

**OHLONE COLLEGE**  
**Ohlone Community College District**  
**OFFICIAL COURSE OUTLINE**

**I. Description of Course:**

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| <p><b>1. Department/Course:</b> <u>PE - 243</u></p> <p><b>2. Title:</b> <u>Sports Marketing</u></p> <p><b>3. Cross Reference:</b></p> <p><b>4. Units:</b> <u>3.00</u><br/><b>Lec Hrs:</b> <u>3.00</u><br/><b>Lab Hrs:</b> <u>0.00</u></p> <p><b>5. Repeatability:</b> <u>No</u></p> <p><b>6. Grade Options:</b><br/>Letter Grade, May Petition Credit/No Credit (GC)</p> | <p><b>7. Degree/ Applicability:</b><br/>Credit, Degree Applicable, Transferable - CSU (T)</p> <p><b>8. General Education:</b></p> <p><b>9. CAN Numbers:</b></p> <p><b>10. Field Trips:</b> <u>Not Required</u></p> <p><b>11. Requisites:</b><br/>None</p> |
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**12. Catalog Description:**

This course examines the application of the principles of promotion and marketing to the sport and fitness industry. The areas covered will include high school/collegiate athletics, professional sports and the fitness club industry.

**13. Class Schedule Description:**

Examine the principles of marketing as they relate to the sports and fitness industries.

**14. Counselor Information:**

This course examines the application of the principles of promotion and marketing to the sport and fitness industry. This course will be used as a required course for the business/sports management degree as well as the degree in Exercise Science and Wellness option in Coaching.

**II. Student Learning Outcomes**

The student will:

1. Define and apply key marketing concepts and strategies within collegiate, high school and professional sport contexts as well as managed recreation enterprises.
2. Develop marketing strategies to realize marketplace opportunities.
3. Successfully develop and implement a sports marketing campaign.
4. Explain key consumer behavior concepts and their implications to sport marketing.
5. Define publicity fundamentals and make use of these strategies when promoting sports events.

### **III. Course Outline:**

- A. Introduction to Sport Marketing
  - 1. Definitions of sport marketing, marketing pioneers, historical aspects, unique aspects
- B. Marketing Management
  - 1. Marketing planning process, marketing mix, marketing theory, competitor & market analysis, marketing proposals, marketing Goal, industry segments
- C. Consumer Behavior
  - 1. Sport consumers, internal & external influences, decision-making process, customer motives, customer satisfaction, frequency escalator
- D. Sport Marketing Research
  - 1. Internal & external sources of information, MIS
- E. Market Segmentation
  - 1. User segmentation, demographics, psychographics, target marketing
- F. The sport product & service
  - 1. Product strategies, product development, product life cycle, customer service strategies
- G. Promotions
  - 1. Sales promotion, advertising, direct sales, event promotion, special events, media
- H. Strategies
  - 1. Pricing approaches & decisions
- I. Distribution
  - 1. Distribution strategies, distribution agents, media distribution
- J. Sponsorship
  - 1. Sponsorship trends, endorsement, planning, & sales processes
- K. Public Relations
  - 1. Media & community relations, Public relations tools, image enhancement
- L. Sales management
  - 1. Sales inventory, sales approaches, fundraising
- M. Collegiate athletics
  - 1. Selling the product in varied settings

### **IV. Course Assignments:**

#### Reading Assignments

Selected chapters in text.

#### Writing Assignments

Develop a written marketing strategy for the event of student choice (focusing on youth, high school and collegiate sports programs.)

Group Project - develop a fundraising program for an Ohlone College athletic team.

Projects, Activities, and other Assignments

**V. Methods of Evaluation:**

- A. Grading to be based on:
- B. Written marketing strategy and presentation
- C. Group project and presentation
- D. Midterm exam
- E. Final exam
- F. Class participation

**Methods of Instruction:**

Audiovisual  
Other  
Lecture  
guest speakers

**VI. Textbooks:**

Required

1. Mullin, B.J. *Sport Marketing* 2nd Edition, Human Kinetics, 2000 ISBN: 0880118776

Optional

**VII. Supplies:**

1. none