



15800 Calvary Rd
Kansas City, MO 64147

Syllabus

Course: SM302D and DN – Sports Marketing and Fundraising
Credit: 3 credit hours
Semester: Spring 2022, Cycle 5
Time: Monday 1-4pm
Instructor: Tressa Shoemaker: tressa.shoemaker@calvary.edu

This is a blended class, meaning that both campus and online students take this class together. Campus students attend the classes in person, online students attend the classes via the online classroom. All interaction and assignments for campus and online students are done in the online classroom.

I. DESCRIPTION

This course provides an overview of the sport market and of sports marketing, and how to implement critical concepts in fundraising for sports. Marketing plans including product, price, promotion, place and public relations will be explored. Areas of personal selling, merchandising, and electron media will also be an essential topic of interest.

II. OBJECTIVES

A. General competencies to be achieved. You will:

1. Begin to understand various sources of revenue used to fund the sport industry. (PLO: 1,3,4,5) (Assignment: 1,2,3,4)
2. Understand concepts of sponsorship, endorsements, and fundraising as they relate to sport industry. (PLO:1,4,5) (Assignment: 1,2,3,4,5)
3. Understand the process and procedures needed to market and promote a sport event. (PLO: 1,4,5) (Assignment 1,2,3,4,5)
4. Learn about how to apply biblical principles of work ethic and truth through marketing and fundraising. (PLO: 1,2,3) (Assignment 1,4,5,6)
5. Understand the importance of trusting God for those elements that are not in your control when it comes to fundraising. (PLO: 1,2,3) (Assignment 1,4,5,6)
6. Understand social media and its issues and concerns regarding fundraising and marketing. (PLO 4,5) (Assignment: 1,2,3, 6)

B. Specific competencies to be achieved. You will:

Our Mission: "...to prepare Christians to live and serve in the church and in the world according to the Biblical worldview."

1. The student will be able to apply concepts from traditional or mainstream marketing to sport marketing. (PLO: 1,4,5) (Assignment: 1,2,3,4,5,6)
2. The student will demonstrate an understanding of donor or prospect identification and cultivation specific to athletics programs. (PLO: 1,4,5) (Assignment: 1,2,3,4,5,6)
3. The student will demonstrate an understanding of strategic planning specific to athletics fund raising and revenue generating programs. (PLO1,4,5) (Assignment: 1,2,3,4)
4. The student will identify and apply correct fund-raising and marketing strategies and techniques for a specific sport within the athletic environment as it relates to ethical and moral issues. (PLO: 1,2,3) (Assignment 1,2,3 6)
5. The student will identify and apply correct fund-raising and marketing strategies and techniques for a complete athletics department. (PLO 4,5) (Assignment 1,2,3,4,5,6)
6. The student will identify and apply correct revenue-generating strategies and techniques through social media specific to athletics-related programming.(PLO:4,5) (Assignment 1,2,3,4,5)
7. The student will analyze and identify the complex ethical considerations relative to the development and implementation of a fund-raising or marketing plan in athletics. (PLO: 1,2,3,4,5) (Assignment: 1,4,6)

III. MATERIALS

- A. BIBLE** - The Bible is a required textbook in every course at Calvary University. To facilitate academic level study, students are required to use for assignments and research an English translation or version of the Bible based on formal equivalence (*meaning that the translation is generally word-for-word from the original languages*), including any of the following: New American Standard (NASB, English Standard Version (ESV), New King James (NKJV), or King James (KJV). Other translations and versions based on dynamic equivalence (*paraphrases, and thought-for-thought translations like NLT and NIV*) may be used as supplemental sources. Please ask the professor if you have questions about a particular translation or version.

B. Textbooks

Leonard, Richard, (2012). *Fundraising for sport and athletics*, 1st Ed. Morgantown, W.V.: Fitness Information Technology. ISBN: 978-1940067131. Retail Price: \$64.00.

Mullin, B, Hardy, S., and Sutton, W., (2014). *Sport marketing*, 4th Ed. Champaign, IL: Human Kinetics. ISBN: 978-1450424981. Retail Price: \$50.89.

Newman, Tim, (2013). *Social media in sport marketing*, 1st Ed., Scottsdale, AZ: Holcomb Hathaway Publishers. ISBN: 978-1934432785. Retail Price: \$60.00.

C. Powerpoint

IV. REQUIREMENTS

A. Writing

1. All papers must be in APA 7th Edition format.
2. The Clark Academic Center (learning@calvary.edu), located in the library building, is dedicated to providing free academic assistance for all students. Student tutors aid with all facets of the writing process, tutor in various subject areas, prepare students for exams and facilitate tests. Please take advantage of this service.
3. Plagiarism is defined as copying any part of a book or paper without identifying the author. This also includes taking another person's ideas and presenting them as your own.

B. Sporting Event Analysis

The student will observe a sporting event and write an analytical report concerning the positives and negatives of overall marketing and fundraising. Specific details and rubric given in class.

C. Sport Website Analysis

The student will look through 5 different athletic websites and write an analytical report concerning the positives and negatives of each website. Specific details and rubric given in class.

D. Required Reading

Student will answer the study questions after each assigned chapter in the required texts.

E. Discussion Questions

The student will be required to complete a discussion question each week and respond to two other classmates.

F. Group Project – Strategic Marketing and Fundraising Plan

The student will be assigned with a group to come up with 5 promotional and 5 fundraising ideas for a specific athletic team. This will then be apart of an overall strategic plan for an athletic department. Presentations will be given in class.

G. Lectures

The student will gain an understanding of the importance of a Christian worldview and how it relates to the organizational structure through lectures and case studies.

V. METHODS

A. Lectures, Textbook Reading, Interviews, and Research.

B. Grading

Sporting Event Analysis	100 Points
Website Analysis	100 Points
Group Project	100 Points
Discussion Questions	50 Points
Required Reading	50 Points
Case Studies	100 Points
Daily Assignments	50 Points
Total	650 Points

VI. TENTATIVE SCHEDULE

Week 1: Introduction, Theory of effective promotion and sales

Week 2: Sport Ticket Sales

Week 3: Sport Sponsorship

Week 4: Sport Licensing and Brand Management

Week 5: Sport Promotion and Sales, Product and Pricing

Week 6: Strategic Marketing

Week 7: Segmentation, Targeting, and Positioning

Week 8: Development of Marketing Plans

IX. Students with disabilities have the responsibility of informing the Accommodations Support Coordinator (aso@calvary.edu) of any disabling condition that may require support.