SPORT MARKETING - TSTD 6264
Department of Management
Fall 2015

Location: Duques Hall, Room 254 Monday, 7:10pm – 9:45pm

Professor: Dr. Lisa Delpy Neirotti
Office Hours: Monday 10am-Noon & 4pm-6pm; Tuesday 11am-2pm and by appointment.
(Please sign up using Doodle links that are distributed via the sports listserv)
*It is highly recommended to call/e-mail and confirm your meeting, even if during office hours*
Office: Funger Hall 301P
Telephone: 202-994-6623 (office), 301-440-8044 (mobile), 301-680-0996 (home)
E-Mail: ldelpy@gmail.com

*** If you send an e-mail and do not receive a response within 48 hours, you must take additional measures to reach Professor Neirotti. These include: calling, follow-up email, and/or coming to office hours. You may also contact the preceptor. Missed correspondence through e-mail does not constitute an excuse or approval. ***

Preceptor: Julia Tesoro juliatesoro@gwu.edu

Course Description
Application of marketing theories to sports, events, and related properties. A study of the leading trends and forces facing teams, leagues, events and brands in the diverse sports and entertainment industry ranging from branding and sponsorship to fan attendance and global expansion. This course will review traditional sports marketing and emerging methods of digital and social media. It will demonstrate that while sport and event marketing is similar to other consumer-facing industries in always having to meet customer demand, sports is unique in that it is a perishable and inconsistent product and fans must continually be attracted and converted into customers. Furthermore, this course will emphasize how all players within the industry have been challenged to demonstrate value to its customers, stakeholders and fans. Return on Investment (ROI) now means as much if not more than wins and losses and data driven decision-making has gone from the exception to the norm.

Required Readings
- To purchase the 4 HBR cases, https://cb.hbsp.harvard.edu/cbmp/access/38373625
- The Sports Business Daily or Journal subscription
  https://www.sportsbusinessdaily.com/College-University/Subscribe/College-Subscription.aspx
  o Recommended to get 1-year subscription vs. 12 weeks. You will need in other sport management courses and it is important to read for professional growth.
  o Select George Washington University, then Lisa Delpy Neirotti TSTD 6264 Sport & Event Marketing
Recommended Readings and Resources
http://libguides.gwu.edu/sport

- To access The Sports Sponsor Factbook, Team Marketing Report go to the above libguides website>Find Directories and follow the link/instructions to login to Factbook via the GW IP address
- IEG Sponsorship Marketplace http://www.sponsorship.com Reference #: GT3930.133
- Sport Market Place Directory, Reference #: HD9992.u5s667
- The List http://www.thelistinc.com
- SBRNet.com (ID GWU, Password GWU) – demographics and statistics on sport participation, social media use and other research
- Scarborough Research Database (go to myprimelingo.com, click new user, enter gwu email, and retrieve password. Follow directions provided in class)
- Partnership Activation http://partnershipactivation.com
- Veeck, Bill, Veeck as in Wreck
- Journal of Sport Management, Human Kinetics Publishing, Champaign, IL.
- Sport Marketing Quarterly, Fitness Information Technology, Morgantown, WV.
- Sports Video Group http://sportsvideo.org/main/
- SportTechie http://www.sporttechie.com/subscribe-to-our-newsletter/

Reserve Reading

Prerequisites
A Basic Marketing Course

Course Objectives
By the completion of the course, each student should be able to:
1. Understand the leading trends and forces affecting sports teams, brands, leagues and governing bodies as well as entertainment companies.
2. Recognize the importance of segmented marketing, targeting both customers and fans.
3. Gain experience in using key metrics for sales, sponsorship, and branding with an emphasis on ROI.
4. Learn how sports and event properties are leveraging digital and social media to expand return on marketing investment.
5. Target corporate prospects and write sponsorship and endorsement proposals.
6. Write a creative and effective marketing plan to promote and sell events, sports and related products.
Method of Instruction
This course will include lectures, guest speakers, practical assignments, class discussion and periodical reviews. All readings and assignments are to be typed and completed in advance of class meetings.

Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss specific needs. Please contact the Disability Support Services office at 202.994.8250 in the Marvin Center Suite 242, to establish eligibility and to coordinate reasonable accommodations. For additional information please refer to: http://gwi.real.gwu.edu/dss/

Course Expectations/Policies

Confidentiality
Everything discussed in class by the professor, students or guest speakers is off-the-record! Class discussions, dialogue and/or any content should not show up in blogs, newspapers, radio stations, TV or any other media outlet.

Food/Beverage Policy
Food and beverages are permitted so long as the usage is not distracting to that student or other students in the class. NO food should be eaten during Guest Speaker presentations.

Computer Policy
Laptops are permitted for notes but emailing, internet surfing, or doing outside work during class is strictly prohibited. Professor Neirotti reserves the right to ask that all laptops be closed during class. Noncompliance with this policy will result in an automatic loss of participation and attendance credits for that class. Repeated noncompliance will result in the loss of laptop privileges for the semester.

Evaluation
• All assignments are due at the start of class on the respective due date. Hard copies should be brought to class and also posted on blackboard.
• Assignments are expected to be of high quality and submitted in the correct format.
• You will be graded not only on what you write, but also how you write it (i.e. grammar, typos, style, etc.). A sports and event executive must be a persuasive communicator in both written and oral form.
• * 10 points deducted for more than two typos/spelling errors or non-professional appearance.
• * Assignments may be returned for corrections with a possibility of an increased grade upon re-submission. Regardless, 10 points deducted if the revisions are not completed and resubmitted.
• Deadlines are sacrosanct in any business and they will be in this class too. Late work will result in a downward adjustment of one letter grade per day it is late.

Grade Breakdown

93-100% = A   90-92 = A-   87-89 = B+   84-86 = B   80-83 = B-   77-79 = C+   74-76 = C
**Assignment Overview**

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
<th>Due Date</th>
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<tbody>
<tr>
<td>Assignment #1A</td>
<td>5</td>
<td>Sept. 21</td>
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<tr>
<td>Assignment #1B</td>
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<td>Oct. 12</td>
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<td>Assignment #1C</td>
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<td>Assignment #1D</td>
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<td>Oct. 26</td>
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<td>Assignment #1E</td>
<td>5</td>
<td>By Nov. 9</td>
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<td>Assignment #1F</td>
<td>30</td>
<td>By Dec. 7</td>
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<tr>
<td>Assignment #2A</td>
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<td>Assignment #2C</td>
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<td>Nov. 30</td>
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<td>Press Release Critique</td>
<td>10</td>
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<td>Digital SMS Assignment</td>
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<td>Oct. 19</td>
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<td>Current News</td>
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<td>By Dec. 4</td>
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<td>Live Game/Event Experience Analysis</td>
<td>10</td>
<td>By Dec. 7</td>
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<tr>
<td>Final Assignment</td>
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<td>Dec. 8</td>
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<tr>
<td>Class Participation &amp; Attendance</td>
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<td>Due by Dec. 15</td>
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<tr>
<td>Extra Credit</td>
<td>10*</td>
<td>Due by Dec. 7</td>
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Total Possible: 370

*Up to 10 possible points (see below under Extra Credit), **Pop-quizzes may increase this final total

**Class Participation & Attendance**

Students are expected to attend all classes. To obtain an excused absence from class, please notify the Professor and Preceptor by e-mail a minimum of two days prior to the class. It will then be up to you to obtain lecture notes from a classmate – notes will not be made available on Blackboard. Unexcused absences will result in deduction of points from overall class attendance and participation. If you are to miss a class, you must still turn in any assignment due that day in hard copy and if you miss a pop quiz, you will be given a zero for that quiz, unless your absence is excused and alternative methods of assignment are provided by the Professor. **Pop quizzes may be given in any class.**

**Extra Credit**

Throughout the semester different lectures or professional events will be announced or distributed through the listserv. Five (5) points will be earned for each additional out-of-class activity attended when a short written synopsis is submitted. Volunteer experiences do not count unless pre-approved by Professor. Maximum point allowance for extra credit is 10 points.
ASSIGNMENT DESCRIPTIONS

