COURSE DESCRIPTION

The purpose of this course is to provide an overview of various aspects of the sports business. We will focus on creating a sports venture and the many industries its created. Sports business means many different things to different people. This is a truly global industry, and sports stir up deep passion within spectators and players alike in countries around the world. To one person, sports are a venue for gambling; to another, they are a mode of personal recreation and fitness, be it skiing, cycling, running or playing tennis. To business people, sports provide a lucrative and continually growing marketplace worthy of immense investments, to facilities developers and local governments, sports are a way to build revenue from tourists and local fans. Sports are deeply ingrained in education, from elementary through university levels as well, making this a very interesting topic to learn.

COURSE MATERIALS

Required :

Sports Marketing
2nd Edition, Hardcover
By: Sam Fullerton
McGraw-Hill, Irwin Editors
ISBN: 978-0-07-338111-4
Softcover book created for this class.

Harvard Business Case Studies: www.hbsp.harvard.edu
Golden Baseball League
Sports Business Journal
Slides created from entrepreneurship course and sports industry

COURSE FRAMEWORK

This class will cover creating a sports business. We will overview several industries that sports has developed over the years including minor league baseball leagues, to sports journals that cover nothing but the business side of sports, beverage companies marketing almost solely through sports, to using innovative technologies increasing the sports fans access to games they enjoy. We will also cover Sports Marketing, one of the fastest growing professions in industry today. This course will provide a foundation
for understanding the business of sports. How major corporations and smaller companies use sports and athletes to brand and market their products and services globally. It will also address the different career choices the sports business has to offer. We will draw on your own experiences, interviews, guest speakers either live or via video conference, videos of small business managers and the experience of the instructor to explore the following topics:

The Foundation of Entrepreneurship In Sports

- The mindset of a Sports Entrepreneur (Chapter 1)
- The intentions of a Sports Entrepreneur (Chapter 2)
- New Sports Trends / Global Sports Business (Chapter 3)
- Quiz Chapters 1-3, these are slides from Entrepreneurship Course edited for sports.

The Foundation of Sports Marketing:
This section comes from Sports Marketing Book by Sam Fullerton
- Introduction to Sports Marketing / Sports Business (Chapter 1)
- The Four Domains of Sports Marketing (Chapter 2)
- Marketing through Sports Using Mainstream Strategies (Chapter 3)
- Quiz 2

Marketing through Sports

- Introduction to Sponsorship (Chapter 4)
- Sponsorship Foundation Developing the Proposal (Chapter 5)
- Pre-Event Evaluation (Chapter 6)
- Quiz 3
- Activation of the Sponsorship (Chapter 7)
- Ambush Marketing (Chapter 8)
- Venue Naming Rights (Chapter 10)
- Quiz 4
- Endorsements (Chapter 11)
- Licensing (Chapter 12)
- The Sports Journal Business Case
- Quiz 5

Sports Businesses

- Discussion about the different type of businesses and work opportunities there are in sports.
- Read and review Narragansett Brewery Case it highlights how a start-up implemented sports and celebrities into its marketing plan.
SPORTS MARKETING EVENT FOR YOUR COMPANIES

You each will create a corporate sports marketing event for your new sports business. They will be sponsored events, including media, which VIPs will appear at your corporate events, etc.

FINAL EXAM

The final exam will consist of multiple choice and true, false questions on topics discussed and learned during the course of the semester from topics learned in slides, business cases, as well as key information shared by guest speakers.

METHODS OF INSTRUCTION

Several methods of instruction are used including: lecture, videos, class discussions of examples, case studies, guest speakers, and project work. We will attempt to go to the Prudential Center for a hockey game. The price will be in the $25 - $30 range. This is not mandatory because there’s a fee; however it’s very important because everything we learn from the slides and about marketing through sports takes place at the Prudential Center. Naming Rights, Corporate Sponsorship, How businesses use sports to enhance their companies, etc is all on display at the game. Those who attend receive 3 points for participation towards the end of year grade.

