



**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:**

<b>Prefix</b>	<b>Number</b>	<b>Title</b>
<b>MKTG</b>	<b>490</b>	<b>Sports Marketing</b>

**b. Courses to be Deleted From FSU Catalog:**

<b>Prefix</b>	<b>Number</b>	<b>Title</b>
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**c. Existing Course(s) to be Modified:**

<b>Prefix</b>	<b>Number</b>	<b>Title</b>
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**d. Addition of existing FSU courses to program**

<b>Prefix</b>	<b>Number</b>	<b>Title</b>
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**e. Removal of existing FSU courses from program**

<b>Prefix</b>	<b>Number</b>	<b>Title</b>
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\*Contact Senate Secretary or UCC Chair if spaces for additional courses are needed.

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

<b>Prefix:</b>	<b>Number</b>	<b>Title</b>
<b>MKTG</b>	<b>490</b>	<b>Sports Marketing</b>

**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. Prepared detailed sports marketing plans
5. Demonstrate a professional presentation of a sports marketing plan

<b>Course Outcome</b>	<b>Exam and/or Quiz</b>	<b>Written Assignment/ Presentation</b>	<b>Case Analysis</b>	<b>Class Participation</b>
<b>1. Define sports marketing and sponsorship concepts</b>	X			X
<b>2. Link marketing principles to sports industry issues</b>	X	X		X
<b>3. Analyze sports marketing problems and offer recommendations</b>	X	X	X	X
<b>4. Prepared detailed sports marketing plans</b>	X	X		
<b>5. Demonstrate a professional presentation of a sports marketing plan</b>		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): 200908 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

490

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: 200908 (See instructions for listing.)

q. Max. Section Enrollment: 20

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

UCC Chair Signature/Date:

\_\_\_\_\_ / /

Academic Affairs Approval Signature/Date:

 \_\_\_\_\_ 1/25/09

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 \_\_