Description: Sports Marketing

<table>
<thead>
<tr>
<th>Subject</th>
<th>Cat-nbr</th>
<th>Class</th>
<th>Term</th>
<th>Mode</th>
<th>Units</th>
<th>Campus</th>
</tr>
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<tbody>
<tr>
<td>MKT</td>
<td>2020</td>
<td>55376</td>
<td>2, 2006</td>
<td>ONC</td>
<td>1.00</td>
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Academic group: FOBUS
Academic org: FOB004
Student contribution band: 2
ASCED code: 080505

STAFFING
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 socioeconomic boundaries. Sports Marketing is a contemporary course which introduces students to the issues involved and provides them with the basic skills necessary to seek 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 and the future direction of sport will also be explored in this course.

OBJECTIVES
The course objectives define the student learning outcomes for a course. The assessment item(s) that may be used to assess student achievement of an objective are shown in parentheses after each objective. On successful completion of this course, students should be able to:

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

**TOPICS**

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>1. An introduction to sport marketing</td>
<td>5.00</td>
</tr>
<tr>
<td>2. A strategic framework for sport marketing</td>
<td>5.00</td>
</tr>
<tr>
<td>3. Sport and society</td>
<td>10.00</td>
</tr>
<tr>
<td>4. Sport marketing consumers</td>
<td>10.00</td>
</tr>
<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>
</tr>
<tr>
<td>8. The strategic sport marketing mix</td>
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</tr>
<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>
<td>5.00</td>
</tr>
<tr>
<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).

MKT2020 study package available from the USQ Bookshop.

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>Lectures</td>
<td>24.00</td>
</tr>
<tr>
<td>Private Study</td>
<td>67.00</td>
</tr>
<tr>
<td>Tutorial or Electronic Discussion</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>18 Aug 2006</td>
</tr>
<tr>
<td>SURVEY</td>
<td>10.00</td>
<td>10.00</td>
<td>01 Sep 2006</td>
</tr>
<tr>
<td>3000 WORD WRITTEN REPORT</td>
<td>30.00</td>
<td>30.00</td>
<td>13 Oct 2006</td>
</tr>
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<td>2 HOUR EXAMINATION</td>
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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:
   It is the students' responsibility to attend and participate appropriately in all activities (such as lectures, tutorials, laboratories and practical work) scheduled for them,
and 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 satisfactorily complete an individual assessment item a student must achieve
at least 50% of the marks. (Depending upon the requirements in Statement 4 below,
students may not have to satisfactorily complete each assessment item to receive
a passing grade in this course.)

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 submit all of the weighted
assessment items, achieve at least 50% of the total weighted marks allocated for
the assignments, achieve at least 50% in the examination, and at least 50% of the
total weighted marks available for the course. 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 aggregate of the
weighted marks obtained for each of the summative assessment items in the course.

6 Examination information:
This is a closed examination. Candidates are allowed to bring only writing and
drawing instruments into 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) Assignments must be submitted in the drop box located at the
Faculty of Business reception area on level 4 of L-Block by 5:00PM on the due
date. (ii) Students must retain a copy of each assignment submitted for assessment.
This must be produced within 24 hours 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, counsellor 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).

OTHER REQUIREMENTS

1 Learning resources: Prescribed texts and materials (see above); recommended reference materials (see above); CD (compact disc)*; and course Website accessible via USQConnect. Print copies of some material contained on the CD may be purchased through the USQ Bookshop. *part of the study package available from the USQ Bookshop.