Instructor: Andrew C. Pickett, PhD
Class Days: Thursday (See Course Schedule)
Office: A311H Sanford Coyote Sports Center (SCSC)
Class Hours: 6:00 - 8:50 PM CT
Office Telephone: (605) 658-5552
Meeting Room: Old Main 204
E-mail Address: drew.pickett@usd.edu
Credit Hours: 3
Office Hours: Monday 9-11 AM; Thursday 9-10:30 AM

Course Description
This course is designed to provide the student with the basic knowledge and understanding of promotional, marketing, and marketing strategies in sport organizations. It will offer a thorough understanding of the key concepts, principles and procedures related to sport marketing and the promotion of the sport product. The course will attempt to provide guidelines for organizing successful marketing campaigns and research projects.

Rationale
Learning and Leading through Reflective Practice is the shared vision of the USD School of Education for all of its programs. The underlying intent of the vision requires that students be exposed to learning experiences that will enhance their ability to engage in lifelong learning and leadership roles anchored in reflective practice. Those who market sport must engage are expected to make data-driven decisions based on reflection of context, theory, research, inquiry, and culturally competent practice. The primary purpose of this course is to prepare students with theoretical, ethical, and professional knowledge related to the marketing and promotion of sport products.

Textbook and/or Resource Materials
Students will be required to use resources available through the library to conduct research. Scholarly, peer-reviewed articles will be used to enhance class lectures and provide students with relevant information.

The required textbook for the class is:
ISBN: 978-1-138-01596-8

Other required written materials:
Subscription to Smith & Street’s Sport Business Journal (16 week - $73). Information provided in SBJ may be used for class discussion and helpful with the final marketing plan. The library has current and back issues which relate to marketing, sponsorships and related topics.

Discounted subscription link is found below:
https://www.sportsbusinessdaily.com/College-University/Subscribe/College-Subscription.aspx
Learning Objectives

Upon completion of this course, you should be able to:

<table>
<thead>
<tr>
<th>Program Outcomes</th>
<th>Course Outcomes</th>
<th>Assessment Techniques</th>
<th>Cross-Cutting Skills</th>
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</thead>
</table>
| **Communication** – Apply communication skills to disseminate information in a variety of formats to a diverse set of stakeholders. | ▪ Describe how sport marketing can successfully utilize the media  
▪ Describe how a sport sponsorship program can produce measurable data | Quizzes, Discussion Posts, Exams | Inquiry & Analysis  
Critical & Creative Thinking |
| **Personal and Professional Decision Making** – Utilize a wide base of knowledge to develop both critical thinking and practical skills which allows for the integration of theory and practice. | ▪ Develop a sample sport sponsorship proposal including a specific presentation | Research Project, Exams | Inquiry & Analysis  
Critical & Creative Thinking |
| **Practical and Theoretical Competence** – Incorporate cutting-edge research findings and recent developments in the field-of-study. | ▪ Define the basic terminology used in marketing  
▪ Correlate organizational goals & objectives with marketing strategies  
▪ Describe and evaluate specific sport marketing programs which exist in the sport industry  
▪ Identify internal and external sources of marketing information  
▪ Describe and evaluate specific sponsorship programs which exist in the sport industry | Quizzes, Discussion Posts, Research Project, Exams, Case Studies | Inquiry & Analysis  
Critical & Creative Thinking |
| **Professional Development** – Collaborate with industry leaders to experience diverse on- and off-campus experiences. | | | |
| **Self enhancement** – Demonstrate inclusive excellence by incorporating diversity and social responsibility as core elements in each academic course. | | | |
Attendance Policy
The University views class attendance as the responsibility of an individual student. Attendance is essential to complete the course successfully. University rules related to excused and unexcused absences are located on-line at http://www.usd.edu/~/media/files/policies/1004-excused-absence-policy.ashx?la=en.

Given the limited in-class time available in the hybrid format of this course, students in the hybrid section are required to attend ALL live meetings. Each unexcused absence will result in a full letter grade being dropped from the student’s grade (i.e. having 1 unexcused absence will mean the student can earn no higher than a B for the course).