#1 Sponsorship Proposal (Individual Project)

A. Propose a company to approach regarding a sponsorship proposal for an event, team, organization, or athlete (property). This assignment must include the **full contact information** for the person and company to whom you plan to send the proposal (name of person, title, name of company, address, telephone number, email address). The proposal should be something real, not fictitious. This assignment should also include **full contact information** of the contact person for the property with whom you are working (entity seeking sponsorship) including name of person, title, name of organization, address, telephone number, and email address. **Use the template on blackboard to complete assignment.** Refer to The Sports Sponsors Factbook or Sports Market Place Directory in Gelman Library for corporate contact info and/or check the internet. Be sure to call the company to confirm that the contact information is correct. **NOTE:** The proposed company should not be an existing sponsor or a competitor of an existing sponsor. Non-profit organizations typically do not sponsor any events other than their own. If the company requires that the proposal be submitted on-line, provide the link as well as provide the contact information for the person responsible for sponsorships in the company.

B. Create a sponsorship proposal in PowerPoint and write a cover letter in Word targeted to the company identified in #1A following the format discussed in class and in the Graham textbook. Samples also posted on Blackboard. If the company requires that you submit proposals on-line, complete as instructed and SAVE (do not formally submit yet). You must also submit a hard copy of the cover letter and proposal in the class format. The data requested on-line should be same/similar as required in the proposal. **Peer Review will take part in class as indicated in Outline. Hardcopies must be brought to class.** *Prior to the peer review, each student must meet with the preceptor to review proposal and cover letter. The proposal and cover letter must be at least 90% complete before your scheduled meeting to make the best use of everyone’s time.*

C. Each student will be assigned to review a peer’s sponsorship proposal and provide feedback during class. Professor Neirotti will then review peer’s edits and add additional comments as appropriate.

D. Students should read and consider all feedback, make appropriate edits, meet with Professor if there are any questions, and submit a final hard copy version of the cover letter and sponsorship proposal to Professor Neirotti and also post on Blackboard under Assignments.

E. Professor Neirotti will return proposals with comments. Each student needs to review and consider the feedback and make appropriate edits. Make an appointment with the professor should you have any questions about the feedback. After making these edits, each student needs to email, e-mail and/or fax the cover letter and proposal to the identified company. If the company requires proposals to be submitted on-line, edit the SAVED electronic proposal as directed by professor and submit. A generic letter from the professor explaining the assignment is on Blackboard that can be attached to your cover letter and proposal. **A copy of the final proposal should be posted on Blackboard under Assignments.** **Make sure you receive permission from the organization/event for**
whom you are writing the proposal before you send it out to the potential corporate sponsor. If they do not want you to send out, the organization representative should provide feedback on the cover letter and proposal as well as a reason for not wanting to send out and you should contact Professor Neirotti to explain this situation and identify a second person to review.

F. Students are required to follow-up with the person to whom the proposal was sent. One follow-up attempt in not enough. If you receive no response via email, you should try calling, faxing, and/or visiting (as appropriate). Begin follow-up one week after submitting proposal and contact every 7-10 days until you receive a response. Submit a written analysis of the actions taken to receive feedback. Include the complete contact information for the person you submitted the proposal to and for the person who actually provided feedback (if different); a description of when (dates) and how (mailed, called, faxed) you tried to get a response, and the feedback received (both positive and negative). If feedback was received in e-mail or other written correspondence, summarize feedback in report and attach email to your analysis. In addition to the feedback, be sure to discuss whether you agree with the feedback (why or why not) and what you would do differently next time (recommendations for future attempts). If after several attempts a student is unable to get a response, Professor Neirotti should be contacted for additional assistance. If the feedback received is brief e.g., "I like it" or "Not interested" then you need to follow-up and ask more detailed questions such as "What did you think about the format?" "Was there any additional information that you would want included in the proposal", "Would you consider sponsoring this event, why or why not?" Grade is not based on whether or not proposal is accepted or receives positive feedback but rather on effort taken to get a response and future recommendations.

