

Western University
Faculty of Health Sciences
School of Kinesiology

KIN 3399G - Sport Marketing
Winter 2020

Instructor: Dr. Landy Lu

Office: Arts & Humanities Bldg Rm 3

Learning Outcomes/Schedule:

Identify and delineate theoretical terms, concepts, and philosophies related to sport marketing. (Learn)

Synthesize research and theoretical knowledge as it relates to a particular sport marketing topic/issue. (Analyze)

Apply the knowledge learned in the classroom to the sport industry and real world settings. (Apply)

Develop projects designed to solve current and future problems/issues in the sport industry. (Solve)

Required Course Material/Text:

All required readings will be posted on OWL.

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Recommended Textbook: Mullin, B., Hardy, S., & Sutton, W. Sport Marketing 4th Edition

Recommended Periodicals: Fortune, Business Week, Team Marketing Report, Street & Smith's Sports Business Journal, Journal of Sport Management, Sport Management Review and so on.

Course Evaluation:

Individual

- o Class participation (5%)
- o Sport

in class at the end of the semester, starting on **Mar 26**. Each group will have 15 minutes for presentation and additional 5 minutes for Q&A. In addition, each group is required to submit a full marketing plan/proposal (10-12 pages) for their brand at the end of the semester.

The due date for this final project report is **April 3**.

Evaluation of the oral presentation (50 pts): a) Creativity 15 pts; b) links to class materials and marketing concepts 10 pts; c) marketing plan/proposal 20 pts; d) flow of the presentation and professionalism 5 pts.

Evaluation of the written report (50 pts): a) Introduction of the brand and the meaning of its logo and slogan 15 pts; b) clear marketing plan/proposal 20 pts; c) quality of writing 10 pts; d) proper citations and references (at least 5 citations in each report) in APA format 5 p

Assignments are due as stated in the course syllabus and will not be accepted late, except under medical or other compassionate circumstances. Submitting a late assignment without appropriate documentation will result in a zero (0) grade. A missed mid-term examination, without appropriate documentation will result in a zero (0) grade. Acceptable reasons might include hospital stays, serious illness, family emergencies (like serious accidents, illness or death) or similar circumstances

Course/University Policies

1. Statement on Use of Personal Response Systems (“Clickers”)

If Personal Response Systems (“Clickers”) are used in the course, a reference to the Guidelines for their use (Guidelines are shown below). Instructors are to communicate clearly to students information on how clickers are used including: how the student’s privacy will be protected, how clickers may be used by the instructor for data gathering and for evaluating the students, and why they cannot be used by anyone but the student (since the students involved in misuse of a clicker may be charged with a scholastic offence).

2. **Academic offences:** They are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site: https://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf

A) Students must write their essays and assignments in their own words. Whenever students take an idea, or a passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence (see Scholastic Offence Policy in the Western Academic Calendar). All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com <http://www.turnitin.com>

B) Computer marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.

3. Electronic Device Usage:

During Exams - Unless you have medical accommodations that require you to do so, or explicit permission from the instructor of the course, you may not use any of the following electronic devices during ANY of the tests, quizzes, midterms, examinations, or other in-class evaluations: cellphones, smart phones, smart watches, smart glasses, audio players or recorders of any sort, video cameras, video games, DVD players, televisions, laptop/notebook/netbook computers, flashlights or laser

pointers.

During Lectures and Tutorials: Although you are welcome to use a computer during lecture and tutorial periods, you are expected to use the computer for scholastic purposes only, and refrain from engaging in any activities that may distract other students from learning. Please be respectful to your fellow students and turn the sound off. If the professor receives complaints from other students regarding noise or other disruptive behavior (e.g. watching videos on YouTube.com, updating your Facebook status, playing Solitaire), your classroom privileges will be revoked. From time to time, your professor may ask the class to turn off all computers, to facilitate learning or discussion of the material presented in a particular class. **Unless explicitly noted otherwise, you may not make audio or video recordings of lectures – nor may you edit, re-use, distribute, or re-broadcast any of the material posted to the course website.**

4. Health and Wellness:

Information regarding health and wellness-related services available to students may be found at <http://www.health.uwo.ca/>.

Students who are in emotional/mental distress should refer to Mental Health@Western (<http://www.health.uwo.ca/>) for a complete list of options about how to obtain help.

