

011

Washington State University
MAJOR CURRICULAR CHANGE FORM - - COURSE
 (Submit original signed form and ~~ten~~ copies to the Registrar's Office, zip 1035.)
 See <https://www.ronet.wsu.edu/ROPubs/Apps/HomePage.ASP> for this form.

Required Effective Date: 05/01/2010 ☐ New course ☐ Temporary course ☐ Drop service course
 (effective date cannot be retroactive) ☐ There is a course fee associated with this course
<http://www.schedules.wsu.edu/Schedules/Apps/CourseFees.ASP>

- ☐ Variable credit _____ ☐ Repeat credit (cumulative maximum _____ hours)
☐ Increase credit (former credit _____) ☐ Lecture-lab ratio (former ratio _____)
☒ Number (former number 576) ☒ Prefix (former prefix SpMgt)
☐ Crosslisting (between WSU departments) ☐ Cooperative listing (UI prefix and number _____)
 (Must have both departmental signatures) taught by: WSU ☒ UI ☐ jointly taught ☐
☐ Conjoint listing (400/500) ☐ S, F grading
☐ Request to meet Writing in the Major [M] requirement (Must have All-University Writing Committee Approval)
☐ Request to meet GER in _____ (Must have GenEd Committee Approval) ☐ Fulfills GER lab (L) requirement
☐ Professional course (Pharmacy & Vet Med only) ☐ Graduate credit (professional programs only)
☒ Other (please list request) Change course number (only) to the following

SpMgt 564 Marketing of Sport Events and Programs
 course prefix course no. title

3			
credit	lecture hrs per week	lab hrs per week	studio hrs per week

 prerequisite SpMgt 467 or equivalent; or permission of instructor

Description (20 words or less) _____

Instructor: _____ Phone number: _____ Email: _____
Contact: John Wong (Program Coordinator) Phone number: 335-5450 Email: john_wong@wsu.edu

- Please attach rationale for your request, a detailed course outline/syllabus and explain how this impacts other units in Pullman and other branches (if applicable).
- Secure all required signatures and provide 10 copies to the Registrar's Office.

John Wong 3-26-10 *John Wong* 4-2-10 _____
 Chair/date Dean/date General Education Com/date

Chair (if crosslisted/interdisciplinary)* Dean (if crosslisted/interdisciplinary)* Graduate Studies Com/date

All-University Writing Com/date Academic Affairs Com/date Senate/date

*If the proposed change impacts or involves collaboration with other units, use the additional signature lines provided for each impacted unit and college.

Rationale for changing course number:

To make the graduate course number corresponds to the undergraduate course number.

Course Title: SPMGT 564 -Marketing of Sport Events & Programs
Class Hours: TU 4:10 -7:00pm
Classroom: Education Addition 112
Credits: 3

PREREQUISITES: SPMGT464 or equivalent background

COURSE DESCRIPTION: This course examines the sport marketing principles/theories including public relations, corporate sponsorship, and service quality for sport organizations.

COURSE OBJECTIVES: Upon completion of this course students are expected to (a) successfully demonstrate an understanding of the graduate level sport marketing principles as applied to sport events and services and (b) obtain an in-depth knowledge of the current issues, theories, and research in sport marketing.

REQUIRED TEXT & READINGS Rein, I., Kotler, P., & Shields, B. (2006). The elusive fans: Reinventing sports in a crowded marketplace. New York: McGraw-Hill

Wakefield, K. (2006). Team sports marketing. New York: Butterworth-Heinemann.

One Harvard Business School case study

Other reading materials will be provided via angel/class.

RECOMMENDED READINGS

Mullins, B., Hardy, S. & Sutton, W. (2007). Sport Marketing, (3rd ed), Human Kinetics.

Shank, M. (2008). sports marketing (4th ed.). Pearson Prentice Hall.

Spoelstra, J. (2001). Marketing outrageously: How to increase your revenue by staggering amounts. Austin, TX: Bard Press.

Wann, D., Melnick, M.J., Russell, G.W., & Pease, D.G. (2001). Sport fans: The psychology and social impact of spectators. New York: Routledge.

