Administrative Unit: Business Administration Department

Course Prefix and Number: MKTG 480

Course Title: Sports and Event Marketing

Number of Credit Hours: 3 Lecture Hours: 3 Laboratory Hours: 0

Catalog Description: Examination of the role of marketing in analyzing, planning, implementing and controlling the marketing programs of a sports enterprise.

Prerequisite(s)/Corequisite(s): MKTG 310.

Text(s): Most current edition of the following:


Course Objectives:

- To provide a general overview of the sports entertainment industry.
- To understand the importance of marketing by sports entertainment enterprises.
- To apply the marketing mix as it pertains to the sports marketing industry.
- To identify environmental factors and their effects on the sports marketing process.
- To understand consumer behavior.
- To understand the implementation and control of the marketing as it applies to sports.

Measurable Learning Outcomes:

- Use marketing mix functions within collegiate and professional sport contexts.
- Apply key marketing concepts and strategies within a sports entertainment context.
- Demonstrate key consumer behavior concepts and their implications for sports and entertainment marketing.
- Apply case study analysis and management principles for problem solving.
- Access and interpret secondary data sources essential to the implementation of market planning.

Topical Outline (major areas of coverage):

Every Business Administration course includes a written and oral presentation component.

- Introduction to Sports Marketing
- The Strategic Planning Process and How It Relates to Sports and Event Marketing
- Understanding Environmental Factors
- Understanding the Consumer
- Segmenting, Targeting and Positioning
- Product Strategies
- Distribution/Place Strategies
• Integrated Marketing Communication Strategies
• Implementing and Controlling the Marketing Process.

Recommended maximum class size for this course: 25

Library Resources: Online databases are available at http://www.ccis.edu/offices/library/resources.asp. You may access them from off-campus using your eServices login and password when prompted.

Prepared by: Dr. Roberta Uhrig

Name
Signature

Date: April 3, 2006

NOTE: The intention of the master syllabus is to provide an outline of the contents of this course, as specified by the faculty of Columbia College, regardless of who teaches the course, when it is taught or where it is taught. Faculty members teaching this course for Columbia College are expected to facilitate learning pursuant to the course objectives and cover the subjects listed in the topical outline. However, instructors are also encouraged to cover additional topics of interest so long as those topics are relevant to the course’s subject. The master syllabus is, therefore, prescriptive in nature but also allows for a diversity of individual approaches to course material.

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