

## YORK UNIVERSITY

School of Kinesiology and Health Science

Course Outline: Sport Marketing and Event Management (KINE 3510. 03)

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Time: Wednesday 7-10pm

### GENERAL COURSE DESCRIPTION:

This course is designed to apply marketing principles and processes to the sport industry. The course will cover the key components of strategic marketing including: customer segmentation, market selection, positioning, creating value and communicating value as it applies to sport products and services.

There is also a strong emphasis on Sport Event Marketing. This reflects the important role of event management within the sport industry. This section of the course will cover the uniqueness of marketing special events and will identify “how to” of sport sponsorship and media promotions.

This course will demonstrate how to use sport management and sport marketing theory to successfully promote a product or service within the sport industry. The first part the course has a strong theoretical component and the second half of the term has a stronger emphasis on practical skills.

### COURSE LEARNING OBJECTIVES:

1. To provide students with an understanding of principles of sport marketing and the components of event management.
2. To allow students to promote a product or service by applying the principles of sport marketing
3. To demonstrate the link between event marketing and target markets
4. To introduce students to the professional event /sport marketing industry.

## **COURSE EVALUATION:**

### Midterm Test:

An in class mid term test worth 35% of the course will be held on October 8th. The exam will be 2 hours in length and there will be time following the midterm for group presentation planning.

### Group Presentations:

Student groups will be required to create a sport event or product. The groups will have to submit a written marketing plan for presentation in class. The presentations in class will be no longer than 20 minutes. The written papers and the presentation will be worth 30% of the overall year end grade. The marketing plans are due November 26<sup>th</sup> and the first presentations will be presented on November 26th. The second round of presentations will be Dec 3rd.

### Final Exam:

A Final exam worth 35% of the course evaluation will be given as a take home exam. The exam will be assigned at the end of class on December 3rd and you will have one week to submit your exam. All exams are due December 12<sup>th</sup> (before 5pm). It will consist of combination of short answer and applied questions. Students will be expected to answer the questions utilizing all material in course.

Please note that all projects will be graded on both content and literacy.

### Required readings:

Sport Marketing a Canadian perspective. O'Reilly and Seguin

Note A: Any extensions for projects must be approved by the instructor prior to the due date. Late reports/assignments will be penalized.

Note B: Any requests for remarking of assignments or tests must be received by the course instructors within 7 days of the item being returned, along with a one page memo outlining the student's specific concerns

Note C: The procedure for missed tests is as follows: The test becomes a take home worth 25% of the value of the test and student submits a 3000 word paper on a selected topic related to course materials worth 75% the test value. The student will have one week to complete the paper.

**A Doctor's note or other official documentation outlining the reason for missing a test must be submitted to the instructor.**

## Course Outline:

September	10:	Course overview and Chapter1 and 2,
	17:	Event management - the event plan , event marketing plan,
	24:	Chapters 3,4, Group Exercise
October	1:	Chapter, 5, 6, 7 Group exercise, assign major group project
	8	Mid Term – 35%
	15	Chapter,8, 9, – assign reading of chapter 10
	22:	Guest speaker – RETURN MID TERMS
	29:	fall break week
November	5:	Chapter 11, 12,
	12:	Chapter 16, 18,
	19:	Guest Speaker
	26:	Final group papers due 30% - 5 group presentations
December	3 :	5 group presentations and review of take home exam

Final Exam take home exam due December 12<sup>th</sup> 5 pm

