



A POLYTECHNIC INSTITUTION

School of Business

Program: Part Time Studies

Option: Marketing Management

**MKTG 1119**  
**Sports Marketing**

**Start Date:**

**End Date:**

**Total Hours:** 36    **Total Weeks:** 12

**Term/Level:** 10    **Course Credits:** 3.00

**Hours/Week:** 3

**Prerequisites**

**MKTG 1119 is a Prerequisite for:**

<b>Course No.</b>	<b>Course Name</b>
MKTG 1102	Essentials of Marketing

<b>Course No.</b>	<b>Course Name</b>
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**v Course Description (required)**

Examines the full breadth of sports marketing and sponsorship, its use in the marketing plans of corporations and its function inside amateur and professional sport. This project-based course will appeal to sports administrators, event organizers, promoters, community relations and marketing personnel who address sports marketing in their occupation.

**v Detailed Course Description (optional)**

**v Evaluation**

Major Project	25%	Comments: The student is required to achieve a pass (50%) on their combined marks for the Mid-term and Final Exam in order to receive credit for the assignments. If a pass is not achieved, the student will receive a grade zero for all of the assignments.
Olympic Presentation	5%	
Mid Term Exam	30%	
Class Participation	10%	
Final Exam	<u>30%</u>	
<b>TOTAL</b>	<b>100%</b>	

**v Course Learning Outcomes/Competencies**

Upon successful completion, the student will be able to:

1. Have a general understanding of sport marketing, its industry and participants, and the unique socio-economic culture it operates in.
2. Identify the challenges that face professional sports franchises in general and Canadian Franchises in particular.
3. Understand the business side of sports and be able to identify the different sources of revenue and expenses.
4. Have a general knowledge of the elements that go into a successful sports sponsorship program.
5. Identify how sponsorship effects major international events.
6. Be conversant on the history of the NBA in Canada.
7. Understand the IOC selection process for choosing Olympic Host cities
8. Understand the business aspects of organizing an Olympic Games

**v Verification**

I verify that the content of this course outline is current.

\_\_\_\_\_  
Authoring Instructor

\_\_\_\_\_  
Date

I verify that this course outline has been reviewed.

\_\_\_\_\_  
Randal Singer / PTS Coordinator

\_\_\_\_\_  
Date

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.

## v Instructor(s)

Dave Doroghy

Office Location:

Office Hrs.:

Office Phone: 604.732-7808

E-mail Address: doroghy@hotmail.com

## v Learning Resources

### *Required:*

Sport Marketing, 2<sup>nd</sup> Edition, - Mulling, Hardy & Sutton, published by Human Kinetics

### *Recommended:*

## v Information for Students

*(Information below can be adapted and supplemented as necessary.)*

**Assignments:** Late assignments, lab reports or projects will **not** be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.

**Makeup Tests, Exams or Quizzes:** There will be **no** makeup tests, exams or quizzes. If you miss a test, exam or quiz, you will receive zero marks. Exceptions may be made for **documented** medical reasons or extenuating circumstances. In such a case, it is the responsibility of the student to inform the instructor **immediately**.

**Ethics:** BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating or plagiarism may, therefore, result in a grade of zero for the assignment, quiz, test, exam, or project for all parties involved and/or expulsion from the course.

**Attendance:** The attendance policy as outlined in the current BCIT Calendar will be enforced. Attendance will be taken at the beginning of each session. Students not present at that time will be recorded as absent. Excessive absence is missing more than 10% of the class time. Upon notification and failure to provide acceptable explanation for excessive absence, the student may be disqualified from writing the final exam. Participation marks will be based on attendance and contribution to class discussion on a weekly basis. The level of participation and contribution observed by the instructor will be the principal factor in determining the marks awarded for participation.

**Illness:** A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects, or exam. At the discretion of the instructor, you may complete the work missed or have the work prorated.

**Attempts:** Students must successfully complete a course within a maximum of three attempts at the course. Students with two attempts in a single course will be allowed to repeat the course only upon special written permission from the Associate Dean. Students who have not successfully completed a course within three attempts will not be eligible to graduate from the appropriate program.

**Course Outline Changes:** The material or schedule specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

## Assignment Details

1. **Major Project** - To effectively understand the components of a sport-marketing program, groups made up of 5-6 students will be required to develop a sports marketing plan. A 20 minute group presentation will be required. Value: 25%
2. **Olympic Games Overview** - Students will be put into groups and asked to give a short historical presentation on a specific aspect of a past Olympic Games. Value: 5%
3. **Mid Term Exam** - A one and a half-hour mid term exam will be given to the students in week six. It will be based entirely on textbook readings. Value: 30%
4. **Class Participation** - Students will be expected to bring and discuss with the class articles pertaining to the subject matter. Full attendance and active class participation will also be factored into the grade. Value: 10%
5. **Final Exam** - A one and a half-hour final examination will be given to students in week eleven. It will be based entirely on textbook readings. Value: 30%

### Schedule

Week of/ Number	Outcome/Material Covered	Reference/ Reading
1	<b>Introduction to Sport Marketing</b> * Outline of course	Chapters 1 and 2
2	<b>Sponsorship</b> * Choosing Olympic Host Cities – Vancouver 2010 London 2012 * The Rick Hansen Man in Motion World Tour	Chapter 12
3	<b>Event Marketing</b> * The 2010 Olympic Winter Games * The XV and XVI Commonwealth Games	Chapters 3 and 4
4	<b>Media and the Broadcast Industry</b> * Students present Olympic study	Chapter 14
5	<b>Licensing</b>	Chapter 8
6	<b>MID TERM EXAM</b>	
7	<b>Research</b>	Chapter 5 and 6
8	<b>Field Trip to General Motors Place</b>	
9	<b>Promotions</b>	Chapter 10
10	<b>Ticket Sales</b>	Chapters 9 11 and 13
11	<b>FINAL EXAM</b>	
12	<b>Group Presentations</b>	