

## Course Outline

**Code: MKG221**

**Title: Sport and Event Marketing**

<b>School:</b>	Business
<b>Teaching Session:</b>	Semester 2
<b>Year:</b>	2019
<b>Course Coordinator:</b>	Dr Gayle Mayes
<b>Course Moderator:</b>	Dr Lenny Vance

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 and events. Course content draws from foundations of services and marketing concepts and practices. Case studies demonstrate innovative strategies to sports marketing and diverse events. Critical analysis of international examples and observation research of a live case study during the semester provide relevant and contemporary projects for your portfolio. You are encouraged to submit creative, innovative and entrepreneurial recommendations for your event.

#### 1.2 Field trips, WIL placements or activities required by professional accreditation

Activity	Details
Attend a sport event	To complete Task 3 students are required to attend and/or volunteer for a sport event

### 2. What level is this course?

200 level Developing – Applying broad and/or deep knowledge and skills to new contexts. May require pre-requisites and introductory level knowledge/skills. Normally undertaken in the 2nd or 3rd year of an undergraduate program.

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

12 units

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

<b>Specific Learning Outcomes</b> On successful completion of this course, you should be able to:	<b>Assessment tasks</b> You will be assessed on the learning outcomes in task/s:	<b>Graduate Qualities or Professional Standards mapping</b> Completing these tasks successfully will contribute to:
Knowledge of problem-solving and/or analytical processes in a business context.	1	Creative and critical thinkers.  Creative and Critical Thinking Communication
Critically analyse, evaluate and apply discipline knowledge to international case studies	1, 2	Creative and critical thinkers.  Creative and Critical Thinking Diversity Career Ready
Analyse and synthesise then make recommendations for improving the sustainability and marketing of a sport event	3	Sustainability-focussed.  Critical and Creative thinking Community Consciousness Written Communication
Demonstrate reflective thinking for problem solving and decision making in a business context.	3	Critical and Creative thinking
Demonstrate effective, professional and persuasive written and oral communication skills	1, 3	Empowered.  Written Communication

#### 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 Enrolment restrictions

Nil

##### 5.2 Pre-requisites

BUS105

##### 5.3 Co-requisites

Nil

##### 5.4 Anti-requisites

Nil

##### 5.5 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 and events. 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 – High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL)

## 6.2 Details of early feedback on progress

Formative feedback will be provided after completion of your Task 1 Plan and after submission of your weekly topics in tutorial and/or online from Week 5 onwards

## 6.3 Assessment tasks

Task No.	Assessment Product	Individual or Group	Weighting %	What is the duration / length?	When should I submit?	Where should I submit it?
1	Plan	Individual	20%	1,000 words	Friday 5pm (AEST) Week 5	Online Assignment Submission with Plagiarism check
2	Written Piece	Individual	30%	1,500 words	Weeks 6 - 10 by 5 pm (AEST) on the Friday each week	Online Assignment Submission with Plagiarism check
3	Report	Individual	50%	2,500 words	Friday 5pm (AEST) Week 12	Online Assignment Submission with Plagiarism check
			100%			

### Assessment 1: Plan

<b>Goal:</b>	Design a plan for gathering relevant data for writing your Task 3 Report
<b>Product:</b>	Plan
<b>Format:</b>	Individual assessment to be undertaken independently Background information plus a research plan Further details are provided in the assessment area in Blackboard
<b>Criteria:</b>	<ul style="list-style-type: none"> <li>• Critical analysis of existing sources of secondary data and literature related to the sport event.</li> <li>• Identification of methods for data collection e.g. gathering, recording</li> <li>• Organisation and structure of written content</li> <li>• Accuracy and presentation of written work including English expression, discipline-based vocabulary, grammar, spelling, and punctuation.</li> <li>• Referencing of sources of information used within the body of the document and in a reference list using Harvard referencing style</li> </ul>

### Assessment Task 2: Case Study Analyses

<b>Goal:</b>	Demonstrate knowledge of sustainable sport event marketing theory and practices through analysis and discussion of specific international case studies.
<b>Product:</b>	Written Piece
<b>Format:</b>	Individual assessment to be undertaken independently Workbook with analyses of five case studies Further details are provided in the assessment area in Blackboard
<b>Criteria:</b>	<ul style="list-style-type: none"> <li>• Critical analysis of existing sources of secondary data and literature in the field.</li> <li>• Demonstrate critical thinking to evaluate international case studies.</li> <li>• Utilise creativity to develop innovative marketing strategies</li> <li>• Application of knowledge of sport and event marketing and sustainability frameworks, theories, concepts and practices.</li> <li>• Understanding of the meaning of diversity and inclusion.</li> </ul>

