



# Business Administration

## Course Outline

<b>COURSE NUMBER:</b>	BUAD 334
<b>COURSE TITLE:</b>	SPORTS AND EVENT MARKETING
<b>CREDITS:</b>	3
<b>CALENDAR DESCRIPTION:</b>	This course includes an intensive examination of the marketing plan as it pertains to marketing of sports and events. It explores the characteristics of consumer behaviour in terms of spectators and participants. The contribution and importance of sponsorship exchanges to the traditional marketing mix is the focus of the course.
<b>SEMESTER &amp; YEAR:</b>	Winter 2012
<b>PREREQUISITE:</b>	BUAD 116 and third-year standing
<b>CO-REQUISITE:</b>	None
<b>PREREQUISITE TO:</b>	None
<b>FINAL EXAM:</b>	Yes
<b>HOURS PER WEEK:</b>	3
<b>GRADUATION REQUIREMENT:</b>	Elective – BBA, Marketing and Hospitality & Tourism Management options
<b>SUBSTITUTABLE COURSES:</b>	
<b>TRANSFER CREDIT:</b>	
<b>SPECIAL NOTES:</b>	Students with credit for BUAD 338 will require permission of the department before taking this course.
<b>DEVELOPMENT DATE:</b>	2006
<b>REVISION DATE:</b>	2011

**DEPARTMENT CHAIR'S SIGNATURE:** *(Approval on file)*

**PROFESSOR:**

**Biggi Weischedel** 762-5445 #4525 Kelowna: C119 [bweischedel@okanagan.bc.ca](mailto:bweischedel@okanagan.bc.ca)  
or Blackboard

**COURSE DESCRIPTION:**

This course focuses on the examination of a business plan as it pertains to the development, marketing, sales and execution of events related to either sports or cultural events. The course commences with an overview and refresher to the main elements of a marketing plan applied to the growing industry of events (both with the private and not-for-profit sectors) and sports marketing (both within the professional and amateur sectors). It offers an application of the tools to develop an event marketing plan for an organization of students working in teams.

The applied learning in this course is attractive to those who want to build a bridge with businesses across the region or the nation and assess your skills and level of interest in the business of events and sports marketing. Topics include distinguishing between event marketing, sponsorship and traditional consumer goods and services marketing, environmental considerations specific to marketing sports and events, consumer behaviour as it pertains to spectators and participants, positioning strategies, the sport and event product, integrated marketing communications, sponsorships, distribution, pricing, client servicing and methods of evaluating sports and event marketing programs. This course also examines the importance of the seven P's of marketing (identified in Services Marketing) as these are critical to the development and execution of successful events.

**COURSE OBJECTIVES:**

1. To gain an understanding of the unique features of sports and events as they pertain to the marketing process.
2. To identify the distinguishing characteristics of sports and event consumer behaviour.
3. To appreciate the complexity of building an event plan.
4. To apply these concepts in the development of an event plan.

**REQUIRED TEXTS:**

A comprehensive marketing textbook is required for this course. The topics covered in the textbook should consist of the key components of a marketing plan including: environmental scanning, consumer behaviour, targeting, positioning, product, price, distribution, IMC and evaluation methods.

The textbook used in BUAD 116 ("MKTG" by Lamb, Hair, McDaniel et al.) would be a good choice.

**The following textbook is used for this course:**

**O'Reilly & Séguin, Sport Marketing: A Canadian Perspective, Nelson Education, Toronto ON (2009).**

**EVALUATION PROCEDURE:**

Team Project .....	50%
Participation .....	25%
Final Exam.....	25%
Total.....	100%

## Standardized Grading System

1 <sup>st</sup> Class	A+	90 – 100
	A	85 – 89
	A-	80 – 84
2 <sup>nd</sup> Class	B+	76 – 79
	B	72 – 75
	B-	68 – 71
Pass	C+	64 – 67
	C	60 – 63
	C-	55 – 59
Marginal Pass	D	50 – 54
Failure	F	0 – 49

**Course Grade Elements:**

- 1. Team Project (50%)** There will be three project submissions throughout the semester. The topics covered and marks awarded for each submission are as follows:  
Part A – Project Description, Situation Analysis, Positioning Strategy and Product Description (20%)  
Part B – IMC and Sponsorship Plan, Distribution, Pricing and Evaluation (15%)  
Part C- Your team will be required to present the completed marketing plan orally (15%) as well as submit a complete final version of the plan electronically (to receive a presentation grade). Revisions have to be made based on the feedback received on Parts A and B.

***Please note:*** The final grade for the team project will be based on a combination of the final grades awarded for each of these three parts and pro-rated by your team members' assessment of your overall performance. This will be based on the individual and team evaluation process outlined in class and provided on Blackboard at the start of classes.

**Team Project Topic Selection:**

Select an event for a local, regional or national organization that your team will study throughout the semester. You will need to approach the event organizing committee (your client) with a consent form asking them to assist you in completing this project. The event can be an existing event or a new event. The event should be local or regional and may have a sport, culture, arts or philanthropic focus. You may choose a for-profit, not-for-profit or fundraising event, and you must include sponsorship as part of your marketing strategy.

- 2. Participation (25%)** Students will be asked to complete and present applied key concepts. The complete details of the mark allocation for class participation are outlined below.
- 3. Final Exam (25%)** The final exam is cumulative and covers all topics discussed throughout the course. ***Please note:*** You must pass the final exam to pass the course

**Team Project Structure**

Teams of students (usually 4 per team) will be formed in the first week of classes. These teams shall work together for the duration of the course on both the in-class presentation of applied key concepts (see Class Participation structure below) and the development of the applied event marketing or sports marketing plan project for an organization of your team's choice. The details of this applied project are contained on a separate handout from the syllabus, which will be provided on Blackboard.

