



## COURSE OUTLINE

# MKG221 Sports Marketing

**Course Coordinator:** David Fleischman (dfeish@usc.edu.au) **School:** School of Business and Creative Industries

2021 | Semester 1

USC Sunshine Coast  
USC Moreton Bay  
USC Southbank

**ON CAMPUS**

Most of your course is on campus but you may be able to do some components of this course online.

Online

**ONLINE 1**

You can do this course without coming onto campus.

*Please go to the USC website for up to date information on the teaching sessions and campuses where this course is usually offered.*

## 1. What is this course about?

### 1.1. Description

This course applies the knowledge, examples and opportunities of marketing theory to the complex and dynamic industry of sport. Course content draws from foundations of services and marketing concepts and practices. Case studies demonstrate innovative strategies to sports marketing. Critical analysis of international examples and observation research of a live case study during the semester provide relevant connection to practice and contemporary projects for your portfolio. You are encouraged to submit creative, innovative and entrepreneurial recommendations in your assessments.

### 1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
<b>ON CAMPUS</b>			
<b>Tutorial/Workshop</b> – In-class tutorial	2hrs	Week 2	11 times
<b>Online</b> – Pre-recorded concept videos and associated activity	1hr	Week 1	12 times
<b>ONLINE 1</b>			
<b>Tutorial/Workshop</b> – Interactive zoom tutorial	2hrs	Week 2	11 times
<b>Online</b> – Pre-recorded concept videos and associated activity	1hr	Week 1	12 times

### 1.3. Course Topics

Course Topics
1. What Makes Sports Marketing Unique & Sport Markets
2. Sports CSR, Impact & Legacy
3. Sports Consumer Strategy & Research
4. Sport as a Product (Service, Experience)
5. Sports Promo (Traditional – Adv, PS, SP, PR)
6. Sports Promo (Sponsorship & Licencing)
7. Sports Promo (Digital Media)
8. Task 2 Workshop – Creating a Podcast
9. Sports Place/Distribution/Process
10. Sports Pricing
11. Implementation/Evaluation/Measuring of Sports Marketing
12. Task 3 Workshop – Report Writing and Presentation

### 2. What level is this course?

200 Level (Developing)

Building on and expanding the scope of introductory knowledge and skills, developing breadth or depth and applying knowledge and skills in a new context. May require pre-requisites where discipline specific introductory knowledge or skills is necessary. Normally, undertaken in the second or third full-time year of an undergraduate programs.

### 3. What is the unit value of this course?

12 units

### 4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES	GRADUATE QUALITIES
On successful completion of this course, you should be able to...	Completing these tasks successfully will contribute to you becoming...
1 Knowledge of analytical processes in a business context.	Knowledgeable
2 Synthesise, critically evaluate and analyse, and apply discipline knowledge to contemporary sports marketing events and issues.	Creative and critical thinker Empowered Ethical
3 Demonstrate reflective thinking for decision making in a business context.	Creative and critical thinker
4 Discuss marketing implications and/or recommendations for improvement to contemporary sports marketing events and issues	Creative and critical thinker Empowered Sustainability-focussed
5 Demonstrate effective, professional and persuasive written, visual and oral communication skills traditionally and digitally.	Empowered

### 5. Am I eligible to enrol in this course?

Refer to the [USC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

## 5.1. Pre-requisites

BUS105

## 5.2. Co-requisites

Not applicable

## 5.3. Anti-requisites

Not applicable

## 5.4. Specific assumed prior knowledge and skills (where applicable)

This is an applied marketing course. You must have the foundations of marketing theory, so that you can apply the theory to sport marketing. You must also be able to produce quality written pieces and reports.

## 6. How am I going to be assessed?

### 6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

### 6.2. Details of early feedback on progress

Formative feedback will be provided in the tutorials leading up to the first assessment task.

### 6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Plan	Individual	20%	10-15 PPT slides	Week 5	Online Assignment Submission with plagiarism check
All	2	Artefact - Creative, and Oral	Individual or Group	35%	10 minutes	Week 9	Online Assignment Submission with plagiarism check
All	3	Report	Individual	45%	2,500 words	Week 12	Online Assignment Submission with plagiarism check

### All - Assessment Task 1: Sports Event Background and Plan Presentation

<b>GOAL:</b>	You are to demonstrate an understanding of a sports event background and relevant target market(s), along with associated impacts of the sports event, to formulate a plan for sourcing and gathering relevant data in preparation for Task 3.
<b>PRODUCT:</b>	Plan
<b>FORMAT:</b>	Individual assessment Background information plus a research plan Further details are provided in the assessment area in Blackboard