Hybrid students are required to attend in-person on the following dates: 1/10, 1/17, 1/24, 1/31, 2/7

Make-Up Policy
If an absence is excused, the instructor will either provide the student an opportunity to make up any quiz, exam or other work that contributes to the final grade or provide a satisfactory alternative by a date agreed upon by the student and instructor. If the instructor has a regularly scheduled make up exam, students are expected to attend unless they have a documented, university approved excuse. The make-up work must be completed in a timeframe not to exceed 30 calendar days from the last day of the initial absence. The reasons absences are considered excused by the university are listed below.

The fact that these are university-excused absences does not relieve the student of responsibility prior notification and documentation. Failure to notify and/or document properly may result in an unexcused absence. Falsification of documentation is a considered Academic Misconduct and will be reported as such.

Among the reasons absences are considered excused by the university are the following:
1. Participation in an activity that is required for a class or otherwise university excused
2. Death or major illness in a student’s immediate family
3. Illness of a dependent family member
4. Participation in legal proceedings or administrative procedures that require a student’s presence
5. Religious holy day NOTE: Prior notification is NOT required.
6. Injury or illness that is too severe or contagious for the student to attend class
   a. Student will provide a medical confirmation note from his or her medical provider within one calendar week of the last date of the absence, including date/time information of visit.
7. Required participation in military duties
8. Mandatory admission interviews for profession or graduate school that cannot be rescheduled

Other absences may be excused at the discretion of the instructor with prior notification and proper documentation. In cases where prior notification is not feasible (e.g., accident or emergency) the student must provide notification by the end of the second working day after the absence, including an explanation of why notice could not be sent prior to the class.

Grading Procedures
There will be a number of assignments and activities throughout the semester that comprise student grades. Late assignments will be penalized 50% on the first day, with an additional 10% penalty per day thereafter. I will generally have grades back to you within one week, with the exception of the large final project- which takes longer to score.

Assessments
1. Syllabus Acknowledgment: After reviewing the initial course materials, you will need to complete a one-question acknowledgment found in the Quizzes section under the Assessments tab.
2. Marketing Research Assignment: Students will conduct a small, informal marketing research study. Based on findings, students will make marketing recommendations for the organization studied. See pg. 8 for more detail.
3. SBJ Case Studies: Students will be tasked with evaluating and responding to real life sport marketing cases, these will focus on information gathering, analysis, and strategic policy making. See pg. 8 for more detail.
4. **Quizzes:** Four quizzes will be given throughout the semester. These will include several question formats and cover book material, ancillary articles provided, and lectures. You will be given 40 minutes to complete each quiz. 
   See pg. 9 for more detail.
   a. You will complete these exams using Respondus Lockdown Browser / Monitor software. You will need to download and setup the software prior to taking the exams. I recommend setting this up now, long beforehand.  
   Access is available from the following link:  

5. **Discussion Posts:** Students will be required to participate in several online discussions throughout the semester. Further detail is provided in the discussion board instructions attached to this document. See pg. 9 for more detail.

6. **Marketing Plan Proposal:** Student will be tasked with developing a marketing plan for a sport related product, team, or service. Further detail is provided at the end of this document. See pg. 10 for more detail.

7. **Exams:** Two examinations will be given during the course of the semester. The examinations will consist of multiple choice and short answer/ essay questions. Material will come from readings in the text, lectures, and other materials as provided.
   a. You will also complete exams using Respondus Lockdown Browser.

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### Point Structure

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Syllabus Acknowledgment</td>
<td>10</td>
</tr>
<tr>
<td>Marketing Research Assignment</td>
<td>50</td>
</tr>
<tr>
<td>SBJ Case Studies (3 x 30 points)</td>
<td>90</td>
</tr>
<tr>
<td>Quizzes (4 x 25 points each)</td>
<td>100</td>
</tr>
<tr>
<td>Discussion Posts (4 x 25 points each)</td>
<td>100</td>
</tr>
<tr>
<td>Marketing Plan Proposal</td>
<td>100</td>
</tr>
<tr>
<td>Midterm Exam</td>
<td>100</td>
</tr>
<tr>
<td>Final Exam</td>
<td>100</td>
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</tbody>
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Total: 650 points

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**Out of 650 possible points**

- **A** = 585-650 points
- **B** = 520-584 points
- **C** = 455-519 points
- **D** = 390-454 points
- **F** = <390 points

Grades are **NOT** based on percentage of possible points earned. That is, a student that earns 584 points will receive a course grade of **B**, despite accumulating 89.80% of all possible points.