#2 Marketing Plan (Group Project)
Your semester long project will be to work with a local team, brand or event organizing committee (the Client) to create and implement a marketing plan to help it achieve its overall sales and marketing goals.

The Marketing Plan should include the following:

1. Describe product/service that you are selling/marketing
2. A clear assessment of the Client’s overall sales and marketing goals and priorities. Each client will have differing priorities. It will be up to you to meet with the Client and accurately identify those priorities. For example, an event may need to target specific segments to sell tickets while a team may be looking to expand its appeal to new fan segments with non-game related memberships and products. The assessment should include the metrics used to gauge whether the goals have been successful or not.
3. Clearly identify and analyze the Client’s fan/customer segments. Recall from the HBR Market Segmentation Note that the segments must be distinct from others and homogeneous within. Define the segments’ demographic make-up. To the extent possible, identify its psychographic influences. What are its needs and benefits that you will ultimately attempt to meet? Ask the Client if there are new segments that they
would like to target and similarly define those. Recall from Rovell Chapter 2: “Sports
Marketers know that they cannot maximize their marketing efforts unless or until they
segment desired markets.” Use Scarborough and other resources.

4. **Determine which segment(s) you will target, how many people are in a particular
segment, who are they, how to reach them.**

5. **Once you have clearly defined the segments and its needs, develop a minimum of
three / maximum of five promotional campaigns that will target them.** Outline the
marketing mix (5 P’s) that will drive each campaign and the core benefit that will
ultimately be achieved (Sutton p.17).

6. **Create an action plan on how recommendations will be implemented and through
which marketing (traditional, digital, social media, etc.) and advertising channels.** For
most clients you will not have a budget but every group will need to create a google
advertisement (whether implemented or not). Estimate a budget for the campaign(s)
based on key words (include a list of at least 10 key words). How will success and ROI be
measured? What are the key metrics that will be used and what data points
demonstrate why the organization and its owners should act on your plan?

**Marketing Plan Deliverables & Timeline**

- **September 14th** – Rank your top choice initiatives
- **September 21st** – Groups announced
- **October 19th** – Sales & Marketing project update ([1-2 pages in Word](#)). This deliverable
  should outline the client meeting that you either had or will have. It should include: 1) 
  **Description of what you are selling (What team/concert, Date(s), cost, any special
  benefits with tickets)** 2) **Who do you plan to target to sell tickets (describe target
  market(s) - who are they, how many people in each segment?** 3) **How do you plan to
  reach your targets (what strategies/marketing activities are you thinking about to
  inform your target audience(s) about the opportunity to purchase and
  encourage/motivate them to purchase.** 4) **How many people will you reach through
each of the proposed strategies and how many tickets do you expect to sell through
each of your marketing activities?** There are examples of plans on blackboard to review
under examples. For this assignment, you should have researched the product you are
selling and have thought of how you can best sell your product.

- **November 9th** – Sales & Marketing Draft Plan ([4-5 pages in Word](#)).

This plan should be as complete as possible and include the text for email and/or listserv
posts with corresponding emails; flyers / handouts, and if utilizing social media include a
social media editorial calendar for at least 2-3 weeks (this can be created in excel per
sample below). Also create a google ad and list 10 key words with estimated budget
(although you will most likely NOT implement). There should also be at least one personal
selling activity (tabling) with details of when, where, who targeting, and what will
happen. For each activity, estimate the number of people you plan to reach through the
activity and the number of tickets you expect to sell. Send plan to client for feedback. This
plan should be thorough enough that someone could pick it up and implement without
doing any further research or preparation.
Example of Social Media Calendar
Column 1 (Date of Activity)
Column 2 Social media platform e.g. Facebook, Twitter, SnapChat, Instagram
Column 3 Text of what you will post or infographic or photo
Column 4 Where post (account) or to whom tweet (use Twitter key word search to find people to follow; identify influencers)
Column 5 Results

- **November 30th** – Sales & Marketing plan (8-12 pages in Word plus up to 6 pages of exhibits) Make sure all questions or comments written by the professor on the draft are addressed in your final marketing plan. Remember, this plan should be detailed enough so someone could pick up and implement without doing any further research.
- **November 30th** – In-class Presentation of plan (PPT Presentation – 10 minutes with 5 minutes Q&A, Final client deliverable). Group members will submit evaluations of each other, which will be calculated into individual grades.