### Assessment Task 3: Sport Event Report

<b>Goal:</b>	Develop a deeper understanding of the theory and practice of sports marketing through attendance and/or volunteering for a sport event and undertaking a critical marketing analysis of that event
<b>Product:</b>	Report
<b>Format:</b>	Individual assessment to be undertaken independently Formal written report based on your attendance and execution of your plan for undertaking a critical analysis of a sport event from a sustainable sport marketing perspective Further details are provided in the assessment area in Blackboard
<b>Criteria:</b>	<ul style="list-style-type: none"> <li>• Application of knowledge of sport and event marketing and sustainability frameworks, theories, concepts and practices</li> <li>• Utilise creativity to develop innovative marketing strategies</li> <li>• Capacity to develop and articulate informed arguments</li> <li>• Organisation and structure of written content</li> <li>• Accuracy and presentation of written work including English expression, discipline-based vocabulary, grammar, spelling, and punctuation</li> <li>• Referencing of sources of information used within the body of the document and in a reference list using Harvard referencing style</li> </ul>

## 7. Directed study hours

The directed study hours listed here are a portion of the workload for this course. 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.

<b>Location:</b>	<b>Directed study hours for location:</b>
On Campus	Lecture (1 hour), Tutorial (1 hour), Blended Learning (1 hour)

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

Please note that 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 as they are required:

<b>Author</b>	<b>Year</b>	<b>Title</b>	<b>Publisher</b>
Shilbury, D, Westerbeek, H, Quick, S, Funk, D & Karg, A	2014, 4 <sup>th</sup> edn	<i>Strategic Sport Marketing</i>	Allen & Unwin, Sydney/Melbourne, Australia

Weekly readings and online workbooks as prescribed in Learning Materials on the MKG221 Blackboard site

### 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 as a student 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. It is also your responsibility to familiarise yourself with the University's general health and safety principles by reviewing the [online Health Safety and Wellbeing training module 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:

- a) The final mark is in the percentage range 47% to 49.4%
- b) The course is graded using the Standard Grading scale
- c) You have not failed an assessment task in the course due to academic misconduct

### 10.3 Assessment: Submission penalties

Late submission of assessment tasks will 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 and supply the required documentation to negotiate an outcome.

### 10.4 Study help

In the first instance, you should contact your tutor, then the Course Coordinator. Additional assistance is provided to all students through Academic Skills Advisers. To book an appointment or find a drop-in session go to [Student Hub](#).

Contact Student Central for further assistance: +61 7 5430 2890 or [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au)

### 10.5 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>

### 10.6 General Enquiries

**In person:**

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **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)

### Appendix 1 Course content

Week # / Module #	What key concepts/content will I learn?	Directed Study Activities: teaching components
1	Introduction and Overview of MKG221, Course Framework, Unique Nature of Sport and Event Marketing	Lecture Online readings and activity
2	Possible presentation by an Industry Representative, The strategic sport-marketing planning process The Sport Product/Service/Experience	Lecture Tutorial Online readings and activity
3	Understanding the Sport and Event Consumer Market Research	Lecture Tutorial Online readings and activity
4	Event Impacts and Sustainable Sport and Event Practices	Lecture Tutorial Online readings and activity
5	Pricing Strategies	Lecture Tutorial Online readings and activity
6	Sport Event Distribution and Place	Lecture Tutorial Online workbook
7	Customer Satisfaction and Service Quality	Lecture Tutorial Online workbook
8	Public Relations & Promotional licencing	Lecture Tutorial Online workbook

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9	Sport and Event Promotion Mix Advertising and On-line Marketing	Lecture Tutorial Online workbook
10	Sport Events and TV Technology, Electronic and New Media	Lecture Tutorial Online workbook
11	Sponsorship – Attracting, Implementing, Measuring the Effectiveness of Sponsorship	Lecture Tutorial Online readings and activity
12	Measures of Success, Evaluation and Reporting	Lecture Tutorial Online readings and activity
13	Course revision and the future of sport and events	Review Lecture

Please note that the course activities may be subject to variation.

***Mid Semester Break:***

*30<sup>th</sup> September 2019-6<sup>th</sup> October 2019 (Between Week 10 and Week 11)*

***Public Holidays***

*Queen's Birthday- Monday 7<sup>th</sup> October (Week11)*