

**KIN 3399G: Sport Marketing
Winter 2025**

Instructor: Dr. Georgia Teare Office: Email Phone: Office Hrs: TAs:	Lectures: Winter 2025 Instruction Mode: Face-to-Face
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NOTE: All course information including grades, assignment outlines, deadlines, etc. are available via [OWL Brightspace](#). Download the Brightspace Pulse App to stay up-to-date on course communication and enable your notification settings within “Communications” in the top toolbar. Check the website regularly for course announcements.

Calendar Course Description (including prerequisites/anti-requisites):

Sport is a market driven industry. Managers cannot successfully operate in the industry without a thorough understanding of the marketing concept and its linkage between customers and products. This course focuses on the strategic sport marketing planning process, the sport consumer, market research and strategies, and the elements of the marketing mix.

Prerequisite(s): Kinesiology 2298A/B.

Extra Information: 3 lecture hours.

You are responsible for ensuring that you have successfully completed all course pre-requisites, and that you have not taken an anti-requisite course.

Statement on Prerequisite Checking

Unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites

NOTE: If you wish to enroll in this course without the stated pre-requisite(s), you must obtain written approval from the course instructor. The approval should then be forwarded to your academic counsellor.

My Course Description

Sport is a market driven industry, regardless of context. To meet organizational objectives and consumer needs, an understanding of marketing theories and concepts is essential for sport managers. This course is intended to provide you with an overview of critical concepts of sport

Land Acknowledgement

I acknowledge that Western University is located on the traditional lands of the Anishinaabek (Ah-nish-in-a-bek), Haudenosaunee (Ho-den-no-show-ahpay-wuk) and Attawandaron (Add-a-won-da-run) peoples, on lands connected with the London Township and Sombra Treaties of 1796 and the Dish with One Spoon Covenant Wampum.

With this, I respect the longstanding relationships that Indigenous Nations have to this land, as they are the original caretakers. We acknowledge historical and ongoing injustices that

responsibility as a public institution to contribute toward revealing and correcting miseducation as well as renewing respectful relationships with Indigenous communities through our teaching, research and community service.

Statement on Gender-Based and Sexual Violence

Western is committed to reducing incidents of gender-based and sexual violence (GBSV) and providing compassionate support to anyone who is going through or has gone through these traumatic events. If you are experiencing or have experienced GBSV (either recently or in the past), you will find information about support services for survivors, including emergency contacts, at the following website: <https://www.uwo.ca/health/gbsv/support/>. To connect with a case manager or set up an appointment, please contact support@uwo.ca.

Course/University Policies

The website for Registrarial Services is <http://www.registrar.uwo.ca>.

In accordance with policy, the centrally administered e-mail account provided to students will be considered the individual's official university e-mail address. It is the responsibility of the account holder to ensure that e-

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be submitted to the Chair of the department by January 31st