Description: Sports Marketing

Subject  Cat-nbr  Class  Term  Mode  Units  Campus
MKT      2020    35343  2, 2004 EXT   1.00   TW MBA

Academic group: FOBUS
Academic org: FOB004
Student contribution band: 2
ASCED code: 080505

STAFFING
Examiner: Melissa Johnson Morgan
Moderator: Jane Summers

RATIONALE
Sport consumption (either participating in sport or watching it) is one of the most pervasive leisure roles in modern society. It pervades all aspects of human life and has worldwide appeal. Sport speaks to people of all ages across all cultural and national boundaries. Sports Marketing is a cutting edge contemporary course which equips graduates with the skills to work in this exciting and dynamic industry.

SYNOPSIS
This course will take a consumer and market based approach where it will cover the general differences between marketing of sport and marketing of other products and services. It will also explore the complexities of sport as a multidimensional 'product' serving many and varied publics. The issue of the marketing 'of' sport versus marketing 'using' sport will also be examined as will a comprehensive background of the sport industry and the role of sport in society. Contemporary issues such as globalisation, the future direction of sport and the role and impact of the electronic environment will also be explored in this course. Knowledge gained from previous marketing studies will greatly benefit students studying this course.

OBJECTIVES
On completion of this course students will be able to:

1. discuss the global economic and social importance of sport;
2. understand the cultural relevance and impact of sport on society;
3. describe the difference between marketing of sport and marketing using sport;
4. differentiate sport marketing strategies from other goods and services marketing strategies;
5. discuss how to leverage sport marketing opportunities;
6. demonstrate an understanding of the sport marketing value chain;
7. demonstrate an ability to develop and evaluate strategic sport marketing plans considering sport consumers, and sport environments; and
8. demonstrate an understanding the key strategic issues facing sport marketers of the future.

TOPICS

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
</tr>
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<tbody>
<tr>
<td>1. An introduction to sport marketing</td>
<td>5.00</td>
</tr>
<tr>
<td>2. Sport and society</td>
<td>10.00</td>
</tr>
<tr>
<td>3. A strategic framework for sport marketing</td>
<td>5.00</td>
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<tr>
<td>4. Sport marketing consumers</td>
<td>10.00</td>
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<tr>
<td>5. Environmental analysis and sport marketing information</td>
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<tr>
<td>6. The sport product</td>
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<tr>
<td>7. Creating and communicating value in sport marketing</td>
<td>10.00</td>
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<tr>
<td>8. The strategic sport marketing mix</td>
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<tr>
<td>9. Sport as a strategic marketing tool</td>
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<td>10. Leveraging sport marketing</td>
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<tr>
<td>11. Global issues in sport marketing</td>
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<td>12. The future of sport</td>
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**TEXT and MATERIALS required to be PURCHASED or ACCESSED:**

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at http://bookshop.usq.edu.au click 'Semester', then enter your 'Course Code' (no spaces).


(revised and updated edition)
REFERENCE MATERIALS:

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

Business Review Weekly (available at newsagents or online).
Sport Marketing Quarterly available at http://www.smqonline.com
http://www.afla.org/search/search_frmst
Shilbury, D, Quick, S & Westerbeek, H 2003, Strategic sport marketing, 2nd edn, Allen & Unwin, St Leonards, New South Wales.

STUDENT WORKLOAD REQUIREMENTS:

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
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<tbody>
<tr>
<td>Assessment</td>
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<tr>
<td>Directed Study</td>
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<td>Private Study</td>
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ASSESSMENT DETAILS

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks out of</th>
<th>Wtg(%)</th>
<th>Due date</th>
</tr>
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<tbody>
<tr>
<td>2000 WORD ESSAY</td>
<td>20.00</td>
<td>20.00</td>
<td>19 Aug 2004</td>
</tr>
<tr>
<td>2500 WORD WRITTEN REPORT</td>
<td>30.00</td>
<td>30.00</td>
<td>15 Oct 2004</td>
</tr>
<tr>
<td>2 HOUR EXAMINATION</td>
<td>50.00</td>
<td>50.00</td>
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</table>

NOTES:

1. The examination is scheduled to be held in the end-of-semester examination period. Students will be advised of the official examination date after the timetable has been finalised.

IMPORTANT ASSESSMENT INFORMATION

1. Attendance requirements:
   If you are an international student in Australia you are advised to attend all classes at your campus. Failure to attend may infringe the conditions of your student visa. For all other students, there are no attendance requirements for this course. However, it is the students' responsibility to study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration.

2. Requirements for students to complete each assessment item satisfactorily:
To complete the assignments satisfactorily, students must obtain at least 50% of the marks available for the assignments in aggregate. To complete the examination satisfactorily, students must obtain at least 50% of the marks available for the examination.

3 Penalties for late submission of required work:
If students submit assignments after the due date without prior approval then a penalty of 20% of the total marks available for the assignment will apply for each working day late.

4 Requirements for student to be awarded a passing grade in the course:
To be assured of receiving a passing grade a student must attempt all of the summative assessment items, achieve an aggregated mark of at least 50% in the total marks allocated for the assignments, achieve at least 50% in the examination, and at least 50% of the available weighted marks for the summative assessment items. Students who do not qualify for a Passing grade may, at the discretion of the Examiner, be awarded a Supplementary Examination and/or assigned additional work to demonstrate to the Examiner that they have achieved the required standard. It is expected that such students will have gained at least 45% of the total marks available for all summative assessment items.

5 Method used to combine assessment results to attain final grade:
The final grades for students will be assigned on the basis of the weighted aggregate of the marks obtained for each of the summative assessment items in the course.

