

School of Kinesiology  
 Faculty of Health Sciences  
 Western University  
 KIN 3399G - Sport Marketing  
 Winter 2018

Instructor : Dr. Mac Ross

Email : gross7@uwo.ca

Office : Thames Hall 3155

Location : FIMS & Nursing Bldng (FNB) 1220

lectures Tu 1:30 pm ±2:30 pm, Th 12:30 pm ±2:30 pm

an appointment. I will respond to your email messages.

NOTE: All course information including announcements, grades, case study preps, assignment outlines, deadlines, etc. are available on the course website via OWL.

Calendar Description: Sport is a market driven industry. Managers and product

s. This course focuses on the strategic sport marketing planning process, the sport consumer, market research and strategies, and the elements of the marketing mix.

My Course Description: This course is intended to provide you with an overview of sport marketing. We will be focusing on the strategic sport marketing planning process, the sport consumer, market research and strategies, and the elements of the marketing mix <sup>2</sup> product, place, price, and promotion. Throughout the course, you will be responsible for reading and preparing answers to several short case studies that will be discussed in class.

Anti-requisite(s)!Pre -requisite(s)!Co -requisite(s): You are responsible for ensuring that you have successfully completed all course pre-requisites, and that you have not taken an anti-requisite course. Unless you have either the requisites for this course or written special permission from the course department to enroll in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.

Course Format: Three lecture hours per week <sup>2</sup> 1:30 ±2:30 pm on Tuesdays and 12:30 ±2:30 pm on Thursdays.

Readings: All readings will be posted to OWL.

Learning Objectives: Upon completion of this course students will be able to:

1. Identify and delineate theoretical terms, concepts, and philosophies related to sport marketing. (Knowledge)
2. Compare and contrast theoretical approaches to sport marketing. (Analysis)
3. Synthesize research and theoretical knowledge as it relates to a particular research topic. (Comprehension)

4. Develop skills in writing research papers and presentations pertaining to H D F K V W X G H Q W ¶ V particular area of interest (Application)
5. Further develop abilities to critically reflect upon own learning and relate to the topics discussed in class. (Reflection)

Course Evaluation:

appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence (see Scholastic Offence Policy in the Western Academic Calendar). All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com (<http://www.turnitin.com>) 4 KIN 3399G FW17 B) Computer marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.

5. Formatting (as recommended by the course instructor): example- APA style is the approved style of writing for all assignments produced for this course. Please refer to Western University Library webpage for information on citation style and format or consult the APA publication manual: Publication manual of the American Psychological Association (6th ed.). (2009). Washington, DC: American Psychological Association.

6. According to the Examination Conflict S R O L F \ 3 \$ w o l s c e d u e w / to write more than two examinations in any 24-hour period may request alternative arrangements through the office of their \$ F D G H P L F & R X Q V H O O R U ' 7 K L V S R e n L e x a m i n a t i o n s . T h e r e w i l l b e n o m a k e R P L G

4. Ombuds Office -- <http://www.uwo.ca/ombuds/> Students who are in emotional/mental distress should refer to Mental Health@Western <http://www.uwo.ca/uwocom/mentalhealth/> for a complete list of options about how to obtain help.