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**Extra Credit**

Any opportunity for extra credit throughout the semester will be announced by the instructor in class. These opportunities will be rare and should be taken advantage of when available. Further, any extra credit opportunity must be available to ALL students, such that there will be no individual options for credit at the end of the semester.
University Policies

1. **Board of Regents Statements and University of South Dakota Requirements:**

   *Freedom in Learning:* Under Board of Regents and University policy student academic performance may be evaluated solely on an academic basis, not on opinions or conduct in matters unrelated to academic standards. Students should be free to take reasoned exception to the data or views offered in any course of study and to reserve judgment about matters of opinion, but they are responsible for learning the content of any course of study for which they are enrolled. Students who believe that an academic evaluation reflects prejudiced or capricious consideration of student opinions or conduct unrelated to academic standards should contact the dean of the college which offers the class to initiate a review of the evaluation.

2. **Academic Honesty:**

   No credit can be given for a dishonest assignment. At the discretion of the instructor, a student caught engaging in any form of academic dishonesty may be:
   
   a. Given a zero on the assignment.
   b. Allowed to rewrite and resubmit the assignment for credit.
   c. Assigned a reduced grade for the course.
   d. Dropped from the course.
   e. Failed in the course.

   If an instructor suspects academic misconduct, there are a series of formal steps that he/she need to perform, per SDBOR Policy 2:33.

   *Relevant policy links follow below:*
   

3. **Disability Services:**

   USD is committed to a systematic, intentional, comprehensive, and holistic approach to diversity and inclusiveness. To learn more about USD’s diversity and inclusiveness initiatives, please visit the website for the Office of Diversity. Any student who feels s/he may need academic accommodations or access accommodations based on the impact of a documented disability should contact and register with Disability Services during the first week of class.

   Disability Services is the official office to assist students through the process of disability verification and coordination of appropriate and reasonable accommodations. Students currently registered with Disability Services must obtain a new accommodation memo each semester.

   For further information, please contact:

   Ms. Ernetta L. Fox, Director of Disability Services
   119 Service Center (605) 677-6389
   http://www.usd.edu/ds/
   dservices@usd.edu

4. **Diversity Statement:**

   The University of South Dakota strives to foster a globally inclusive learning environment where opportunities are provided for diversity to be recognized and respected.
Additional Course Policies and Expectations

Syllabus and Course Information
This syllabus provides useful information that is necessary to successful completion of this course. Please review it carefully prior to contacting the instructor with logistical questions, as many common questions are answered in this document.

Professionalism Statement
Students are expected to conduct themselves in a professional manner. As such, students are expected to express opinions in a manner that is respectful of others. All assignments should be completed on-time, should be proofread thoroughly, and written in APA (6th Edition) format.

As an instructor, it is my role to provide you with all of the information that you need to be successful. I will, therefore, respond to all messages and requests within 2 business days of receipt. Please note that I will not respond to student e-mails outside of business hours. As such, a message sent on a Friday evening may not receive response until the following Tuesday.

Further, I understand that e-mail is a primary mode of communication. When sending a professional e-mail, students should (a) use a subject line that is relevant to your message; (b) clearly state your question or concern; (c) use standard English and complete sentences, as opposed to using abbreviations and texting-style communications; (d) include a signature block containing your name, phone number, and email address; and (e) proofread your email prior to sending it. Any e-mail received that does not meet these minimum requirements of professionalism will be returned to the sender prior to response.

Professionalism is further demonstrated by a student’s effort in completing an assignment. Therefore, assignments that only meet the minimum expectations are not exceptional and do not warrant A grades. Meeting only the minimum requirements of an assignment is average, which will warrant an “average” grade, which is a C. Exceptional work, which demonstrates critical thinking and attention to detail, will warrant an A grade. Students in this course are working towards an advanced degree; thus, expectations regarding the quality of work submitted will reflect a similar advanced rigor.