6 Examination information:
This is a restricted examination. Candidates are allowed access to specific materials during the examination. The only materials that candidates may use in the restricted examination for this course are: writing materials (non-electronic and free from material which could give the student an unfair advantage in the examination); calculators which cannot hold textual information (students must indicate on their examination paper the make and model of any calculator(s) they use during the examination).

7 Examination period when Deferred/Supplementary examinations will be held:
Any Deferred or Supplementary examinations for this course will be held during the next examination period.

8 University Regulations:
Students should read USQ Regulations 5.1 Definitions, 5.6. Assessment, and 5.10 Academic Misconduct for further information and to avoid actions which might contravene University Regulations. These regulations can be found at the URL http://www.usq.edu.au/corporateservices/calendar/part5.htm. Students should also read the Faculty of Business Guide to Policies and Procedures of the Faculty which can be found at the URL http://www.usq.edu.au/handbook/current/buspolproc.html.

ASSESSMENT NOTES

1 Assignments: (i) The due date for an assignment is the date by which a student must dispatch the assignment to the USQ. The onus is on the student to provide proof of the dispatch date, if requested by the Examiner. (ii) Students must retain a copy of each item submitted for assessment. This must be produced within five days if required by the Examiner. (iii) The Examiner may grant an extension of
the due date of an assignment in extenuating circumstances. Applications for
extensions should be in writing and must include supporting documentary evidence.
Extensions are only granted in unforeseen and uncontrollable circumstances. The
Examiner shall consider all documentary evidence (including statement from a
doctor, employer, counselor or independent member of the community as
appropriate) accompanying an application for extension and decide on the outcome.
Length of extensions: Up to one week's extension (five working days) may be
granted if a signed statement with supporting documentation is sent with the
assignment, proving that an unforeseen and uncontrollable circumstance caused
the delay, for example unusual and unpredictable work or family commitments. If
the signed statement and supporting documentation does not show that unforeseen
and uncontrollable circumstances were present for the days claimed, then the normal
reduction in marks for a late assignment of 20% per working day will apply.
Extensions beyond one week are not allowed unless express permission is obtained
from the Examiner. Extensions beyond one week are only granted in extreme
circumstances because model answers may be distributed after this time. If you
are likely to require an extension for a longer period than one week, you must
contact the Examiner for advice. In most cases, you will be required to complete
an alternative make-up assignment. However, make-up assignments are only granted
if you have passed all other pieces of assessment for the course. Medical extensions:
In the case of an application for extension for medical reasons, the documentation
should include a statement from a doctor stating: the date the medical condition
began or changed; how the condition affected the student's ability to study; when
it became apparent that the student could not submit the assignment. As a rule, you
will be granted an extension for the number of working days covered on a medical
certificate. In the case of a medical extension, you do not need to contact the
Examiner unless you require an extension of longer than one week. Extensions for
family/personal reasons: In the case of an application for extension for
family/personal reasons, the documentation should include a statement from a
doctor, counselor or independent member of the community stating: the date the
student's personal circumstances began or changed; how the circumstances affected
the student's ability to complete the assignment; when it became apparent that the
student could not complete the assignment. In the case of an extension for
family/personal reasons you must contact the Examiner before the due date to
discuss the reason for the extension and to negotiate the length of an extension if
granted. Extensions for employment-related reasons: In the case of an application
for extension for employment-related reasons, the documentation should include
a statement from the student's employer stating: the date the student's employment
began or the conditions of employment changed; how this prevents the student
from completing the assignment. In the case of an extension for employment-related
reasons you must contact the Examiner before the due date to discuss the reason
for the extension and to negotiate the length of an extension if granted. (iv) The
Examiner will normally only accept assessments that have been written, typed or
printed on paper-based media. (v) The Examiner will not accept submission of
assignments by facsimile. (vi) Students who do not have regular access to postal
services or who are otherwise disadvantaged by these regulations may be given
special consideration. They should contact the examiner of the course to negotiate
such special arrangements. (vii) In the event that a due date for an assignment falls
on a local public holiday in their area, such as a Show holiday, the due date for the assignment will be the next day. Students are to note on the assignment cover the date of the public holiday for the Examiner's convenience.

2 Course Weightings: Course weightings of topics should not be interpreted as applying to the number of marks allocated to questions testing those topics in an examination paper.

3 Word Count: Students must put the 'word count' for their assignment on the front page of the assignment. The word count is the number of words in the body of the assignment report and does not include the title, executive summary, list of references or appendices. To grade an assignment a marker does not need to read more words than the word limit of the assignment.

4 Text Books: It is the responsibility of the student to acquire a copy of the textbook as soon as their enrolment in the course has been confirmed. Extensions will not be granted on the basis of the student not having a copy of the text, if the text is available from the USQ bookshop.

5 Make-up Work: Students who have undertaken all of the required assessments in a course but who have failed to meet some of the specified objectives of a course within the normally prescribed time may be awarded the temporary grade: IM (Incomplete - Make up). An IM grade will only be awarded when, in the opinion of the examiner, a student will be able to achieve the remaining objectives of the course after a period of non directed personal study.

6 Deferred Work: Students who, for medical, family/personal, or employment-related reasons, are unable to complete an assignment or to sit for an examination at the scheduled time may apply to defer an assessment in a course. Such a request must be accompanied by appropriate supporting documentation. One of the following temporary grades may be awarded: IDS (Incomplete - Deferred Examination); IDM (Incomplete Deferred Make-up); IDB (Incomplete - Both Deferred Examination and Deferred Make-up).