CRITERIA:	No.	Learning Outcome assessed
	1	Discussion of sports event background and analysis of target market(s) using credible sources <b>2</b>
	2	Identification of potential positive and negative sustainability impacts of the sports event using credible sources <b>4</b>
	3	Formulation of a plan outlining potential data sources and methods of collection for future event evaluation <b>1</b>
	4	Presentation skills including organisation and flow, visual appeal of information, and written communication proficiency <b>5</b>

#### All - Assessment Task 2: Podcast

<b>GOAL:</b>	You are to demonstrate currency of sports marketing issues by providing critical analysis and commentary supported with link to marketing theory, concepts and associated implications.	
<b>PRODUCT:</b>	Artefact - Creative, and Oral	
<b>FORMAT:</b>	Completed as Individual or pairs of students. Choose one of the provided topics to analyse and discuss. Further details are provided in the assessment area in Blackboard.	
CRITERIA:	No.	Learning Outcome assessed
	1	Synthesis of the scope of the contemporary issue <b>2</b>
	2	Critical analysis of the contemporary issue using credible sources linked to marketing theory and concepts <b>2 3</b>
	3	Discussion of future marketing implications, supported by credible sources, for practising sports marketers <b>4</b>
	4	Engaging and proficient verbal communication skills <b>5</b>

#### All - Assessment Task 3: Sports Event Report

<b>GOAL:</b>	You are to exhibit a deep understanding of sports marketing theory and practice through attendance of a sports event and undertaking a critical marketing evaluation of that event.	
<b>PRODUCT:</b>	Report	
<b>FORMAT:</b>	Individual assessment. A formal written report, as guided by your plan from Task 1, providing a critical marketing evaluation of a sports event based on your attendance and observation. Further details are provided in the assessment area in Blackboard	
CRITERIA:	No.	Learning Outcome assessed
	1	Application of the marketing mix to critically evaluate a sports event using a range of credible sources <b>2</b>
	2	Demonstrate knowledge of sustainability frameworks to analyse the impacts of a sporting event using credible sources <b>1 2</b>
	3	Utilise creativity to develop innovative marketing recommendations <b>4</b>
	4	Proficiency and presentation of written communication <b>5</b>

## 7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Directed study hours may vary by location. Student workload is calculated at 12.5 learning hours per one unit.

## 8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Blackboard site– Please log in as soon as possible.

### 8.1. Prescribed text(s) or course reader

Please note that you need to have regular access to the resource(s) listed below. Resources may be required or recommended.

REQUIRED?	AUTHOR	YEAR	TITLE	PUBLISHER
Required	Aaron C. T. Smith,Bob Stewart	2015	Introduction to Sport Marketing	Routledge
Recommended	Schwarz, EC and Hunter, JD	2018	Advanced Theory and Practice in Sport Marketing	Routledge
Recommended	Alan Seymour,Paul Blakey	2020	Digital Sport Marketing	Routledge
Recommended	Shayne Quick,David Shilbury,Daniel Funk,Adam Karg	2014	Strategic Sport Marketing	Allen & Unwin

### 8.2. Specific requirements

You are expected to fully participate in undertaking observation research of a live sport event during the semester. You must nominate and commit to attending a sport event at your own cost. Volunteering is not a requirement for passing the course, however, the experience will provide you with an opportunity to meet industry professionals and provide a greater understanding of the sport event industry and a point of difference for your CV.

## 9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training for students](#), and following the instructions of the University staff.

## 10. What administrative information is relevant to this course?

### 10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

### 10.2. Assessment: Additional Requirements

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

The final mark is in the percentage range 47% to 49.4%

The course is graded using the Standard Grading scale

You have not failed an assessment task in the course due to academic misconduct

### 10.3. Assessment: Submission penalties

Late submission of assessment tasks may be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.
- 10% (of the assessment task's identified value) for the third day - 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.
- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task. Weekdays and weekends are included in the calculation of days late. To request an extension you must contact your course coordinator to negotiate an outcome.

### 10.4. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au).

### 10.5. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email [studentwellbeing@usc.edu.au](mailto:studentwellbeing@usc.edu.au) or call 07 5430 1226.

### 10.6. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, , injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email [AccessAbility@usc.edu.au](mailto:AccessAbility@usc.edu.au) or call 07 5430 2890.

### 10.7. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

Visit the USC website: <http://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

### 10.8. General Enquiries

#### In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

**Tel:** +61 7 5430 2890

**Email:** [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au)