Faculty is required to have the outline submitted to the Academic Affairs Office. The course outline is the form used for approval of new courses by the Academic Affairs and Standards Council.

DEPT. PHED COURSE NUMBER: 2215

NUMBER OF CREDITS: 3

COURSE TITLE: Sport Marketing

CATALOG DESCRIPTION: Introduces students to an in-depth study of sports marketing and its influence on the accomplishment of objectives in the world of sports. It involves a thorough review of the product, be it tangible or a service, and details bringing the product to market. Topics include advertising, promotions, public relations, location, pricing, sponsorships, licensing, market segmentation, and the role of research.

AUDIENCE: Registered college students that are interested in the Sport Management with an emphasis in the sport marketing field.

FULFILLS MN TRANSFER CURRICULUM AREA(S) (Leave blank if not applicable)
Area: by meeting the following competencies:
Area: by meeting the following competencies:
Area: by meeting the following competencies:

PREREQUISITES OR NECESSARY ENTRY SKILLS/KNOWLEDGE: PHED 1101

LENGTH OF COURSE: One Semester

THIS COURSE IS USUALLY OFFERED:
Every other year ☐ fall ☐ spring ☑ summer ☐ undetermined ☐

Four goals are emphasized in course at Minnesota West Community & Technical College:

1) ACADEMIC CONTENT: The academic objectives of this course are:
   a. Have a general knowledge of marketing in the sports industry.
   b. Know the basic concepts of sports marketing when dealing with advertising, promotions, and public relations.
   c. Know the S.W.O.T. analysis of location, pricing, and other areas of sport marketing.
   d. To have an understanding of the process for licensing and the role of research.
2) THINKING SKILLS: This course will help students improve the effectiveness of their thinking skills through:
   a. Understanding marketing concepts as they relate to the sports industry.
   b. Researching of information and organization of group and individual presentations.
   c. Analytical thinking for appropriate problem-solving techniques.

3) COMMUNICATIONS SKILLS: This course will help students improve their oral and written communication skills through:
   a. Interactive lecture/group and individual presentations.
   b. Discussing oral and written interpretations of the effects on sport as it relates to societal changes.

4) HUMAN DIVERSITY: This course will help students recognize, understand, and appreciate human diversity through:
   a. Working with others in a small group setting.
   b. The fostering of a classroom that is sensitive, respectful, and “safe” for the exploration of diversity issues as they relate to sport.

TOPICS TO BE COVERED:
- Marketing concepts as they relate to the sports industry
- S.W.O.T. analysis as it relates to sports marketing
- Perspectives in sports consumer behavior
- Licensed and branded sports merchandising
- Place and sport product distribution
- Electronic media and public relations in the sports industry
- Legal aspects of sports marketing

LIST OF EXPECTED COURSE OUTCOMES: To gain an overall knowledge of sports marketing and the effects upon the sports industry as it relates to public relations, promotions, advertising, pricing, licensing, sponsorships, and market segmentation.

LEARNING/TEACHING TECHNIQUES used in the course are:
- Collaborative Learning
- Student Presentations
- Creative Projects
- Lecture
- Demonstrations
- Lab
- Problem Solving
- Interactive Lectures
- Individual Coaching
- Films/Videos/Slides
- Other (describe below)

ASSIGNMENTS AND ASSESSMENTS FOR THIS CLASS INCLUDE:
- Reading
- Oral Presentations
- Textbook Problems
- Group Problems
- Term Paper
- Tests
- Worksheets
- Papers
- Individual Projects
- Collaborative Projects
- Portfolio
- Other (describe below)
EXPECTED STUDENT LEARNING OUTCOMES:

- Students will identify marketing changes and the effects they have on the sports industry
- Students will demonstrate appropriate communication skills
- Students will define S.W.O.T. analysis and demonstrate a knowledge of the four areas
- Students will define and describe the different areas of sport marketing related to the sports industry
- Students will define and describe the legal aspects of licensing and branding in the sports industry
- Students will demonstrate a knowledge of sports product pricing strategies through written communication
- Students will demonstrate knowledge of marketing in electronic media through oral presentation

Veteran Services: Minnesota West is dedicated to assisting veterans and eligible family members in achieving their educational goals efficiently. Active duty and reserve/guard military members should advise their instructor of all regularly scheduled military appointments and duties that conflict with scheduled course requirements. Instructors will make every effort to work with the student to identify adjusted timelines. If you are a veteran, please contact the Minnesota West Veterans Service Office.

The information in this course outline is subject to revision

To receive reasonable accommodations for a documented disability, please contact the campus Student Services Advisor or campus Disability Coordinator as arrangements must be made in advance. In addition, students are encouraged to notify their instructor.

This document is available in alternative formats to individuals with disabilities by contacting the Student Services Advisor or by calling 800-658-2330 or via your preferred Telecommunications Relay Service.

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