University Support Services
Students are encouraged to use the resources provided by the Academic & Career Planning Center, especially the Writing Center. The University’s library is also a great resource for technical support when writing and conducting research (www.usd.edu/library).

Plagiarism Statement
As commonly defined, plagiarism consists of passing off as one’s own ideas, words, writings, etc., those which belong to another. In accordance with this definition, you are committing plagiarism if you copy the work of another person and turn it in as your own, even if you have the permission of that person. Plagiarism is one of the worst academic sins, for plagiarists destroy the trust among colleagues without which research cannot be safely communicated. If you have questions regarding plagiarism, please consult http://www.usd.edu/student-life/srr/academic-integrity.

Copyright Statement
The materials used in this course are copyrighted. These materials include, but are not limited to, the syllabi, quizzes, exams, lab problems, in-class materials, review sheets, and additional problem sets. Because these materials are copyrighted, you do not have the right to copy the handouts, unless permission is expressly granted.

Online students - For information about the university's technical, academic, and student support services, as well as how to take advantages of these services, please refer to the Online Student Handbook linked in the USD getting started widget on the course home page. This document also contains important information pertaining to minimum technology requirements, registration information, as well as other university services and policies.

Online students –This course will be facilitated entirely online via Desire2Learn (https://d2l.sdbor.edu), which you will use to:
  a. Communicate with your classmates and the instructor
  b. View lecture notes
c. View and complete exams
d. Submit coursework
e. Access all required course materials and supplemental materials
f. Access your course progress and grade information
Assignment information

Market Research Assignment

For this assignment, students will conduct their own mini-market research project. They will then use their findings to make policy recommendations for an organization of their choosing. Prior to beginning this assignment, students should review pg. 94-103 to review methods of primary research. Students will then conduct research of a business in their community.

For this project, I will allow you to explore a question and business of your choice - but data must be collected in your area. For example, you may collect information about the demographics and purchasing patterns of people at your local coffee shop (sport businesses are preferable, but not required). To collect this data, then, you may go to this business and observe customers for an afternoon, recording approximate age, gender, what was purchased (drip coffee, specialty drink, food), and behavior in-store (take their coffee to go, hang out for hours, abuse the wi-fi etc.). The more enterprising among you may even work with business owners and actually survey/interview customers to answer actual/specific questions they have.

After collecting your data, you will then interpret your findings and make recommendations for the organization. Using the example above, if you noticed that certain types of customers were more likely to purchase expensive specialty coffee drinks, you may suggest promotions/marketing efforts that focus on attracting that group of customers. You should consider feasibility and the cost/benefit of your recommendations to justify your course of action.

Therefore, for the actual assignment, you will submit a report of your mini-research project to the dropbox on the course site (see course schedule for due date). Your project will likely be about 1,500 words (excluding any pictures, tables, figures, references, cover sheet) and cover the following:

1. Introduction
   a. Explain the business, what they do, etc. (Include references)
   b. Identify and justify your research question. What are you going to study? Why is this important?
2. Method
   a. Discuss how you collected your data (where you went, what you did)
3. Results
   a. Report your data (e.g., a table showing how many people bought coffee, how many bought food, how many had kids with them, etc.)
   b. In-text reporting of results (e.g., Quotes from customers, etc.)
   c. Tell me what you saw/found.
4. Discussion
   a. Based on your findings, what do you recommend the organization does? Did you notice that they are missing a certain demographic? Could expand somewhere, etc.?
   b. What does the information you found mean for the organization?
   c. List actionable steps they can take to address your findings.
   d. How does this fit into the wider landscape (with references)?
      i. Should they be doing XX, just like team YY (Reference team YY website, showing where they do XX)?
5. Conclusion
   a. Wrap up section that summarizes the question you had, what you did, your findings, and what you recommend.

