**AUBURN UNIVERSITY**

**SYLLABUS**

**Course Number:** EDLD 7970

**Course Title:** Special Topics – Sport Marketing and Public Relations

**Credit Hours:** 3

**Prerequisites:** None

**Corequisite:** None

# Syllabus Prepared: December 2, 2010

**Text:** Mullin, B.J., Hardy, S. & Sutton, W.A. (2007). *Sport marketing.* Champaign, Illinois: Human Kinetics

**Course Description:**

Marketing and public relations of sport organizations (Special topics course)

**Course Objectives:**

Upon completion of this course, students will have knowledge of:

1. An overview of sport marketing.
2. Market research in sport.
3. Marketing plans in sport, encompassing product, price, promotion, and place.
4. Revenue generation in sport organizations.
5. Cost management in sport organizations.

**Course Content:**

Topics include: an overview of sport marketing; market research in sport; marketing plans in sport, encompassing product, price, promotion, and place; revenue generation in sport organizations; cost management in sport organizations.

**Detailed Course Content (TENTATIVE)**

January 10 Introduction

January 17 No class – Martin Luther King Day

January 24 Mullin et al., Chapter 1, The special nature of sport marketing

Chapter 2, Strategic marketing management

January 31 Mullin et al., Chapter 3, Studies of sport consumers

Chapter 4, Perspectives in sport consumer behavior

February 7 Mullin et al., Chapter 5, Data-based marketing and the role of research in

sport marketing

February 14 Mullin et al., Chapter 6, Market segmentation

Chapter 7, The sport product

February 21 Mullin et al., Chapter 8, Managing sport brands

Chapter 9, Licensed and branded merchandise

February 28 Mullin et al., Chapter 10, Pricing strategies

Individual papers begin

March 7 Mullin et al., Chapter 11, Promotions

Pioneers in promotions: Mark McCormack and IMG

Individual papers conclude

March 14 Spring break

March 21 Mullin et al., Chapter 12, Sales

March 28 Mullin et al., Chapter 13, Promotional licensing and sponsorship

Chapter 14, Place or product distribution

Pioneers in licensing: Collegiate Licensing Company

April 4 Mullin et al., Chapter 15, Electronic media

Chapter 16, Public relations

Pioneers in sport media: Roone Arledge and ABC Sports

April 11 Mullin et al., Chapter 17, Coordinating and controlling the marketing mix Chapter 18, The legal aspects of sport marketing

April 18 Mullin et al., Chapter 19, The shape of things to come

Presentations

**Detailed Course Content (TENTATIVE)**

April 25 Exam

**Course Requirements:**

1. Reading all assigned material and participating in class discussion.

2. Acting as discussant for readings assigned by the instructor.

3. Writing an individual paper on some aspect of sport marketing and public relations, prepared formally and presented informally to the class. The paper shall be 4 to 6 pages in length.

4. Completing an examination.

5. Participating in a group project, which culminates in a formal presentation and paper on some aspect of sport marketing and public relations. The paper shall be at least 10 pages in length and shall contain references to not less than five (5) journal sources.

**Grading and Evaluation:**

Discussant………………………….......................40 points

Individual paper…………………………………..40 points

Exam……………………………………………...50 points

Project presentation……………………………… 30 points

Project paper…………………………………….. 40 points

Total……………………………………. 200 points

Grading Scale

1. and above = A
   1. = B
   2. = C

120-139 = D

Below 120 = F

**Class Policy Statements:**

Auburn University, Office of the Provost

A. Attendance: Although attendance is not required, students are expected to attend all classes, and will be held responsible for any content covered in the event of an absence.

B. Excused absences: Students are granted excused absences from class for the following

reasons: illness of the student or serious illness of a member of the student’s immediate

family, the death of a member of the student’s immediate family, trips for student organizations sponsored by an academic unit, trips for university classes, trips for participation in intercollegiate athletic events, subpoena for a court appearance, and religious holidays. Students who wish to have an excused absence from class for any other reason must contact the instructor in advance of the absence to request permission. The instructor will weigh the merits of the request and render a decision. When feasible, the student must notify the instructor prior to the occurrence of any excused absences, but in no case shall such notification occur more than one week after the absence. Appropriate documentation for all excused absences is required. Please see the *Tiger Cub* for more information on excused absences.

