Course Code: Title	SPT403: DITIGAL MEDIA AND MARKETING IN SPORT
Program Number: Name	2073: SPORTS ADMIN.
Department:	BUSINESS/ACCOUNTING PROGRAMS
Academic Year:	2025-2026
Course Description:	In this course, students will apply marketing, sales and promotional principles to digital media tools that have quickly become an important part of the sports industry. Students will explore the digital side of sports, learn the latest trends, best practices, and issues, and develop skills through using key digital platforms. Students will learn how to maximize impact to raise profiles of a sporting organization using current research, best practices, and hands-on coursework.
Total Credits:	3
Hours/Week:	3
Total Hours:	42
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Substitutes:	MKT401
Vocational Learning Outcomes (VLO's) addressed in this course: **Please refer to program web page for a complete listing of program outcomes where applicable.**	**2073 - SPORTS ADMIN.** VLO 1 — Select and effectively use technology and software programs relevant to sport management and entrepreneurship. VLO 2 — Develop, analyze and implement marketing strategies for products, programs, events, services and facilities related to sporting organizations or events. VLO 11 — Conduct and present research to support business decision making in a sport organization.
Essential Employability Skills (EES) addressed in this course:	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 8 — Show respect for the diverse opinions, values, belief systems, and contributions of others.
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:	Mimic Social Simulation Publisher: Stukent

Course Outcomes and Learning Objectives:

Course Outcome 1	Learning Objectives for Course Outcome 1
1. Explore Digital Marketing Foundations & Website Design	1.1 Describe how computers and servers communicate to enable interaction with web pages 1.2 Name the three objectives of a website and identify specific areas for improvement. 1.3 Utilize multiple design philosophies to design and revise web pages to maximize conversion rate. 1.4 Identify a variety of web page elements that should be reviewed and decided upon when designing web pages. 1.5 List the characteristics which an ad and landing page should share to encourage conversion. 1.6 Describe the various types of landing pages.
Course Outcome 2	**Learning Objectives for Course Outcome 2**
2. Understand Website Analytics and Search Engine Optimization	2.1 Select the best KPIs for a website of any variety. 2.2 Identify the most needed improvements for an eCommerce website based on an analysis of its conversion funnel. 2.3 Describe the strengths and weaknesses of the various attribution methods. 2.4 Identify the keywords that would be most worthwhile for a website to target in its search engine optimization efforts. 2.5 Improve a web page`s relevance for a target keyword by suggesting specific changes to the web page. 2.6 Improve a website`s likelihood of ranking for a set of keywords by suggesting changes that will improve the website`s quality signals to search engines. 2.7 Identify possible technical issues that could be impeding a website`s organic search rankings. 2.8 Identify the various type of links found on a webpage. 2.9 Determine the weaknesses in a website`s link profile that is preventing it from ranking well on relevant searches. 2.10 Create and implement a plan to earn high quality links from external sources to improve a website`s search engine rankings on relevant searches.
Course Outcome 3	**Learning Objectives for Course Outcome 3**
3. Understand Paid Search and Display Advertising	3.1 Identify the various types of search engine advertisements and their parts. 3.2 Analyze the effectiveness of an existing search engine advertising campaign. 3.3 Determine ways to improve an ad`s position without increasing the bid amount. 3.4 Create a categorized list of keywords on which to advertise on a search engine. 3.5 Describe the role of publishers and advertisers in an ad network. 3.6 Distinguish among CPC, CPM, and CPA bidding strategies. 3.7 Use the Google Ads platform to identify target audiences for your ads.

		3.8 Create a test to determine which of two ads is more effective.
	Course Outcome 4	**Learning Objectives for Course Outcome 4**
	4. Understand Email Marketing	4.1 Create an effective strategy for building a commercial email list 4.2 Create effective content for a commercial email campaign 4.3 Analyze the results of an email campaign to determine its effectiveness 4.4 Describe best practices to prevent emails from being stopped by spam filters
	Course Outcome 5	**Learning Objectives for Course Outcome 5**
	5. Explore Social Media and Mobile Marketing	5.1 Describe the parts of a social media campaign plan and use this plan to design an effective campaign. 5.2 Select the best social media platform(s) for a variety of social media efforts. 5.3 Determine the measures needed to assess the results of a social media campaign. 5.4 Describe best practices for performing social media marketing on Facebook, X, Pinterest, YouTube, LinkedIn, Instagram, Snapchat, and TikTok. 5.5 Identify actions a company can take to address negative criticism online. 5.6 Determine worthwhile actions to increase a company`s positive online content. 5.7 Identify key factors that differentiate mobile usage from desktop usage. 5.8 Identify key factors that differentiate mobile users from desktop users. 5.9 Determine unique opportunities for targeting mobile users.

Evaluation Process and Grading System:		

Evaluation Type	**Evaluation Weight**
Assignments	40%
Quizzes/Tests	20%
Simulation	40%

Date:	August 18, 2025

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