Street & Smith's Sports Business Journal

Students should read articles from academic journals (Journal of Sport Management, Sport Marketing Quarterly, Sport Management Review, International Journal of Sports Marketing & Sponsorship, International Journal of Sport Management and Marketing, Journal of Marketing, Journal of Marketing Research, etc.)

COURSE POLICIES:

1. Attendance Policy -Attendance is expected. You have one unexcused absence for this class. Each additional absence will result in 10% deduction from your participation grade. Students are expected to arrive on time prepared and ready to contribute to the class. This includes reading all assigned chapters & journal articles. It is the student's responsibility to acquire notes, etc. from other students for the classes he/she missed.
2. Assignments: Each assignment must be turned in at the beginning of class on the date it is due. Students are to submit a hard copy to the instructor in class as well as an electronic copy of your work via email. It will be considered "late" if either of these is not completed.

LATE TURN-IN POLICY

Class time Expected by 12:59:59 pm same day 5% penalty

1 day late 25% penalty

2 days late 50% penalty

3 days late 75 % penalty

4 days late ZERO on grade

- 1 Grades will be posted via angel. Students are to check angel to obtain their grades, readings/handouts, and announcements (angel only forwards emails to the new email account -so I heard'..).
- 2 Students are expected to exhibit professionalism in all class presentations and written assignments. All papers must be in APA format.
- 3 Statement of Academic Integrity -Academic Dishonesty (WAC 504-25-015), including all forms of cheating, plagiarism, and fabrication, is prohibited. Knowingly facilitating academic dishonesty is also prohibited. The expectation of the University is that all students will accept these standards and conduct themselves as responsible members of the academic community. These standards should be interpreted by students as general notice of prohibited conduct. They should be read broadly, and are not designed to define misconduct in exhaustive forms. Faculty and their departments also have jurisdiction over academic matters and may also take academic action against students for any form of academic dishonesty discovered in their courses.
4. Plagiarism -Plagiarism includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full or clear acknowledgment. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials. Violations of the University Policy concerning plagiarism or cheating will not be tolerated (see WSU Handbook, WAC 504-26-010 Academic Dishonesty). Students caught in violations of academic integrity policies will receive a letter grade of "F" for the class and will be reported to the university where he/she may face additional consequences.
5. Wikipedia may not be used to reference your work.
6. Accommodation of Students with Disability -Reasonable accommodations are available for students with a documented disability. If you have a disability and may need accommodations to fully participate in this class, please visit the Disability Resource Center (DRC). All accommodations must be approved through the DRC (Admin Annex Bldg, Room 205). Please consult with a disability specialist (509-335-3417).
7. Technology -To help facilitate a productive learning environment each student is expected to turn off any personal communication devices during class time. Students using cellular phones for text messaging will be asked to leave the class; will be considered absent for the day; and their grade penalized. Students MAY NOT use personal computers during class time.
8. WSU Safety -Please familiarize yourself with information regarding campus emergencies/school closings by visiting this website: university emergency management (<http://oem.wsu.edu/Emergencies>); WSU Alert: <http://alert.wsu.edu>
9. Due to potential extenuating circumstances, the instructor reserves the right to change the syllabus.

METHODS OF EVALUATION:

Participation 25 Pts

Students are to come prepared to each class ready to contribute to class discussion. This includes reading all assigned chapters & journal articles. Students have one unexcused absence for this class without penalty. Each additional absence will result in 5 point deduction from the participation grade.

Research Paper 25 Pts

Students are to choose a topic related to sport marketing and prepare an extensive literature review. Students need to communicate with the instructor on topic selection. Due December 8th.

Presentation 5 Pts

Students are to present the topic of their papers to class on the day that it is assigned (Dec. 1st or Dec. 8th).

Case Study write-up 24 Pts

There will be a total of 5 case studies throughout the semester (6 pts each). Students are to read, and analyze cases as well as prepare solutions for the assigned cases. Lowest grade will be dropped. Reports should not exceed 4 pages in lengths. Specific instructions will be given in class.