### #3 Press Release Critique
Each student will find and edit (if applicable) a press release written by either a team, agency, sporting good company, or event and describe why the release was or was not effective. Students should bring the release, with comments written on copy, and an independent evaluation to class where they will be grouped with other students to identify the best and worst press releases. Be prepared to present findings in class.

### #4 Digital SMS Assignment
Select one NFL team and one DIFFERENT professional team (NBA, MLB, MLS, NHL). Go to each team’s website and opt-in to receive its e-mail newsletters and updates. Also, “Like” the teams on Facebook, follow their main team Twitter account plus any other social platforms. Track and contrast how the teams communicate varying types of messaging and the frequency with which they do so. Are their sales and marketing priorities evident, and if so what are they? Are their sponsors integrated and if so, how? Are the digital assets integrated with one another (i.e. are they reinforcing similar messaging) and do they tie back to the team’s website? Is there a clear call-to-action and engagement? Is one team doing a better job than the other? Was it easy to opt-in and how long did it take to begin receiving team e-mails? Contrast the messaging during the 3-4 weeks that you are following them. For those more interested in events/entertainment, select either two different entertainment organizations that promote concerts or live events (e.g. LiveNation/Filmore, AEG, 9:30 Club) or two different events and track and contrast social media presence as described above. (2-3 pages in Word with up to 3-4 screen shot exhibits)

### #5 Current News
All students must submit at least two current news stories at any point during the semester. Only one article may be submitted each week. Do not submit both of your articles in the same week, as only one will count. The news item can be from the SBD/SBJ, BizBash, or any other reputable source. All submissions must be submitted to Blackboard by 5pm on the Friday prior to be included in the next week’s class and must be accompanied with a paragraph that
analyzes the significance of the news item and why it was submitted and a link/screenshot of the story. Submission format should be a word document with your name. Submissions that are not accompanied with a short analysis and do not follow format guidelines will not receive full credit. (1 page in Word)

*Students are encouraged to partner with a classmate so that one will subscribe to the SBD and one to the SBJ and then share the resources (or split the combo subscription). This way students gain exposure to both publications. The partner who subscribes to the SBD should provide the ID and Password to the other partner and subscribers to SBJ should bring the hard copy of the Journal to class after they have finished reading or share ID and Password. For both SBJ and SBD there is also an on-line electronic search feature that allows students to do research on previously published articles for MEMO assignment or marketing plan.

#6 Live Game/Event Experience Analysis
You are to attend a professional sport event (GW basketball does not count) or a major event (e.g., conference, trade show, gala, concert) and take note of the sponsors, promotions, and other marketing or hospitality activities from the time you are near the venue to the time you leave. Who were the sponsors, how did they receive exposure, what type of contests or promotions took place during the game and time outs. What did you like most and why? How was your entire experience as a fan (concessions, ushers, music, entertainment, etc.)? You are evaluating the event from start to finish from a marketing perspective. (No longer than 2 pages double-spaced in Word)

#7 Final Assignment
A take home assignment that challenges students to apply lessons learned in class. It is to be completed independently. The assignment will be available December 8th and due by December 15th at 5 pm both in hardcopy to Professor’s office mailbox and online to Blackboard.
COURSE OUTLINE

Session 1 – Monday August 31, 2015
Introduction to Sports Marketing & Sponsorship

- Listen to AUDIO LECTURE on Blackboard Unit 1 (preferably before class)

Guest Lecturer: Douglas Nickerson, Director of CRM, Washington Redskins

Guest Lecturer: Rebecca Winn, Director Of Marketing: Wizards & Mystics at Monumental Sports & Entertainment