You will be graded on the originality of your research, appropriateness of the methods used to answer the research question, and quality of the presentation (i.e., writing of the paper/report). A rubric for this assignment will be posted online.
Case Studies

Students will complete three written assignments in this course, based on real cases found in Sport Business Journal (SBJ). For these projects, students will be assigned an article from SBJ, which outlines a marketing or promotional issue in sport. Students will then be responsible for researching the organization, climate, feasibility, and other factors involved with the marketing effort/promotion. Students will write a brief explanation of the case and pertinent information, evaluate the new promotion, and provide suggestions. For your case, please include (in clearly marked sections) each of the following:

1. Brief description of the marketing effort or promotion itself.
   a. What does the organization plan to do?
   b. When? Where? How?
2. Background information:
   a. Organization’s position (financial, visibility, standings, etc.)
   b. Current market trends
3. Feasibility
   a. Can the organization actually pull off what they are proposing?
   b. Financially, technologically, etc.
4. Evaluation
   a. Potential costs (financial, opportunity) / benefits
   b. Possible externalities
   c. Verdict: Good or bad decision?
5. Future Suggestions
   a. With regard to proper implementation (i.e., potential pitfalls, opportunities to expand)
   b. Other potential promotions (in addition to or replacing the current plan?)

These reports should be written and submitted to the D2L dropdown and are subject to anti-plagiarism checks through Turn-It-In software. All submissions should be written in APA format, details about which can be found online (https://owl.english.purdue.edu/owl/resource/560/01). Case studies of sufficient depth/detail will likely be 1,000-1,500 words (excluding title page and references) and should include no less than 5 properly cited sources (not including the original SBJ article itself, which should also be cited).

Quizzes

Quizzes will be taken on D2L, in the weeks indicated in the course schedule. Content will include chapter readings from the textbook/lecture for that week and selected/highlighted SBJ articles. In the Course content for these weeks, you will find a list of 5 SBJ articles to read, for which you will be responsible—several quiz questions will come directly from these articles.

Discussion Posts

There will be several discussions throughout the course. Each discussion will consist of two parts with separate deadlines. The main post will be due by Thursday at midnight in the week assigned. Responses will be due by Sunday night at 11:59 PM. Complete topic prompts will be found in the discussion forum.

I will assess your Discussion Post based on the following:

1. The relevance of your posted research to the question I pose.
2. A minimum (I encourage you to use multiple sources) of two references that will support your statements must be included at the end of your initial post. The idea behind requiring a reference is to get you to use some of the resources available to you. Demand evidence and think critically!

3. You must cite all non-inherent information (information you acquired from another source).

4. I hope everyone knows that Wikipedia is NOT a legitimate reference resource. The information on Wikipedia has been found to be inaccurate and sometimes completely false. So please use quality research resources.

5. Your initial post must contain a minimum of 200-300 words of material; this is the minimum. It is worth a “C” grade not an “A”. Do not expect to receive the full point value if you provide less than 200 words of information.

6. Proper grammar, sentence structure, spelling and punctuation will also be evaluated. Spelling errors will be penalized 1 point per error. Some of you may lose unnecessary points as a result of failing to proof-read your posts.

7. After presenting all your information I am interested in your opinion. However, this is NOT meant to be an opinion assignment. The main information must be supported with FACTS; followed by the appropriate citation (and reference) of where the material came from. After that I would like to read your opinion about the information.

8. You must also respond to at least four (4) other posts with responses that are well thought out and contain a minimum of 3-4 sentences of content. I do not expect to see comments such as “that was interesting” or “really good information” or “good job”. I do expect to see specific reasons why you thought the information was interesting or pertinent to the initial question that I posed. You may use additional referenced material if you so desire.

9. Up to a total of fifteen (15) points will be awarded for your initial research post. An additional ten (10) points will be awarded for quality responses to four of your peer’s research posts (five points each). Initial posts should be made by Thursday evening of the week assigned (11:59PM). This will give everyone the chance to submit their Peer Posts in a timely fashion. In order to receive full point value I expect everyone to read ALL Initial as well as Peer Responses. Failure to do use will result in a three point penalty.