Discussion Leaders 20 Pts

Students in groups of two will lead the class discussion on the topic for the day-Students are responsible for reading all assigned readings for the week. The group will then send emails to the class with thoughtful questions that will guide the class discussion. The emailed questions should be sent to the class no later than one evening before the scheduled meeting to allow others to generate answers to the questions. Students may provide additional readings if needed. To facilitate class discussion, students may use powerpoint presentation, videos, and/or Internet.

Student home page 1 Pt

There will be a student homepage section on angel. Students are required to submit a digitized picture (jpeg files) of themselves and a self-introduction paragraph about themselves (name, major, past experience in the field, career aspirations, interests, etc...) to the instructor. Due Sept. 1st.

Grading Standards

A = 100-93% A- = 92.9-90% B+ = 89.9-87% B = 86.9-83% B- = 82.9-80% C+ = 79.9-77.0% C = 76.9-73.0%
C- = 72.9-70.0% D+ = 69.9-67% D = 66.9-60% F = 59.9% and below

*Grades will not be rounded.

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WSU Safety -Please familiarize yourself with information regarding campus emergencies/school closings by visiting this website: university emergency management (<http://oem.wsu.edu/Emergencies>); WSU Alert: <http://llalert.wsu.edu>

COURSE CONTENT (Day of topic tentative)

Aug 25	Overview of the course/syllabus; Review of the concept of sport marketing
Sept 1	Theories in Sport Marketing/Case study introduction; Student homepage due Sept I Consumer behavior Practice case study -Haigis Hoopla
Sept 15	Branding in sports (1) Sept 22 Branding in sports (2) Case study #1 UMASS Brand equity
Sept 29	Research/Segmentation
Oct 6	Factors affecting attendance; Case study #2 Reebok (b)
Oct 13	Price/Place
Oct 20	Merchandising; Case study #3 Introducing... The XFL
Oct 27	NO CLASS -SMA Conference
Nov 10	Promotion; Case study #4 MasterCard case study
Nov 17	Sponsorship Evaluation; Case study #5 Volvo Tennis event sponsorship
Nov 24	No Class –Thanksgiving
Dec 1	Paper Presentation
Dec 8	Paper Presentation Paper Presentation Papers due

READING LIST

Day Topic (tentative)

Aug 25 Overview of the course/Syllabus Review of the concept of sport marketing

READINGS

Wakefield, T. (2006), Chapter 1

Carter, B. (2004). Sport Marketing Association president's address. *Sport Marketing Quarterly*, 13, 170-172.

Levitt, T. (2004,1960). Marketing myopia. *Harvard Business Review*, 138-149.

Marber, 4. Wellen, P., & Posluszny, S. (2005). The merging of marketing and sports: A case study. *The Marketing Management Journal* 15(1), 162-171.

Sept 1 Theories in Sport Marketing Case study introduction

READINGS

Ashforth, B. E., & Mael, F. (1989). Social identity theory and the organization. *Academy of Management Review*, 14, 20-39.

Eagly, A. H., & Chaiken, S. (1993). *The psychology of attitudes Ch.1 Nature of attitudes*. Fort Worth, TX: Harcourt Brace Jovanovich College Publishers.

Oliver, R. L (1997). Loyalty and profit: Long-term effects of satisfaction in Satisfaction: A behavioral perspective on the consumer. New York: McGraw-Hill.

Stryker, S., & Burke, P. J. (2000). The past, present, and future of an identity theory. *Social Psychology Quarterly*, 63, 284-297.

Vakratsas, D., & Ambler, T. (1999). How advertising works: What do we really know. *Journal of Marketing*, 632-643.

McDonald, 4. & Milne (1999). Framework for case analysis. *Cases in Sport Marketing*. 11-25.

Sept 8 Consumer behavior & Fan identification Practice case study - Haigis Hoopla

READINGS

Elusive fans Part 1 (p.1 -p.90)

Wakefield, T. (2006). Chapter 2

Campbell, R. M., Aiken, D., & Kent, A. (2004). Beyond BIRGing and CORFing: Continuing the exploration of fan behavior. *Sport Marketing Quarterly*, 13, 151-157.

Donavan, T., Carlson, 8., & Zimmerman, M. (2005). The influence of personality traits on sports fan identification. *Sport Marketing Quarterly*, 14, 3, 142.