Guest Lecturer: Mike Silberstein, Business Development Manager, Washington Redskins

Session 2 – Monday September 14, 2015
The Special Nature of Sport Marketing and Developing Sponsorship Proposals

- Sport Marketing - Mullin, Ch. 1-2 Special Nature & Ch. 11-13 Sponsorship & Appendix A
- The Ultimate Guide to Sport Marketing - Graham, Ch. 1 & 8-9
- Optional: AUDIO LECTURE

DUE: SBJ/D or Bizbash.com Subscription & Sign-up for team digital communications for Assignment #4

DUE: Sport Team Sponsor Analysis (Group of 2 or solo)
List the different product categories for each team in the excel sheet on Blackboard under Electronic Reserves. Compare the different monetary values for one team over another in the same product category. Identify those categories that are exclusive. What categories are missing? Identify at least one category that the team should pursue and justify why? Look at a minimum of one team web sites and an associated league site (e.g., Washington Wizards & NBA League) to see what sponsorship categories & brands they have (print out a list to bring to class).

DUE: Pre-register for UPS On-line Sponsorship Submission
Go to http://www.upssponsorships.com/ and click on “Create an account”. Enter in email address to register. You will receive an email with a link to a portal page. Follow this link and complete the profile information requested. You will then be ready for the class exercise. Be sure to remember/bring your username and password.

Session 3 – Monday September 21, 2015
Demographics and Sponsorship Contracts

- Sport Marketing - Mullin, Ch. 3-4 (Strategic Planning, Sports Consumer and Behavior) & Ch. 10 Pricing
- The Ultimate Guide to Sports Marketing- Graham, Ch. 5 & Appendix 1
- Optional: AUDIO LECTURE

DUE: Assignment 1A - Sponsorship Proposal Topic & Corporate Contact
DUE: Familiarize yourself with www.SBRNet.com (GWU password & ID)
DUE: Go to the login area at www.myprimelingo.com (click on new client, enter email, retrieve password)
Session 4 – Monday September 28, 2015
Sport Market Research/Market Segmentation
- Research and Statistics / Data analysis
- Sport Marketing - Mullin, Ch. 5-6 & Appendix B (Data base & Market segmentation)
- Scarborough data base (refer to instructions on blackboard under electronic reserves)
- DC United Fan Profiles (Excel, Geo Report, DNA Overview Report)
- DC United Sports Desk (Description of Clusters)
- Module Note: Market Segmentation, Target Market Selection and Positioning. April 17, 2006. #9-506-C19. 5 pages

DUE: Go to http://www.quantcast.com and register for free.
DUE: Visit http://www.navigatemarketing.com/ and Sportsdeskmedia.com

Session 5 – Monday October 5, 2015
Electronic Media & Public Relations
- Sport Marketing - Mullin, Ch. 15-16
- The Ultimate Guide to Sports Marketing - Graham, Ch. 8
- Nielsen State of the Media – 2014 Year in Sports (posted on Blackboard in Session folder)
- Listen to AUDIO LECTURE on Blackboard (preferably before class)

DUE: Assignment #3 - Press Release Critique

In Class Activity: As a group, consider strengths and weaknesses of different press releases individually critiqued. Be prepared to present findings.

REMINDER: Meet with the Preceptor to review sponsorship proposal and cover letter before it is submitted Oct. 12th. You MUST have your proposal and cover letter at least 90% complete before the meeting.

Session 6 – Monday October 12, 2015
Viral Marketing, Web 2.0, Social Networking, Consumer Generated Content

DUE: Assignment 1B - Sponsorship Proposal and Cover Letter for peer review. (Bring one copy of each to class and post on blackboard. It does not need to be in color)
DUE: Assignment 1C - Feedback of peer's proposal (Must be in class)

In Class Activity: Sponsorship proposals and cover letters will be randomly assigned to peers to review. Peers are expected to provide detailed feedback on format, content, price, and overall appeal of the proposal and cover letter using the sponsorship grading criteria
sheet provided in class. Professor Neirotti will grade peer reviewer based on the value of the feedback and grade proposals and letters based on completeness and quality.

