

Sports Marketing and Management—MKTG 951-81
Professor Richard P. Honack
Syllabus—10-15-09—(subject to change)

Course Description and Objectives

This course examines the world of sports as a business and will focus on attracting the ultimate customer—sports fans—in an increasingly competitive, fragmented and global service. The course will discuss the management of sports at professional, collegiate and special event levels focusing on the role marketing plays in planning and decision making in attracting fans and the other major customer—sponsors. Other topical areas will include: sports branding; athlete management; globalization; event sponsorship and marketing; media involvement; fantasy sports; sports vendors; sports innovations and the value and ROI of investing in sports . Students will study current opportunities and threats facing sports and entertainment properties and trends that may impact the future of sports and its various audiences.

Guest experts will lecture in various classes giving students a firsthand opportunity to ask questions of sports marketing and management leaders. Note: Due to circumstances like weather, business schedules, etc. there may be changes to the syllabus as it pertains to speakers. Students will be regularly updated on the speaker schedule.

Assignments and Grading

Deliverables for this course consists of the following:

1. Team Midterm Exam (25%)
2. Final Team Project and Peer Evaluation (55%)
3. Class Participation (20%)

Required Readings and Case Packet

The case packet and book for the course are available at the NU bookstore. The book is also available at Amazon.com.

The Book: *The Elusive Fan: Reinventing Sports in a Crowded Marketplace*
(McGraw-Hill, 2006) by Irving Rein, Philip Kotler, and Ben Shields

Class Etiquette

First class is MANDATORY. Attendance is expected at the remaining nine classes. Missed classes may affect final grades. All classes will begin promptly at 6:30 p.m. on Wednesdays of the Winter Quarter. Laptop, Smartphone and mobile phone usage will not be allowed during any classes. Please, always bring your nameplate to class.

Group Project—Final Project and Presentation

Students will be organized into teams. Each team will select a sports organization, albeit a team, league, sponsor or corporation and write a case study concerning the marketing environment and experience associated with that specific organization, using primary research and/or secondary research via outside sources. Specifics of this final project will be distributed in Class #1 and discussed in depth at that time.

MKTG 951-81 Syllabus/Honack/Page 2 of 4

Each team will select a leader, who will act as the group's liaison with me. All students, however, should feel free to contact me at anytime during the 10-week course to discuss their individual class work. Team leaders should contact me at least three times in the 10-week term either in person, by e-mail or telephone with a status report of their group's progress. I also am available to meet with entire teams if that is needed or desired throughout the quarter.

The teams and leaders will be announced in **Class 1**. A description of individual team projects and each team selected organization is due at the start of **Class 3**. Each group must submit a one-paragraph statement at that time identifying the organization, the objective of the case, and any special needs that may be associated with the project.

From that point on, **the groups will have approximately seven weeks to complete the project which will be due at the beginning of Class 10, March 10th**. All cases must be in hard copy format--electronic copies will not be accepted. We will spend considerable time in the first class discussing the cases, as well as throughout the quarter.

The case should follow the outline distributed and discussed in Class 1. Since this is a case, it is hard to put an average page count on it, but it should be no less than 10 pages, not counting addenda and exhibits. The paper will be graded as follows: 30 percent for research quality; 30 percent for quality of evaluation and recommendations; 20 percent for creativity and 20 percent for writing quality. **The paper and peer review will account for 55 percent of the course grade.**

Two hard copies of the project (one original and one copy) will be **due at the beginning of Class 10** along with mandatory peer group evaluations (see below). Unexcused late papers will be dropped one letter grade for each day they are late. **Papers will not be accepted after Monday, March 15th**. All projects will be returned to the respective team leaders by Friday, **March 19th** with the project's grade. Final grades for students will be recorded on Caesar.

Peer Group Evaluations

Along with the project, each student will be required to fill out a confidential peer evaluation form grading each team member over the 10-week course covering these three areas:

- Initiative and originality.
- Commitment to the team and project.
- Share of workload.

Midterm Take-Home Assignment

A team take-home midterm exam will be distributed in Class 4. **The exam will be due at that start of Class 5, Feb. 3rd**. Late papers will be penalized one-letter grade for each day they are late and will not be accepted after Feb. 8th. Teams not turning in an exam by that date will receive a zero for the mid-term portion of their grade. **The mid-term will account for 25 percent of the course grade.**

Course Class Schedule

Week 1—January 6th (Class is Mandatory)

Lecture: Introduction: The “Intangibility” of Sports in the service industry. What is a service?

Instructions for the final case project and team assignments.

Assignment: Read Chapter 1 in *The Elusive Fan* and be prepared to discuss “What is Sports?”

Readings: The Elusive Fan, Chapter 1 “The Fan Challenge”

Week 2—January 13th

Lecture: The Sports Industry in the 21st Century: Where has it been—Where is it going?

--Confirmation of project teams for the quarter.

--Synergies with sports teams, athletes, media—Is the market saturated?

Assignment: How many times were you “touched” by a sports “point” since January 6th?

Readings: The Elusive Fan, Chapter 2 “Sports in Trouble”

Week 3—January 20th

Lecture: Branding—Is there an audience for your brand in Sports?

Assignment: Deliver Final Project selection at the beginning of class.

Speaker: **Thomas J. Stultz, Senior Vice President and Managing Director, IMG College and IMG Associations**

Readings: The Elusive Fan, Chapters 4 and 5.

Week 4—January 27th

Lecture: Strategic Marketing in Sports

Speakers: **John McDonough, CEO and Jay Blunk, Senior VP of Business Operations—Chicago Blackhawks.**

Assignment: Research the Chicago Blackhawks dating back to November 2007, their marketing strategy, value proposition, etc. as preparation for class.

Readings: Case: Investigating large-scale sponsorship and co-marketing alliances.

Book: The Elusive Fan, Chapters 3 and 7.

Note: Mid-term exam will be discussed and distributed in the last part of class.

Week 5—February 3rd

Lecture: Segmenting the Sports Fan Marketplace: Where to start Marketing.

Speaker: **TBD**

Readings: The Elusive Fan, Chapters 6.

Midterm is due at the beginning of class.

MKTG 951-81 Syllabus/Honack/Page 4 of 4

Week 6—February 10th

Lecture: The Value and ROI of Sports Sponsorships and Partnerships

Speaker: **Kellogg Professor Mark Jeffery**

Assignment: Individual teams should be prepared to discuss the Sony-FIFA Partnership Marketing Program case study. **As part of this exercise, teams should create a score card with metrics for measurement of the campaign. Prof. Jeffery and Prof. Honack will call on two teams to present their campaigns at the beginning of the ROI class.**

Readings: *Sony-FIFA Partnership Marketing Program case*
Dupont-NASCAR Marketing case

Week 7—February 17th

Lecture: Sports event planning, marketing and execution.

Speaker: **TBD**

Readings: The Elusive Fan, Chapters 8 and 9

Week 8—February 24th

Lecture: The Globalization Challenge—What makes sports “Global?”

Speaker: **TBD**

Readings: Case: Prepare to discuss the *Li Ning—Anything is Possible case*.

Week 9—March 3rd

Lecture: Sports—Opportunities and Threats—Why you need integrated marketing.

Speaker: **TBD**

Assignment: Work on Final Projects.

Readings: The Elusive Fan, Chapter 10.

Week 10—March 10th

Final Project discussion. Papers and Peer Reviews are due at the beginning of class.

Richard P. Honack
Senior Lecturer of Marketing
Kellogg School of Management
Northwestern University
2001 Sheridan Road, Room 453
Evanston, IL, 60208-2001
847-491-2829
rhonack@kellogg.northwestern.edu