Fink, J. S., Trail, G. T., & Anderson, D. F. (2002). An examination of team identification: Which motives are most salient to its existence? *International Sports Journal*, 6, 195-207.

Sept 15 Branding in sports (1)

READINGS

Elusive fans Part 2 (p.91-p.228)

Gladden, J., & Funk, D. (2002). Developing an understanding of brand associations in team sport: Empirical evidence from consumers of professional sport. *Journal of Sport Management*, 16(1), 54-81.

Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57, 1-22.

Sept 22 Branding in sports (2) Case study#1 UMASS Brand equity

READINGS

Elusive fans Part 3 (p.229 -p.306)

Wakefield, T. (2006). Chapter 12

Boyle, S., & Magnusson, P. (2007). Social identity and brand equity formation: A comparative study of collegiate sports fans. *Journal of Sport Management*, 21, 497-520.

Hill J. S., & Vincent, J. (2006) Globalization and sports branding: The case of Manchester United. *International Journal of Sports Marketing and Sponsorship*, 213-230.

Sept 29 Research & Segmentation

READINGS

Wakefield, T. (2006). Chapters 3 & 4.

Amato, C., Peters, C., & Shao, A. (2005). An exploratory investigation into NASCAR fan culture. *Sport Marketing Quarterly*, 14, 71-83.

Armstrong, K., & Stratta, T. (2004). Market analysis of race and sport consumption. *Sport Marketing Quarterly*, 13, 7-16.

Bennett, G., & Lachowetz, T. (2004). Marketing to lifestyles: Action sports and Generation Y. *Sport marketing Quarterly*, 13, 239-243.

Sutton, W., Irwin, R., & Gladden, J. (1998). Tools of the trade: Practical research methods for events, teams and venues. *Sport Marketing Quarterly*, 7, 45-49.

Stewart, S., Smith, A. C. T., & Nicholson, M. (2003). Sport consumer typologies: A critical review. *Sport Marketing Quarterly*, 12(4), 206-216.

Weaver, D.A., & Grapentine, T. H. (2006) 'The right questions. *Marketing Research* (Spring), 17 -21.

Oct 6 Factors affecting attendance Case study #2 Reebok (b)

READINGS

Wakefield, T. (2006). Chapter 5.

DeSchrive, T. D. (2007). Much adieu about Freddy: Freddy Adu and attendance in Major League Soccer. *Journal of Sport Management*, 21, 438-451.

Ferreira, M., & Armstrong, K. (2004). An exploratory examination of attributes influencing students' decisions to attend college sport events. *Sport Marketing Quarterly*, 13, 194-208.

Laverie, D.A., & Arnett, D. B. (2000). Factors affecting fan attendance: The influence of identity salience and satisfaction. *Journal of Leisure Research*, 32, 225-246.

Trail, G. T., Robinson, M. J., & Kim, Y. K. (2008). Sport consumer behavior: A test for group differences on structural constraints. *Sport Marketing Quarterly*, 17, 190-200.

Oct 13 Price & Place

READINGS

Wakefield, T. (2006). Chapters 6 & 7

Rascher, D.A., McEvoy, C. D., Nagel, M. S., & Brown, M. T. (2007). Variable ticket pricing in Major League Baseball. *Journal of Sport Management*, 21, 407-437.

Rishe, P., & Mondello, M. (2004). Ticket price determination in professional sports: Analysis of the NBA, NFL, NHL, and Major League Baseball. *Sport Marketing Quarterly*, 13, 104-112.

Schneider, R.G., & Bradish, C. L. (2006). Location, location, location: The marketing of place and Super Bowl XL. *Sport Marketing Quarterly*, 15, 206-213.

Roy, D. P. (2008). Impact of new Minor League Baseball stadiums on game attendance. *Sport Marketing Quarterly*, 17, 146-153.

Wakefield, K. L., Blodgett, J. G., & Sloan, H. J. (1996). Measurement and management of the sportscape .
Journal of Sport Management, 10, 1, 5-31.

Oct 20 Merchandising Case study #3 Introducing... The XFL (Fournier, Greyser, & Schulman)

READINGS

Wakefield, T. (2006). Chapter 10

Apostolopoulou, A. (2003). Brand extensions by U.S. professional sport teams: Motivations and keys to success. *Sport Marketing Quarterly*, 11(4), 205-214.