5. Support Services

There are various support services around campus and these include, but are not limited to:

1. Student Development Centre -- <http://www.sdc.uwo.ca/ssd/>
2. Student Health & Wellness -- <http://www.health.uwo.ca/>
3. -- <http://www.registrar.uwo.ca/>
4. Ombudsperson Office -- <http://www.uwo.ca/ombuds/>

6. Documentation for Academic Accommodation (Illness, Medical/Non-Medical Absences):

http://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectedCalendar=Live&ArchiveID=#Page_12

Students who experience an extenuating circumstance (illness, injury, or other extenuating circumstance) sufficiently significant to temporarily render them unable to meet academic requirements may submit a request for academic consideration through the following routes:

- (i) Submitting a Self-Reported Absence (see below for conditions)
- (ii) For medical absences exceeding 48 hours, submitting a Student Medical Certificate (SMC) signed by a licensed medical or mental health practitioner to their Academic Counselling in their Faculty of registration in order to be eligible for Academic Consideration; or
- (iii) For non-medical absences exceeding 48 hours, submitting appropriate documentation (e.g., obituary, police report, accident report, court order, etc.) to Academic Counselling in their Faculty of registration in order to be eligible for academic consideration. Students are encouraged to contact their Academic Counselling unit to clarify what documentation is appropriate.

Students seeking academic consideration **must communicate with their instructors no later than 24 hours** after the end of the period covered by either the self-reported absence or SMC, or immediately upon their return following a documented absence.

The following conditions are in place for self-reporting of medical or extenuating circumstances:

- a. a maximum of two self-reported absences between September and April and one self-reported absence between May and August;
- b. any absences in excess of the number designated in clause a above will require students to present a Student Medical Certificate (SMC) or appropriate documentation supporting extenuating circumstances to the Academic Counselling unit in their Faculty of registration no later than two business days after the date specified for resuming responsibilities.

- c. The duration of the excused absence will be for a maximum of 48 hours from the time the Self-Reported Absence form is completed through the online portal, or from 8:30 am the following morning if the form is submitted after 4:30 pm;
- d. The duration of the excused absence will terminate prior to the end of the 48 hour period should the student undertake significant academic responsibilities (write a test, submit a pa

9. Student Code of Conduct

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at Western University, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed and set out the disciplinary procedures that the University will follow. For more information, visit <https://www.uwo.ca/univsec/pdf/board/code.pdf>

Group Case Analysis Briefs and Sample Discussion Questions

Case #1: BodyArmor challenges Gatorade: New product development

Synopsis: Companies create new products in the market to innovate or differentiate from other competitors. Pepsi-owned Gatorade has been dominating the sports drink market in the U.S. as they have a market share of about 75%. BodyArmor was launched in 2011 as an alternative to Gatorade and now has about 2% market share in the same category (cf. Powerade has 15%). Coca Cola invested in BodyArmor to acquire minority stake which means BodyArmor now has access to U.S. Coca-Cola bottling system with future potential for global expansion. However, strategic marketing plan is critical in enhancing brand awareness and product trialability, which will help the brand to grow.

Discussion questions:

1. Discuss the current brand positioning of the BodyArmor.
2. What are main points of differentiation between Gatorade and BodyArmor?
3. Analyze BodyArmor's current marketing strategy. What are the biggest challenges and opportunities for the brand to increase their market share?
4. What effective marketing strategies can help the company to increase awareness and product trials?

Case #2: Athlete endorsement and Tessa Virtue

Synopsis: After competing at the 2018 PyeongChang Olympic Games, Olympic ice dance medalist Tessa Virtue became the new (and first Canadian) face of Nivea Canada. In addition to Nivea, Virtue has signed endorsement deals with numerous other brands such as Adidas, BONLOOK, Hillberg & Berk, Air Miles, and etc. Virtue now has 371k followers on Instagram. She was also the most mentioned Canadian female athlete on Twitter in 2018. Brands constantly look for the next talent to drive sales and solidify their brand perception. More eyeballs following athletes and their stories means greater value for endorsed brands.

professional sports franchises are also investing in eSports.

Discussion questions

1. What is the market size of eSports and who are the most prominent governing bodies that control and expand the leagues?
2. How is eSports differ from (or similar to) traditional sports?
3. Who are the consumers/participants of eSports?
4. Professional sports teams and leagues are recognizing the business potential of eSports. How current teams and leagues