Students are responsible for reading assigned material prior to class and coming prepared to engage in a discussion on the assigned topics. Discussion questions related to the readings will be posted in advance for each class session. Quality class participation is a significant part of everyone’s learning process. Asking thoughtful questions, respecting the views of your fellow students and instructor, not interrupting others and sharing opportunities to participate with your colleagues will result in meaningful dialogue and learning.

ATTENDANCE POLICY

Students are expected to attend every class. Many of the benefits will be obtained in the materials presented and discussed in class as well as the conversation with your colleagues and project team. Although lecture materials will be posted, this is not a substitute for attendance. Failure to attend class will impact grades. Please notify the instructor in advance if you will not attend. This does not excuse your absence nor is it a substitute for attendance. If you do not attend class regularly it will have a direct effect on your grade.
EXPECTATIONS:
Professional conduct is expected at all times:

- Treat all participants in the class with respect
- Arrive on time and avoid early departures
- Use laptops or other technology in the classroom only when appropriate for the activities for that session
- No cell phones, or other electronic instruments are to be out or on during class
- Do not distract others
- Submit all assignments on time, in a legible and professional manner (10 or 12 point, double spaced, with one inch margins all around)

ACADEMIC INTEGRITY
Rutgers University policy on academic integrity and honesty applies to all work performed for this class. Quizzes are to be completed only by the individual student whose name is on the work. Quizzes will be closed book and notes. You may consult with others in preparing your business plan assignments but the submission itself must be prepared only by the individual or team members whose name(s) appear on the submission. If there are any questions about conformity to the policy please check with me in advance. There will be no opportunity to make up missed quizzes unless of a medical emergency accompanied with a doctor’s note.

COMPONENTS OF YOUR GRADE

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<thead>
<tr>
<th>Type</th>
<th>Description</th>
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<tr>
<td>(I)</td>
<td>5 Quizzes</td>
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<td>(I)</td>
<td>Sprts Mktg Sponsrshp</td>
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<td>(I)</td>
<td>Extra Credit</td>
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TOTAL 102 POINTS

There is no grading curve in this class. There is no pre-determined grade distribution.

Grading will be as follows:

A  = 90 – 100
B+ = 88 – 89.99
B  = 80 – 87.99
C+ = 78 – 79.99
C  = 70 – 77.99
D  = 60 – 69.99
F  = Below 60
SUBMITTING ASSIGNMENTS:

Assignments should be submitted to eruffin@ecsmg.com

Quizzes and Extra Credit: Quizzes will be announced and will cover assigned reading material for the class in which the quiz is given. Quizzes will be given in class, with no opportunity for makeup if you miss it, a medical condition accompanied with a doctor’s note is the only way consideration will be given to makeup missed quizzes.

There is no grading curve in this class. There is no pre-determined grade distribution. There will be 5 quizzes, a sports sponsorship marketing plan and final exam. Extra Credit is for you to create a profile with a picture of you or your business logo on one of the fastest growing websites for entrepreneurs www.hoodeconomix.co and submit an article to the site on a sports business topic you think will interest business owners or aspiring entrepreneurs. Visit the site to see the type of articles are on the site. Scroll down to Latest News section on right side of site click the add button to add an article and you may have to save the picture of the logo from the source i.e. BusinessWeek.com, Inc.com and add that logo in the article, so there's no infringement on where it originated from, also like Young Entrepreneurz Organization and ECSMG Media Facebook pages

Assignments
There are two kinds of assignments during the semester; individual and team assignments. Individual assignments are design to assess your individual learning while team assignments are set your team work and your ability to do collaborative learning.

Individual assignments are:
The sports marketing event plans that you will put together, quizzes and final exam are the assignments in this course. I will also assign readings that will be included on quizzes and final exam.

Team assignments: N/A

Guest Speakers Via Video Conference:
There will be guest speaker(s) during the course of the semester that will talk to the class via video conference because many of them are in other parts of the country. It’s important that you have questions prepared on topics of interest to you for our guests. I will post the guest on Blackboard prior to their appearing.
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<thead>
<tr>
<th>Week</th>
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<th>Readings</th>
<th>Project Assignments</th>
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<td>Introduction/Chap 1 Mindset of Sports Entrepreneur</td>
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<td>Sports Business Case – The Sports Journal</td>
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**Guest Speakers – Dates and times will be posted online.**