Kwon, H. H., Kim, H., & Mondello, M. (2008). Does a manufacturer matter in co-branding? The influence of a manufacturer brand on sport team licensed apparel. *Sport Marketing Quarterly*, 17, 163-172.

Kwon, H. H., Trail, G., & James, J. D. (2007). The mediating role of perceived value: Team identification and purchase intention of team licensed apparel. *Journal of Sport Management*, 21, 540-554.

Oct 27 NO CLASS -SMA Conference

Nov 3 Promotion

READINGS

Babiak, K., & Wolfe, R. (2006). More than just a game? Corporate social responsibility and Super Bowl XL. *Sport Marketing Quarterly*, 15, 214-222.

Dick, R. J., & Turner, B. A. (2007). Are fans and NBA marketing directors on the same page? A comparison of value of marketing techniques. *Sport Marketing Quarterly*, 16, 140-146.

Fink, J., Cunningham, G., & Kensicki, L. (2005). Using athletes as endorsers to sell women's sport: Attractiveness VS. expertise. *Journal of Sport Management*, 18, 350-367.

McDonald, M., & Rascher, D. (2000). Does bat day make cents? The effect of promotions on the demand for Major League Baseball. *Journal of Sport Management*, 14, 8-27.

O'Reilly, N., Lyberger, M., McCarthy, L., Seguin, S., & Nadeau, J. (2008). Mega-special-event promotions and intent to purchase: A longitudinal analysis of the Super Bowl. *Journal of Sport Management*, 22, 392-409.

Roy, D. P., & Graeff, T. R. (2003). Consumer attitudes toward cause-related marketing activities in professional sports. *Sport Marketing Quarterly*, 12(3), 163-172.

Yelkur, R., Tomkovick, C., & Traczyk, P. (2004). Super Bowl advertising effectiveness: Hollywood finds the games golden. *Journal of Advertising Research*, 143-160.

Nov 10 Sponsorship Case study #4 MasterCard case study

READINGS

Wakefield, T. (2006). Chapter 8

Amis, J., Slack, T., & Berrett, T. (1999). Sport sponsorship as distinctive competence. *European Journal of Marketing*, 33(3), 250-272.

Gwinner, K. (1997). A model of image creation and image transfer in event sponsorship. *International Marketing Review*, 14(3), 145-158.

Lough, N. L., & Irvin, R. L. (2001). A comparative analysis of sponsorship objectives for US women's sport and traditional sport sponsorship. *Sport Marketing Quarterly*, 10(4), 202-211.

Meenaghan, T. (2000). Understanding sponsorship effects. *Psychology and Marketing*, 18(2), 95-122.

McKelvey, S., & Grady, J. (2008). Sponsorship program protection strategies for special sport events: Are event organizers outmaneuvering ambush marketers? *Journal of Sport Management*, 22, 550-586.

Wilson, S., Stavros, C., & Westberg, K. (2008). Player transgressions and the management of the sport sponsor relationship. *Public Relations Review*, 34, 99-107.

Nov 17 Sponsorship evaluation Case study #5 Volvo Tennis event sponsorship

READINGS

- Wakefield, T. (2006). Chapter 9
IEG Sponsorship Report (2005).
Pham, M. T. (1991). The evaluation of sponsorship effectiveness: A model and some methodological considerations. *Gestion 2000*, 4, 47-65.
Speed, R., & Thompson, P. (2000). Determinants of sports sponsorship response. *Journal of the Academy of Marketing Science*, 28, 226-238.
Stotlar, D. K. (2004). Sponsorship evaluation: Moving from theory to practice. *Sport Marketing Quarterly*, 13, 61-64.
Wakefield, K. L., Becker-Olsen, K., & Cornwell, T. B. (2007). I spy a sponsor: The effects of sponsorship level, prominence, relatedness, and cueing on recall accuracy. *Journal of Advertising*, 36(4), 61-74.

Nov 24
No Class -Thanksgiving

Dec 1
Paper Presentation

Dec 8
Paper Presentation; Papers due