Session 7 – Monday October 19, 2015
Promotions, Licensing and Merchandising

- Sport Marketing - Mullin, Ch. 9 (Licensed Merchandise) and Ch. 11 (Promotions)
- The Ultimate Guide to Sports Marketing - Graham, Ch. 7 (Celebrity marketing) and Ch. 10 Licensing
- Listen to AUDIO LECTURE on Blackboard

DUE: Assignment 2A - Marketing Plan Update
DUE: Assignment #4 - Digital SMS Assignment

Session 8 – Monday October 26, 2015
Fan Profiling & Ticket Sales, Ticket Pricing, Total Fan Experience and Cost

- Review Sports Marketing Mullin Ch. 12 Sales
- Howard Ch. 12 Ticket Sales & Operations (under electronic reserves)
- TMR Total Fan Cost Index – 2014 (under electronic reserves)
- NY Times article on leveraging customer data – “Supermarkets Try Customizing Prices for Shoppers”

DUE: Assignment #1D - Final Sponsorship Proposal and Cover Letter
DUE: Visit http://www.gcue.net/ to learn how this software works and how it assists teams in dynamic pricing
DUE: Team Database Analysis (Group of 2 or Solo)
Analyze the data set on blackboard in Session 8 folder to determine the ideal fan profile based on the categories below. Use Pivot Tables (see instructions in session folder) to create one chart per category in excel. Post your results on blackboard under assignments and come prepared to discuss in class.
- By State
- By Rating Score (note: 1-5 scale with 4-5 ratings as the most attractive prospects; 1=least attractive)
- By Age or Age Range (e.g. 20-29, 30-39, etc.)
- By Gender
- By Education Level
- By Marital Status
- By Presence of Children
- By Home Ownership
- By # of Years in current residency or year range (e.g. 0-5, 6-10, 11-15)
Session 9 – Monday November 2, 2015
- Athlete/Celebrity Branding & Marketing
- The Ultimate Guide to Sports Marketing - Graham, Ch. 7 (Celebrity Marketing)


Session 10: Monday November 9, 2015
The Sport Product & Branding
- Sports Marketing – Mullin Ch. 7-8 (Sport Product & Managing Sport Brand)

DUE: HBR Case: Li Ning - Anything is Possible. March 19, 2007. #9-507-024. 14 pages
DUE: Assignment #1E – Send out final edited proposal and Cover Letter
DUE: Assignment #2B – Marketing Plan Update

Session 11 – Monday November 16, 2015
Fundraising
- The Ultimate Guide to Sports Marketing - Ch. 13
- Howard - Ch. 16 Fund raising (under electronic reserve in blackboard)

Session 12 – Monday November 23, 2015
Fundraising Continue
- www.foundationcenter.com
- www.guidestar.com

Session 13 – Monday November 30, 2015
Sport Place, Distribution & Sport Tourism
- Sport Marketing - Mullin, Ch. 14 (Place)
- The Ultimate Guide to Sports Marketing - Graham, Ch. 12 (Sport Tourism)
- Listen to AUDIO LECTURE on Blackboard
- Visit http://www.sportscommissions.org

DUE: Assignment #2C- Final Marketing Plan & Peer Evaluation
Session 14 – Monday December 7, 2015
Integrated Marketing - The Marketing Mix
  • Sports Marketing, Mullin Ch. 17 (Coordinate Mix), Ch. 19 (Future)
  • Optional: AUDIO LECTURE
DUE : Marketing Plan PPT Presentations
DUE: Assignment #1F - Sponsorship Proposal Follow-up Analysis
DUE: Assignment #6 - Current News/Class Participation
DUE: Assignment #7 - Live Game/Event Experience Analysis

***Last day to turn in these assignments if not already submitted.***

Final Assignment posted online by Friday December 4th and is due NO LATER than 5pm on Friday December 11th. The final assignment is completed at home, individually, and incorporates the various concepts learned throughout the semester.