10. Successful completion of this Discussion Board is worth 25 points towards your grade.

11. Do NOT submit your post as an attachment.

Marketing Plan Proposal

The purpose of this assignment is to provide students with an opportunity to learn the overall steps and detail involved in planning the marketing approach for a product, team, facility, special event, concept, etc. By completing this assignment students will demonstrate a skill that is essential to the sport-marketing practitioner. The marketing plan enables a sport organization to establish strategies, objectives and priorities, develop schedules and budgets, identify tactics, and initiate checkpoints to measure performance. Developing a marketing plan also helps the sport organization in recognizing potential problems, opportunities, and threats, which may emerge in the future.

Marketing plans generally fall into two primary categories: 1) new product plans and 2) annual plans. The new product plan is developed for a product, service, or brand that is new to the market. You can be certain that Nike, Wilson, Callaway, etc. develop complete new product marketing plans before committing resources to manufacture and distribution. Even though the new product-marketing plan may be sketchy in some areas, it is necessary to try and think through all contingencies before embarking on a fully developed campaign. The new product-marketing plan will have more unknowns than the annual marketing plan. The time frame for new product plans is from the introduction of the product through to its
establishment in the marketplace (or the growth stage of the product life cycle). **THIS IS WHAT YOU WILL BE COMPLETING FOR THIS ASSIGNMENT.**

The annual marketing plan is for products, events, services, programs, and brands that are established. It is wise to formally review the organization’s marketing agenda at least once a year—hence the term, annual marketing plan. Keep in mind that the marketing plan is a road map for future marketing activities (both the new product and annual plans). Therefore, even with the annual plan there will be some unknowns.

For this project, you will need to develop a marketing plan for a new product. I will allow you to choose the organization/product (only one project per product/organization in the class) and I encourage creativity. The project will be worth a total of **100 points** and will be submitted via a slide show, with recorded audio and timed transitions to replicate a live presentation.

Every marketing plan should be organized so that all-important information is included. The following ideas are presented in a logical and organized manner. Please pay strict attention to ALL of the components listed below. I need to remind everyone that this is to be a **marketing plan** and not a sales pitch for your product/service. See the Plan Outline below for details.

1. **PROJECT REQUIREMENTS** (these are minimum expectations)
   All of this information is described in detail throughout your text.
   
   A. Brief Executive Summary (1-2 slides)
   B. Marketing Structure of Organization
   C. Mission Statement
   D. Goals and Objectives
   E. Target Market
   F. Marketing Strategy
   G. Marketing Mix
   H. Summary
   I. References

**Plan Outline**

**EXECUTIVE SUMMARY**

Introduce the problem.

Summarize the program/department’s goals: describe the product or service being marketed; explain its differential advantage; sales; etc.). The executive summary present an overview of the entire marketing plan.

**PROPOSAL**

**Marketing Structure of Organization**

Include brief history of the organization, previous target markets, and the organization’s philosophy (written or unwritten), which may have an impact on their marketing approach.

Who are the organization’s primary stakeholders (customers, employees, owners)? Who is the ultimate customer (end user)?

**Mission Statement**

The mission clarifies the basic values underlying management’s marketing goals, decisions, and practices; it is essentially the organization’s **reason for being**.
Analyze relevant past and current marketing data; the development of a marketing plan begins with a clear understanding of “where we are”.

What does the organization produce and market?

What are the customers’ demands?

How does the organization market its products/services to meet its customers’ demands?

**Goals & Objectives**

Marketing objectives should be established to help the sport organization achieve its goals. These predict market share, sales volume, and position in relation to price and quality. State them precisely.

Objectives must be stated in such a way that results can be measured.

Marketing objectives generally are stated in term of achieving X percent market share for a particular product or service, achieving X percent market penetration within certain market segments, and achieving X percent sales growth for all or selected product lines or tickets.

**Target Market(s)**

Identify and select market segments that represent the most likely customers for your product or service. Describe your target market segment in detail, segmenting it however appropriate (e.g., demographics, psychographics, geography, product usage, lifestyle, etc.)

**Marketing Strategy**

How do you plan to achieve your objectives? In this section describe what is to be done to achieve the marketing goals and objectives in the above section.

Your strategy may be trying to differentiate your product from the product relative to competitors, etc. This section explains what you are planning to do strategically, given the current position of your product in the product life cycle.