### Class Participation Structure

**Homework Pre-class:** Students are asked to prepare their own Applied Key Concepts for each chapter. They must contain the main skills taught in the chapter(s) (you may work in teams to do this) and these must not exceed one page (11pt font). Then you must develop an application of the main principles to a real event of your choosing and the application must also not exceed one page. You may work in teams to discuss the skills and application but the submission needs to be individual. A sample of this application will be provided to all students on Blackboard.

Starting in the third week of classes, students are required to hand in those 9 Applied Key Concepts for each topic at the beginning of each class. **No late submissions or electronic submissions will be accepted.** Participation grades (9%) will be based on the submission of key concepts equaling 1% per key concept. Your professor will keep the submitted key concepts and provide them to the students at the final exam (no other notes or books are allowed during the final exam).

Applied Key concepts have become an important means by which students have found that they are able to be prepared for the business of event marketing and also useful to promote class discussions. Students will be asked to discuss their applications examples in class. Students must also keep a copy of all key concepts in order to prepare for the final exam.

**Hour #1:** Starting in the third week of classes, your team that is formed for the applied component of the course will be assigned to present an in-class seminar to discuss the key concepts for the chapter and demonstrate an application of the key concepts to a subject of your choice. The schedule shall be determined on a random draw basis. Your team should bring your own laptop and prepare a slide show to assist you. Please focus on using interesting and innovative methods of engaging the class, stimulating discussion and conveying the key concepts. Presentations should be at least 45min in duration, and including discussions and your chosen engagement methods, the seminars should last about one hour.

Your team participation grade (11%) will be based on the quality of the presentation and the level of involvement of other students in the discussion. Team members not participating in the preparation of the presentation will not be allowed to present and will receive a mark of 0.

**Hour #2:** At the end of the seminar, the chapter concepts will be further discussed using case studies and review questions. We will also have guest speakers to contribute to our class. In addition, students will be asked to present their examples for debate amongst classmates.

**Hour #3:** Our past experience dictates that, if the team presentations and the discussion of the applied examples create good debate, then we shall continue this into Hour #3. As the course progresses, we shall use this last hour for team projects to be discussed. This will include project updates from all teams; discussion of common problems and consultation between the professor and each team.

**During the seminars, guest lectures and discussions, students will be asked to interact with the professor and other students.** Participation grades (5%) will be allocated throughout the term by the professor based on each student's level of interaction. An outline of the details of the grading scheme shall be posted online at the start of the course.

## COURSE SCHEDULE:

Week of:		Lecture Topic	Readings and Due Dates
		<i>Apr 5 – Last day of regularly scheduled classes Apr 6 to 9 – Easter weekend (no classes)</i>	
Jan	3	What is Event Marketing?	O'Reilly & Séguin: Chapter 1 <b>Formation of Teams and Discussion of team projects</b>
	9	Library Presentation The Event Marketing Plan	Sample sport marketing plan O'Reilly & Séguin: Chapter 18
	16	The Environmental Analysis <b>Team Presentation and KC#1</b>	O'Reilly & Séguin: Chapter 2 <b>Submit Proposal including team, client and task allocation</b>
	23	Consumer Behaviour (Participants, Spectators & Volunteers) <b>Team Presentation and KC#2</b>	O'Reilly & Séguin: Chapter 4 <b>Completed consent forms due</b>
	30	Segmentation, Targeting and Positioning; Ambush Marketing <b>Team Presentation and KC#3</b>	O'Reilly & Séguin : Chapter 5 O'Reilly & Séguin : Chapter 13
Feb	6	Product Concepts & Branding <b>Team Presentation and KC#4</b>	O'Reilly & Séguin: Chapters 6 & 7
	13	Promotion Concepts <b>Team Presentation and KC#5</b>	O'Reilly & Séguin: Chapter 9
	20 - 24	<i>Reading Break</i>	
	27	Sponsorships <b>Team Presentation and KC#6</b>	O'Reilly & Séguin: Chapter 11 & 12 <b>Group Project Part A due</b>
Mar	5	Media & Distribution Concepts <b>Team Presentation and KC#7</b>	O'Reilly & Séguin: Chapter 10
	12	Pricing Concepts <b>Team Presentation and KC#8</b>	O'Reilly & Séguin: Chapter 8
	19	Implementation and Control <b>Team Presentation and KC#9</b>	O'Reilly & Séguin: Chapter 16 <b>Revisions from Group Project Part A due</b> <b>Group Project Part B due</b>
	26	Team Presentations of Projects	<i>Final Team Project Presentations</i>
Apr	2	Team Presentations of Projects	<i>Final Team Project Presentations</i>
Apr	11 - 21	<b>FINAL EXAM PERIOD</b>	<i>Final Project including revisions due at 12noon the day before the final exam</i>

## **SKILLS ACROSS THE BUSINESS CURRICULUM**

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The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

## **STUDENT CONDUCT AND ACADEMIC HONESTY**

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### **What is the Disruption of Instructional Activities?**

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

### **What is Cheating?**

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the professor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

### **What is Plagiarism?**

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

### **What are the Students’ Responsibilities to Avoid Plagiarism?**

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format [www.okanagan.bc.ca](http://www.okanagan.bc.ca). Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 5<sup>th</sup> edition (2001). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

### **What are the Penalties for Plagiarism and Cheating?**

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.