

Revised 7/23/07

PROPOSAL SUMMARY AND ROUTING FORM

Proposal Title: New Course – MKTG 420 - Sports Marketing

Initiating Unit or Individual: Marketing Department

**Contact Person's Name: Laura Dix/Kay Anderson e-mail: dixl@ferris.edu/andersok@ferris.edu
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Date or Term of Proposal Implementation: Fall 2009

- Group I - A – New degree/major or major, redirection of a current offering, or elimination of a degree, major or minor
- Group I - B – New minors or concentrations
- Group II - A – Minor curriculum clean-up and course changes
- Group II - B – New Course
- Group III - Certificates
- Group IV – Off-Campus Programs

Group/Individual	Signature	Date	Vote/Action *
Program Faculty	<i>Laura Dix</i>	1/20/2009	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Department Faculty	<i>Laura Dix</i>	1/20/2009	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Department Head	<i>[Signature]</i>	1/20/2009	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
College Curriculum Committee	<i>Anita Fagerman</i>	2-12-9	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Dean	<i>[Signature]</i>	2/24/09	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
University Curriculum Committee	<i>[Signature]</i>	3/3/09	<input checked="" type="checkbox"/> Support 8-0 <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Senate	<i>Richard Sufferin</i>	3/4/09	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Academic Affairs	<i>David [Signature]</i>	3/8/09	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support

* Support with Concerns or Not Support must include a list of specific concerns. Votes must be shown for faculty groups. Administrators check appropriate action taken.

To be completed by Academic Affairs

President (Date Approved) Board of Trustees (Date Approved) President's Council (Date Approved)

REC'D MAR 06 2009

1. Proposal Summary

(Summary is generally less than one page. Briefly: state what is proposed with a summary of rationale and highlights. Additional rationale may be attached.)

The expansion of the sports industry has triggered a number of important outcomes. More sports related jobs are being created and more students are interested in careers in the sports industry (Shank 2009). This course provides students a unique opportunity to apply marketing principles and processes to the sports industry. A specific emphasis is placed on the spectator as the consumer and the strategic application of the marketing mix to collegiate and professional sports.

This course is intended as a marketing elective for students who have completed the principles of marketing course. The Ferris Athletic Department will serve as a resource for students to create sports marketing plans.

2. Summary of All Course Action Required*

a. Newly Created Courses to FSU:

Prefix	Number	Title
MKTG	420	Sports Marketing

b. Courses to be Deleted From FSU Catalog:

Prefix	Number	Title
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c. Existing Course(s) to be Modified:

Prefix	Number	Title
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d. Addition of existing FSU courses to program

Prefix	Number	Title
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e. Removal of existing FSU courses from program

Prefix	Number	Title
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*Contact Senate Secretary or UCC Chair if spaces for additional courses are needed.

FLITE SERVICES CONSULTATION FORM

To be completed by the liaison librarian and approved by the Dean of FLITE. All returned forms should be included in the proposal. **FLITE must respond within 20 calendar days of receipt of this form to insure that the form is included in the final proposal.**

FAILURE TO RESPOND IS CONSIDERED AS SUPPORT OF THE CHANGE.

RE: Proposal Title: New Course – MKTG 420 – Sports Marketing

Projected number of students per year affected by proposed change:

Initiator(s): <u>Laura Dix/Kay Anderson</u>
Proposal Contact: <u>Kay Anderson</u> Date Sent: <u>2/5/2009</u>
Department: <u>Marketing</u> Campus Address: <u>BUS 212</u> (Please print)

Liaison Librarian Signature: <u>David Scott</u> <i>David A Scott</i> Date: <u>2-13-09</u>
Dean of FLITE Signature: <i>Leah M. Money</i> Date Returned: <u>2-16-09</u>

Based upon our review on 2-13-09 (date), FLITE concludes that:

- Library resources to support the proposed curriculum change are currently available.
- Additional Library resources are needed but can be obtained from current funds.
- Support, but significant additional Library funds/resources are required in the amount of \$_____.
- Does not support the proposal for reasons listed below.

Comment regarding the impact this proposal will have on library resources, collection development, programs, etc. Use additional pages if necessary.