Be sure to consider how your main competitor(s) will likely respond to your marketing strategy (if applicable) and what you will do to counter this (avoid threats and exploit opportunities).

**Marketing Mix**  (Product, Price, Place/Distribution, Promotion and Public Relations)

Tactics in this section are built around the elements of the marketing mix: Product or Service: Price; Place/Distribution, Promotion and Public Relations......MAKE CERTAIN you understand ALL components of each element of the Marketing Mix.

Use the following to assist you in developing your marketing mix:

1. **Describe the PRODUCT.** How will you POSITION or REPOSITION your event or product? Which of the three basic product tactics, introduction, change, or withdrawal, will you use to support your strategy and achieve your marketing goals?
2. **PRICES** must be established for each product line or service. Describe the PRICING OBJECTIVE for each product line or service. Identify which pricing tactics-penetration pricing, meet-the-competition, skim pricing, promotional, etc.-you will use.
3. **Describe the PLACE/DISTRIBUTION** for each product line or service. The use of new channels of distribution often offers opportunities to gain a competitive edge (differential advantage). Examples of distribution channels include direct mail, door-to-door sales, electronic shopping, site flexibility, etc.
4. **PROMOTION** -Keep in mind that in every sport organization there are limited resources. Therefore, resources should be employed where they will have the greatest “bang for the buck”. Promotion tactics: necessary to increase attendance, ticket or merchandise sales, create greater market share, or accomplish marketing objectives. Examples include sampling, giveaways, couponing, public relations, premiums, point-of-purchase displays, contests and sweepstakes, and specialty advertising. Sales promotions are especially useful for introducing new products or in the face of extreme competition. Match your promotion tactics to your objectives and strategies for each event, product line, or service. Creative component: This is an essential core of your approach; what sets you apart; develop a SLOGAN or THEME for your campaign.
5. PUBLIC RELATIONS - Identify the type (media, print, radio, television, specialty, direct mail, point of purchase, or other), the approximate cost, frequency, and size of the advertisement. Present a calendar or chart showing what promotions, ads, etc., will be used, and the month the activity is due to be completed.

Summary
State the differential advantage that your plan offers over the competition. Summarize the advantages, costs, profits, etc.

Reference Slide
Include all information you deem relevant.

IMPORTANT SUGGESTIONS

A. Video clips may **not** be used. Some type of creativity is required. **Lots of photos** are encouraged. Remember "a photo is worth 1000 words". Each photo must include a caption of some kind. Be certain to include photos, charts, graphs, video etc. Make the project visually appealing- THIS IS A MARKETING COURSE.

B. It is important to remember that a PPT slide is supposed to be an *outline* of the information. It should **not** be word for word what you tell me in your audio.

C. The project must be original; that is you must be THE author of it and it **must not have been used for another course**. **NOTE:** PLAGIARISM WILL NOT BE TOLERATED. If you have any uncertainties notify me immediately!!

D. Do **NOT** wait till the last minute to begin work on this project.

FORMAT
This is an **EXTREMELY** important section. At least two students received failing grades on last semester’s Personal Budget for failing to follow these directions.

A. For most computers you **will need a headset and microphone**. Your sound quality will be poor without one. You can borrow one from someone if you don’t want to buy one, it doesn’t make any difference to me. You can purchase one fairly inexpensively ($15-$20). Without a headset the audio is often times distorted. Make certain you check this out **before** embedding your audio.

B. I suggest constructing your slides first and **then** go back and add the audio. That way you already have an idea of the content on each slide. Also script out what you are going to say……do **NOT** make the rookie mistake and try to shoot from the cuff. It RARELY sounds professional.

C. You are all graduate students and are thus responsible for the quality of your presentation. Go through several trial runs, send it to a friend and have them review it. Proof read the slides. Listen to the audio on your presentation. Make CERTAIN that you have ironed out all the bugs BEFORE submitting. I will grade it exactly as is. It is your responsibility to make sure it opens up and operates correctly. If I can’t open the presentation or if the audio isn't discernable you will not receive a passing grade on this assignment.

D. Get rid of your “um’s”, “uh’s”, “like”, “kinda”, “you know what I mean” plus any slang in your trial runs. Clearing your throat or sniffing will definitely detract from the overall quality. I expect a quality presentation (slides and audio).

