear link with the theory. This list of sponsors is 5, but not all are relevant according to the theoretical plan	Not all P's covered, no consistency, no clear link with research, sponsors do not match according to theory
P&L	A detailed P&L is included and is based on relevant information from field research. There is a link with Price from the Marketing plan and a logical build up from year 1 - 3	The P&L is included, but not always clear why some profit and/or loss aspects are included and how the amounts are derived. The link with Price in the marketing plan is not fully clear. There is some logical build up from 1-3 years	A P&L is included, but not derived from relevant research, amounts are not backed up with reasoning, no link with the marketing plan, there is some build up, but not explained	A P&L is included, but it is not derived from any research, amounts are not backed up, there is no logical build up, there is no break even in year 3
Conclusions	The conclusions are derived from a clear application of the model, the conclusions demonstrate a critical view on the sponsor deal	Most of the conclusions are derived from the application of the theoretical model	Some conclusions are provided, but it is not clear how these conclusions are derived	No clear conclusions on the business case
Pitch	The pitch is perfectly timed	The pitch is between 6 and	The pitch is shorter than 6	The pitch is shorter than 5

	<p>at 7 minutes. There are max 2 presenters and 10 slides used. Catchy opening and closure are included. The text is memorized by heart. Audience is involved. There is a clear structure, with focus on 'customer' needs and analysis first, followed by powerful plan. Story is backed up with a visual and clean ppt/prezi.</p>	<p>8 minutes long. There are 3 presenters and 10-12 slides used. The opening and closing are there, but not outstanding. The text is for most parts memorized by heart. The structure is not always clear, there is some customer focus and audience involvement. The ppt/prezi has some visuals, but also some text</p>	<p>minutes or longer than 8, there are four presenters or more than 12 slides. A catchy opening and/or closing is missing. Presenters often use notes or mobile phone to memorize most of the text. The structure is not clear and starts with the product offer, with no details on customer needs and research. The ppt/prezi has too much text, is not backing up the story line</p>	<p>minutes or longer than 10, there are four presenters or more than 12 slides. A catchy opening and/or closing is missing. Presenters just use notes or mobile phone to memorize most of the text. The structure is not clear and starts with the product offer, with no details on customer needs and research. The ppt/prezi is distracting from the story line</p>
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4. A maximum of 3500 words is used
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