



## COURSE OUTLINE: SPT203 - SPORT AND EVENT MKTG

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Approved: Sherri Smith, Chair, Natural Environment, Business, Design and Culinary

<b>Course Code: Title</b>	SPT203: SPORT AND EVENT MARKETING
<b>Program Number: Name</b>	2073: SPORTS ADMIN.
<b>Department:</b>	BUSINESS/ACCOUNTING PROGRAMS
<b>Academic Year:</b>	2022-2023
<b>Course Description:</b>	In this introductory course, students will be introduced to marketing principles, concepts and strategies used in sporting events. The focus will primarily be on the exciting and complicated business of sport and recreation, and will cover concepts such as sport market research, marketing mix, consumer and fan demand, and the impact of varying marketing strategies. Students will develop an effective sports marketing plan.
<b>Total Credits:</b>	3
<b>Hours/Week:</b>	3
<b>Total Hours:</b>	42
<b>Prerequisites:</b>	There are no pre-requisites for this course.
<b>Corequisites:</b>	There are no co-requisites for this course.
<b>Vocational Learning Outcomes (VLO's) addressed in this course:</b>	<b>2073 - SPORTS ADMIN.</b>
<b>Please refer to program web page for a complete listing of program outcomes where applicable.</b>	VLO 2 Develop, analyze and implement marketing strategies for products, programs, events, services and facilities related to sporting organizations or events.
	VLO 3 Develop business strategies for sports organizations which take into account the current political and economic environment to maintain currency in the industry while considering historical context.
	VLO 4 Comply with relevant statutes, regulations, safety and accessibility standards, and business practices.
	VLO 5 Apply leadership strategies and best practices to effectively manage personnel and accomplish organizational goals.
	VLO 9 Apply administrative, communication and customer service skills to support the delivery of sport and recreation programs, events, and services according to industry standards.
	VLO 11 Conduct and present research to support business decision making in a sport organization.
<b>Essential Employability Skills (EES) addressed in this course:</b>	EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.
	EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.
	EES 4 Apply a systematic approach to solve problems.
	EES 5 Use a variety of thinking skills to anticipate and solve problems.



- EES 6 Locate, select, organize, and document information using appropriate technology and information systems.
- EES 7 Analyze, evaluate, and apply relevant information from a variety of sources.
- EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others.
- EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.
- EES 10 Manage the use of time and other resources to complete projects.
- EES 11 Take responsibility for ones own actions, decisions, and consequences.

**Course Evaluation:**

Passing Grade: 50%,

A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.

**Books and Required Resources:**

Canadian Sport Marketing, 3rd edition by O'Reilly, Seguin, Abeza and Naraine  
 Publisher: Human Kinetics Edition: 3  
 ISBN: 978-1-7182-0094-4

**Course Outcomes and Learning Objectives:**

<b>Course Outcome 1</b>	<b>Learning Objectives for Course Outcome 1</b>
To understand the role of marketing in sports	Understand key marketing concepts and to be able to identify the uniqueness of sport marketing. Introduction to sport market research, and its uses, sources, and types Be able to plan and implement a basic market research plan Understand the importance of data in market research
<b>Course Outcome 2</b>	<b>Learning Objectives for Course Outcome 2</b>
Identify the sport product, the target market, and its life cycle	Understand the different forms of sport consumption and the different classifications of sport consumer in Canada Know the importance and advantages of effectively identifying target markets Understand the role of segmentation, targeting and positioning in the marketing process, and be able to apply each to any market of interest Define what the sport product is, and be able to identify many forms it can take Expand the concept of the sport product to the digital sport product and be able to provide direction on building and expanding sport products to be digital or hybrid Understand the product life cycle of both a sport product and a digital sport product
<b>Course Outcome 3</b>	<b>Learning Objectives for Course Outcome 3</b>
To understand the elements of sport branding, pricing and promotion	Appreciate the role of branding in sport and understand the role of brand management in sport Understand the importance of price for a product and identify price-setting strategies Identify the steps in setting a price for a product and recognize



	the key issues that can affect pricing in sports To be able to put together a promotion plan for a sport organization
<b>Course Outcome 4</b>	<b>Learning Objectives for Course Outcome 4</b>
Be able to implement and evaluate a sport marketing strategy	Recognize the significance of marketing strategy implementation in sport Describe the three most commonly used budgeting methods Identify organizational design elements essential for successful marketing strategy implementation Identify project management tools used to schedule tasks in implementation process Understand the different approaches used in marketing strategy evaluation

**Evaluation Process and Grading System:**

<b>Evaluation Type</b>	<b>Evaluation Weight</b>
Assignments	35%
Final Exam	20%
In class quizzes	20%
Participation	10%
Presentations	15%

**Date:** January 6, 2023

**Addendum:** Please refer to the course outline addendum on the Learning Management System for further information.