E. The project must be handed in **before** the posted deadline. Please remember this project is a major emphasis of the semester; it is worth a large chunk of your total grade. I can guarantee, in most cases, I will **not** be able to complete everyone’s rubric until the date grades are due. However I will make every attempt to return them ASAP.
F. The rubric I will use to grade your project is provided below. Please make sure you are cognizant of the structure and format I expect regarding the assignment.

G. Do **NOT** wait till the last minute to begin work on this project.
## SPORT MARKETING PROPOSAL GRADING SHEET

**NAME:**

<table>
<thead>
<tr>
<th>COMPONENT</th>
<th>In</th>
<th>EXPLANATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>LENGTH</td>
<td>10</td>
<td>MINIMUM: 25-30 slides per presentation. The name of the product/service should be the first slide. The title of the presentation should be clear and definite. A reader should know exactly what is being presented by reading the title.</td>
</tr>
<tr>
<td>Comments</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CREATIVITY</td>
<td>10</td>
<td>Was the presentation presented in a manner that was unique and interesting? Did you display independent thought? Was I engaged throughout the presentation?</td>
</tr>
<tr>
<td>Comments</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CONTENT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Executive Summary</td>
<td>10</td>
<td>Summarize the program/department’s goals: describe the product or service being marketed; explain its differential advantage; sales; etc.).</td>
</tr>
<tr>
<td>Comments</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marketing Structure</td>
<td></td>
<td>Include brief history of the organization, previous target markets, and the organization’s philosophy (written or unwritten), which may have an impact on their marketing</td>
</tr>
<tr>
<td>Comments</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mission Statement</td>
<td>10</td>
<td>The mission clarifies the basic values underlying management’s marketing goals, decisions, and practices; it is essentially the organization’s reason for being.</td>
</tr>
<tr>
<td>Comments</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Goals &amp; Objectives</td>
<td>10</td>
<td>Marketing objectives should be established to help the sport organization achieve its goals. These predict market share, sales volume, and position in relation to price and quality. State them precisely.</td>
</tr>
<tr>
<td>Comments</td>
<td>SUB-TOTAL /60</td>
<td></td>
</tr>
<tr>
<td>----------</td>
<td>---------------</td>
<td></td>
</tr>
<tr>
<td><strong>Target Market</strong> /10</td>
<td>Identify and select market segments that represent the most likely customers for your product or service.</td>
<td></td>
</tr>
<tr>
<td>Comments</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Marketing Strategy</strong> /10</td>
<td>How do you plan to achieve your objectives? In this section describe what is to be done to achieve the marketing goals and objectives in the above section.</td>
<td></td>
</tr>
<tr>
<td>Comments</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Marketing Mix</strong> 10</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Product</strong> /2</td>
<td>How will you position or reposition your event or product? Which of the three basic product tactics, introduction, change, or withdrawal, will you use to support your strategy and achieve your marketing goals?</td>
<td></td>
</tr>
<tr>
<td><strong>Price</strong> /2</td>
<td>Describe the pricing objective for each product line or service.</td>
<td></td>
</tr>
<tr>
<td><strong>Place/Distribution</strong> /2</td>
<td>Describe the place/distribution for each product line or service.</td>
<td></td>
</tr>
<tr>
<td><strong>Promotion</strong> /2</td>
<td>Match your promotion tactics to your objectives and strategies for each event, product line, or service.</td>
<td></td>
</tr>
<tr>
<td><strong>Public Relations</strong> /2</td>
<td>Identify the type (media, print, radio, television, specialty, direct mail, point of purchase, or other), the approximate cost, frequency, and size of the advertisement.</td>
<td></td>
</tr>
<tr>
<td>Comments</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Summary</strong> /10</td>
<td>State the differential advantage that your plan offers over the competition. Summarize the advantages, costs, profits, etc. Was a comprehensive reference slide included?</td>
<td></td>
</tr>
</tbody>
</table>

*My expectations are extremely specific. While I welcome creativity this is not the type of assignment to ignore the details I require. Polish it, make it professional!*