Seattle University
Center for the Study of Sport and Exercise

SADL 516 - Sport Promotions and Sponsorship
Course Syllabus – Winter 2014

Course Time and Location	***Instructor:***
Time: 6-8:30pm Section-01: Thursday Location: Administration Building, Rm 202	Jennifer Carlson Phone: 678-361-0829 Email: carlsoje@seattleu.edu Office Hours: By App. Office: Call, email or text

About the Course

Course Description and Overview

This course focuses on the theoretical foundations for effective sport promotion and sales. In addition, it will provide practical application of information on ticket sales, promotions, customer service and retention, sport sponsorship sales, port licensing, e-commerce, and sport brand communications. Prereq: SADL 506

Course Materials

We meet 10 class periods this quarter. This course requires students to work continually and diligently throughout the quarter and entails a fair amount of reading, review of prior readings, discussion, initiative, and action. Listed below are the required books for the course. These books can be purchased from many bookstores, including Seattle University Bookstore and online booksellers:

Irwin, R. L, Sutton, W. A., & McCarthy, L. M. (2008). *Sport Promotion and Sales Management* (2nd ed.). Champaign, IL. Human Kinetics

Howard, D. R., & Crompton, J. L. (2003). *Financing Sport (*2nd ed.*)*. Morganton, WV. Fitness Information Technology, Inc.

Learning Objectives

Course Objectives:
After successfully completing this course, students will be able to do the following:

Objective	**Learning Outcome**	**Evaluative Tool**
1. Develop basic understanding of drafting of organizational goals and objectives and roll of business plans. 2. Understand the fundamentals of revenue, how it's generated, to what end and apply general budget concepts. 3. Analyze and discuss the theoretical foundations for promotions and sales 4. Analyze and discuss the principles of asset management and rating asset values	Content Knowledge, Discovery and Inquiry, Critical Thinking, Communication	In-class quizzes and participation.
5. Appraise the value of various promotions often used in sport – Both property and sponsor points of view	Content Knowledge, Discovery and Inquiry, Critical Thinking, Communication	In-class quizzes and participation.
6. Synthesize and assess the information on ticket sales and training of staff.	Content Knowledge, Discovery and Inquiry, Critical Thinking, Communication	In-class quizzes and participation.
7. Create a sponsorship proposal and present it in both oral and written form.	Communication, Technology	Sponsorship Proposal
a. Understand the necessity of matching target markets	Content Knowledge, social responsibility	Sponsorship Proposal
b. Understand the various media employed and owned by the property and create media and promotion plans	Content knowledge, Discovery and Inquiry, Critical Thinking	Sponsorship Proposal
c. Compose a measurement impact analysis – Includes exploration of 3rd party metric analysts	Content knowledge, Critical thinking, Numeracy	Sponsorship Proposal

Rubric for written and oral presentations to be supplied by mid-quarter

Class Participation and Assignments

Class Participation (200 pts)

Class participation, which includes attending, speaking and listening thoughtfully, is paramount in this course. You are expected not only to have read through the readings due each week, but to have applied the concepts therein to various assignments. In doing so, you are expected to have a solid grasp of the content knowledge gained through the readings, which will allow you to participate fully in class discussions, activities, and work. You, as a class, are responsible for the 'work' of event planning and my role is to facilitate that 'work'. While grading class participation is somewhat subjective on my part, understand that in general I will award points based on the following scale: very good (100-90), good (89-80), below expectations (79-70), and not prepared at all (69-0). A 'very good' is earned through clear demonstration that you know what you've read and are applying it in discussion, you do not need to reference the book very much at all (but some will be necessary as there are too many details to commit to memory, but you know exactly where to find what you need), you are confident in the aspects of what you've learned and are able to contribute well to the class. A 'good' is earned when I can tell you've read the material, but it's not integrated well when you speak, you have to reference the book a lot just to think of ideas to say. It's evident that you read through the material when contributing ideas, but you are sometimes unclear and not as thorough in your thoughts. "Below expectations' is earned when it is clear you did not really do the reading, or skimmed it, and can't contribute in a meaningful way, but you are earnestly trying to play catch-up in class. So, you're interested, but not really ready. 'Not prepared at all' is earned when you are not interested, rely on others to do all the thinking, and did not do the reading as evidenced through your lack of knowledge about the topics.

Sponsorship Proposal: (Written 200pts & Oral 100pts)

Students will be responsible for developing a hypothetical sponsorship proposal on behalf of a designated organization, which will be of the group's own choosing. For the purpose of the assignment, it will be assumed that the sport organization is attempting to solicit sponsorship support for a specific event or on-going program from a corporation. Each group will be required to prepare a written sponsorship proposal that addresses the elements listed below. The proposal should be single spaced, and use pictures throughout.

