

Syllabus

Course: SM303D and ND – Media Marketing for Sports and Business
Credit: 3 credit hours
Semester: Spring 2024
Time: Tuesday and Thursday 9:30-10:50
Instructor: Tressa Barnes: tressa.barnes@calvary.edu

This course is offered in two formats: in-person and online. Students registered for in-person attend the classes in person, online students attend the classes via the online classroom. For both in-person and online students, assignments and interaction outside of the class period are done in the learning management system.

I. DESCRIPTION

This course provides an overview of digital business marketing and how to implement critical concepts in fundraising campaigns. Marketing plans including product, price, promotion, place and public relations will be explored. Areas of personal selling, merchandising, and electronic media will also be essential topics of interest and practice. (also listed as BU303) (Prerequisite: BU200).

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)

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

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:

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

Kingsnorth, Simon, (2020). *Digital Marketing Strategy: An Integrated Approach to Online Marketing 2nd Edition*. Kogan Page. ISBN: 978-0749484224. Retail \$40.00.

Peterson, J.J., (2020) *Marketing Made Simple. A Step-by-Step Story Brand Guide for Any Business*. Harper Collins Leadership. ISBN: 978-1-4002-1-7649. Retail Price: \$22.99.

C. PowerPoint

IV. REQUIREMENTS

A. Writing

1. All papers must be in APA 7th Edition format.
2. Plagiarism is defined as copying any content without identifying the source. This also includes taking another person's or AI entity's ideas or constructs and presenting them as your own. The use of AI generated content in student work is prohibited (even if cited) as it does not represent original work created by the student and is an unreliable aggregate of ideas from other sources. Plagiarism of any kind will not be tolerated.
3. The Clark Academic Center (learning@calvary.edu) is dedicated to providing free academic assistance for Calvary University 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.

B. Create your own website

The student will over the course of the cycle create a website with content for their future business.

C. Sport Website Analysis

The student will look through 5 different athletic or business 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. Media Marketing Projects

The student will be required to complete a project every week.

F. 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 a part 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

Website	100 Points
Website Analysis	100 Points
Weekly Projects	100 Points
Discussion Questions	50 Points
Required Reading	50 Points
Daily Assignments	50 Points
Total	550 Points

VI. TENTATIVE SCHEDULE

Week 1: Introduction, Theory of effective promotion and sales

Week 2: Digital Marketing Concepts

Week 3: Logos and Hue Colors

Week 4: Social Media Marketing

Week 5: Video Promotions and Content

Week 6: Strategic Market Planning

Week 7: Segmentation, Targeting, and Positioning

Week 8: How to Build a Website

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