NEW COURSE INFORMATION FORM*See Sample – Limit to Two Pages Please***Course Identification:**

Prefix:	Number	Title
MKTG	420	Sports Marketing

Course Description:

An introduction to the sports industry and the specific application of marketing principles and processes to sports products and to the marketing of non-sports products through association with sport. An emphasis is placed on the spectator as a consumer and the strategic application of the marketing mix to collegiate and professional sports. (3 credit hours)

Prerequisite: MKTG 321 Principles of Marketing

Term offered: Fall 2009

Course Outcomes and Assessment Plan:

Upon completion of the course students will be able to:

1. Define sports marketing and sponsorship concepts
2. Link marketing principles to sports industry issues
3. Analyze sports marketing problems and offer recommendations
4. Prepare detailed sports marketing plans
5. Demonstrate a professional presentation of a sports marketing plan

Course Outcome	Exam and/or Quiz	Written Assignment/Presentation	Case Analysis	Class Participation
1. Define sports marketing and sponsorship concepts	X			X
2. Link marketing principles to sports industry issues	X	X		X
3. Analyze sports marketing problems and offer recommendations	X	X	X	X
4. Prepared detailed sports marketing plans	X	X		
5. Demonstrate a professional presentation of a sports marketing plan		X	X	X

Course Outline including Time Allocation:

- I. Introduction to the Sports Industry (5 hours)
 - a. Understanding the Sports industry
 - b. Basic marketing principles and processes applied to sports marketing
 - c. Internal and external environmental factors affecting sports marketing
- II. Planning for market selection decisions (12 hours)
 - a. Research tools for understanding sports consumers
 - b. Sports consumer behavior
 - i. Understanding participants as consumers
 - ii. Understanding spectators as consumers
 - c. Segmentation, Targeting, and Positioning
- III. Planning the sports marketing mix (18 hours)
 - a. Product
 - i. Product concepts
 - ii. Managing sports products
 - b. Promotion
 - i. Promotion concepts
 - ii. Promotion mix elements
 - iii. Sponsorships
 - c. Pricing concepts and strategies
 - d. Location and Timing decisions
- IV. Implementing and Controlling the strategic sports marketing process (10 hours)

CREATE NEW COURSE
Course Data Entry Form

FORM F

Create New Course
Rev. 07/23/07

I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Notes

1. Complete each item in Section I and Section II.
2. If this course is to be used as a prerequisite for other university courses, Form Fs that reflect the prerequisite change must be submitted for those courses as well.

Term Effective (6 digit code only): 201008 Examples: 200801(Spring), 200805(Summer), 200808(Fall)
Note: The first four digits indicate year, the next two digits indicate month in which term begins.

II. PROPOSED FOR NEW COURSE: Complete all sections a through r. See manual for clarification.

a. Course Prefix MKTG b. Number 420 c. Enter Contact Hours per week in boxes.
LECTure 3 LAB INDEpendent Study – Check (x)

Practicum: Seminar:

d. Course Title: Sports Marketing (Limit to 30 characters/spaces.)

e. College Code: BUS f. Department Code: MKTG

Credit Hours: Check (x) type and enter maximum and minimum hours in boxes.

g. Type: Variable Fixed h. Minimum Credit Hours 3 i. Maximum Credit Hours 3

j. May Be Repeated for Added Credit: Check (x) Yes No

k. Levels: Check (x) Undergraduate Graduate Professional

l. Grade Method: Check (x) Normal Grading Credit/No Credit only (Pass/Fail)

m. Does proposed new course replace an equivalent course? Check (x) Yes No

n. Equivalent course: Prefix Number See instructions on Replacement courses.

o. CATALOG DESCRIPTION – Limit to 75 words – PLEASE BE CONCISE.

An introduction to the sports industry and the specific application of marketing principles and processes to sports products and to the marketing of non-sports products through association with sport. An emphasis is placed on the spectator as a consumer and the strategic application of the marketing mix to collegiate and professional sports.

p. Term(s) Offered: F (See instructions for listing.) q. Max. Section Enrollment: 25

r. Prerequisites/Co-requisites/Restrictions: (If none, leave blank.) Limited to 100 spaces. MKTG 321.

UCC Chair Signature/Date:

 3, 3, 09

Academic Affairs Approval Signature/Date:

 3 17 09

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code

Basic Skill (BS) General Education (GE) Occupational Education (OC) G.E. Codes

Office of the Registrar use ONLY

Date Rec'd: ____ Date Completed: ____ Entered: SCACRSE __ SCADETL __ SCARRES __ SCAPREQ __