CLASS SCHEDULE

Date	Topic	Readings	Assignments – in-class and outside of class
1	Intro to Sport Promotion & Sales Theory for effective promos & sales	Ch. 1 (Irwin) Ch. 2 (Irwin)	Find and be prepared to discuss a relevant article from the *Sport Business Journal* or ESPN regarding team sponsorship revenue and the impact of today's economy.
2	Incentivizing Sport consumers Training ticket staff	Ch. 3 (Irwin) Ch. 4 (Irwin)	Bring one example of fan engagement that drives ROI and/or tangible metrics that a sponsor might use in evaluating the effectiveness of the sponsorship
3	Generating sales Customer service & retention	Ch. 5 (Irwin) Ch. 6 (Irwin)	Ticket Assignment – Present an example of retention program used as a major league best practice
4	Sport sponsorship fundamentals	Ch. 7 (Irwin)	Create a draft of sponsorship assets, rates and be prepared to discuss rate rationale.
5	Corporate Concerns	Ch. 12-13* (Howard)	Sponsorship Proposal – Development step 1, breaking down obstacles.
6	Sponsorship Sales	Ch. 8 (Irwin) Ch. 14 (Howard)*	Sponsorship Proposal – Custom planning in response to client needs
7	Sponsorship Activation	Ch. 9 (Irwin) Ch. 15 (Howard)*	Sponsorship Proposal – Formal draft of written proposal due
8	Sport Licensing	Ch. 10 (Irwin)	Review drafts – discuss concerns, missing elements, Q&A
9	E-commerce	Ch. 11 (Irwin)	Sponsorship Proposal Due – Oral proposals start
10	Brand Communications	Ch. 12 (Irwin)	Oral proposals cont.

I reserve the right to modify this syllabus at any time.

* are chapters that will be provided via email

Course Details

Grading

Letter grades will be assigned according to the distribution table below: Final Grades will be posted on SU Online by 6pm June xx.

93.33%+ = A	76.67+% = C+
90.00+% = A-	73.33+% = C
86.67+% = B+	70.00+% = C-
83.33+% = B	60.00+% = D
80.00+% = B-	00.00+% = F

This graduate-level course requires active participation in class discussions and activities. In addition, high-quality written work is expected. Written work should be clear, logical, grammatically correct, and spell-checked. **Now that you are in your 2nd year, you are expected to take initiative and apply concepts in thoughtful ways. Please feel free to contact me should you have questions regarding these expectations.**

SU Mission and Professional Accountability

Mission Statement:

Seattle University is dedicated to educating the whole person, to professional formation, and to empowering leaders for a just and humane world.

Vision

We will be the premier independent university of the Northwest in academic quality, Jesuit Catholic inspiration, and service to society.

Values

- **Care**
  We put the good of students first.
- **Academic Excellence**
  We value excellence in learning with great teachers who are active scholars.
- **Diversity**
  We celebrate educational excellence achieved through diversity.
- **Faith**
  We treasure our Jesuit Catholic ethos and the enrichment from many faiths of our university community.
- **Justice**
  We foster a concern for justice and the competence to promote it.
- **Leadership**
  We seek to develop responsible leaders committed to the common good.

Attendance

Students are expected to attend all **10 days** of class and be in the classroom from **6:00-8:00pm**. Please notify Dr. Nicole Melton (via phone, text or email) prior to the class if you will not be in attendance due to unforeseen circumstances. Make-up work for missing a class will be determined on a case-by-case basis. Being pro-active and a high degree of personal responsibility are expected.

Accommodations & Student Services

If you have, or think you may have, a disability (including an 'invisible disability' such as a learning disability, a chronic health problem, or a mental health condition) that interferes with your performance as a student in the class, you are encouraged to arrange support services and/or accommodations through

Disabilities Services staff in the Learning Center, Loyola 100 (206-296-5740). Disability-based adjustments to course expectations can be arranged only through this process. Students experiencing personal problems or situational crises during the quarter are encouraged to contact the Seattle University's Counseling and Psychological Services (CAPS) [(206)-296-6090; http://www.seattleu.edu/student/counsel/index.asp] for assistance, support and advocacy. This service is free and confidential.

Academic Integrity

Just as ethics and integrity are important in management practice, academic integrity is important in this course. Seattle University is committed to the principle that academic honesty and integrity are important values in the educational process. Academic dishonesty in any form is a serious offense against the academic community. Acts of academic dishonesty will be addressed according to the Academic Honesty Policy. Without regard to motive, student conduct that is academically dishonest, evidences lack of academic integrity or trustworthiness, or unfairly impinges upon the rights and privileges of others is prohibited. See the following web page for additional information; http://www.seattleu.edu/registrar/page.aspx?ID=87

Questions and Out-of-Class Communication

Please direct questions to Dr. Nicole Melton via email. I will communicate with the class through your SU email and update Angel with PowerPoints etc. on a weekly basis. Be sure to check both regularly. I check email regularly and you can expect a response within 24 hours.

Professional Conduct

Students are expected to arrive to class on time and stay for the duration of the class session. True medical or family emergencies will be dealt with on a case-by-case basis. Professional behavior is expected throughout the class. This means respectful communication both inside and outside of class and comments should be aimed at moving the discussion forward. This does not mean that students must always agree with others since reasoned, respectful dissention may be part of the discovery process and lead to previously unconsidered options. In addition, **please turn off and put away all cell phones and PDAs** prior to class and **refrain from texting, emailing or web surfing during class**. If you are awaiting an urgent call and need to leave your phone on during class, let the instructor know prior to class.

Anti-Discrimination Statement

Seattle University does not discriminate on the basis of race, color, religion, sex, national origin, age, disability, marital status, sexual orientation, gender identity, political ideology or status as a Vietnam-era or special disabled veteran in the administration of any of its education policies, admission policies, scholarship and loan programs, athletics, and other school-administered policies and programs, or in its employment related policies and practices. All University policies, practices and procedures are administered in a manner consistent with Seattle University's Catholic and Jesuit identity and character. Inquiries relating to these policies may be referred to the University's Assistant Vice President for Human Resources and Equal Opportunity Officer at (206) 296-5870.