C. Make-Up Policy: Arrangement to make up a missed major examination (e.g., hour

exams, mid-term exams) due to properly authorized excused absences must be initiated by the student within one week of the end of the period of the excused absences(s). Except in unusual circumstances, such as the continued absence of the student or the advent of university holidays, a make-up exam will take place within two weeks of the date that the student initiates arrangements for it. Except in extraordinary circumstance, no make-up exams will be arranged during the last three days before the final exam period begins.

D. Academic Honesty Policy: All portions of the Auburn University student academic honesty code (Title XII) found in the *Tiger Cub* will apply to university courses. All academic honesty violations or alleged violations of the SGA Code of Laws will be reported to the Office of the Provost, which will then refer the case to the Academic Honesty Committee.

E. Disability Accommodations: Students who need special accommodations in class, as provided by the Americans with Disabilities Act, should arrange for a confidential meeting with the instructor during office hours in the first week of classes (or as soon as possible if accommodations are needed immediately). The student must bring a copy of their Accommodations Letter and an Instructor Verification Form to the meeting. If the student does not have these forms, they should make an appointment with the Program for Students with Disabilities, 1288 Haley Center, 844-2096 (V/TT).

F. Course contingency: If normal class and/or lab activities are disrupted due to illness, emergency, or crisis situation, the syllabus and other course plans and assignments may be modified to allow completion of the course. If this occurs, and addendum to your syllabus and/or course assignments will replace the original materials.

**Class Policy Statements**

Auburn University College of Education

G. Professionalism: As faculty, staff, and students interact in professional settings, they are expected to demonstrate professional behaviors as defined in the College’s conceptual framework. These professional commitments or dispositions are listed below: o Engage in responsible and ethical professional practices

o Contribute to collaborative learning communities

o Demonstrate a commitment to diversity

o Model and nurture intellectual vitality

**Instructor:**

Olin L. Adams III earned his Ph.D. in Higher Education at Ohio University (Athens, Ohio). He also holds the M.B.A. in Accounting, *cum laude*, from Mount Saint Mary’s College (Emmitsburg, Maryland) and the A.B. in History from Centre College (Danville, Kentucky).

Adams joined the faculty of EFLT at Auburn in Fall 2000, following 10 years on the

Accounting faculty at Ohio University. Licensed as a C.P.A. by the State of Maryland, he practiced accounting in that state for eight years prior to pursuing an academic career.

Adams’ primary research interests are the business affairs of higher education and of intercollegiate athletics. He has conducted two national studies of managerial accounting practices in four-year institutions. Adams also has published research on leading issues in higher education finance, cost control in higher education, the business model in intercollegiate athletics, and the tax exempt status of intercollegiate athletics. His continuing research includes studies of the changing revenue structure in public higher education institutions, the NCAA system of revenue and cost management, cost control in intercollegiate athletics, and the costs and benefits of college football stadium expansion. Adams serves as chair of the sport management minor at Auburn.

Adams is the son of Juanita V. Adams and the late Olin L. Adams, Jr. His father was a veteran of World War II, with service in the Army Air Corps. He received his doctorate from the University of Maryland and served as a school superintendent for 31 years in five districts across four states. Adams’ mother remains active in her community garden and women’s clubs. Her second cousin, Fred M. Vinson, was chief justice of the United States from 1946 until his death in 1953.

Adams grew up in the Midwest and Knoxville, Tennessee. At Centre he was a sports writer for the campus newspaper, public address announcer for home football games, and official scorer at home basketball games. Adams’ outside interests today include exercise, college athletics, and Thoroughbred horse racing. He enjoys the music of Frank Sinatra and Elvis Presley.

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