



BUSINESS SCHOOL
Te Kura Pakihi

Department of Marketing Te Mātauranga Tokoka

SEMESTER ONE 2024

MART207 Sports Marketing

Paper Description and Aims -Whāinga o te Akoranga

An introduction to the theory and practice of sports marketing, with particular emphasis on the Australasian situation. The industry is evolving following the global changes in technology, lifestyle trends and the impact of COVID-19, and therefore there is a development in knowledge and opportunities for specialisation in this field.

Semester One

0.15 ECTS

18 points

Prerequisites: 108 Points

Teaching Staff - Kaimahi

Paper Coordinator – Kaituhituhi Akoranga

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Paper Administrator – Kaiwhakahaere Akoranga

Name: Cathie Child
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Email: cathie.child@otago.ac.nz
Office Hours: Please refer to Blackboard

You should contact **Cathie Child** with any administrative enquiries about the paper, e.g. tutorial changes, or requests for late submission of assignments.

Expectations for Staff Response Time to Email Enquiries – 9am to 5pm, Monday to Friday, email response will generally be within 48 hours. Please be aware that Rob works part-time, and staff are not available to respond to emails between 5pm Friday and 9am Monday.

Paper Delivery – Te Wā me te Wāhi

Lecture Day/Time: **Rātu - Tuesday 12:00-2:00pm**

Room: Please refer to your eVision timetable

Tutorials Day/Time: Please refer to your eVision timetable

Every week students must attend one two-hour lecture and one fifty-minute tutorial when scheduled.

Lectures present the key conceptual material through discussion and interaction between teaching staff and students. These will cover both the theory and research, as well as regular guest lectures by people working in the field of Sports marketing. Lectures are supported by readings.

Tutorials are interactive, collaborative sessions in which students attempt to cement concepts presented at lectures with their peers in a supportive environment.

Tutorials begin in the third week of semester. You will be allocated to a tutorial, and this will be available in eVision. Tutorials offer you the opportunity to work in groups on a series of tasks designed to apply the concepts that you have been exposed to in class and from your readings, and to stimulate your interest in the course as it applies to “everyday” issues. The key feature of tutorials, as opposed to lectures and individual study, is participation of all members of the tutorial group. Please prepare for tutorials before going to them where necessary.

Calendar The calendar (in this outline) details scheduling information.

Note that this calendar will change as the paper proceeds due to guest lecturer availability. Any changes will be announced at lectures and be detailed on Papa-tuhituhi (Blackboard). Students are expected to prepare for and attend all classes to gain full benefit from the course. These activities should be prepared for by reviewing information detailed on Blackboard and completing any assigned readings. Students unable to attend a lecture are expected to catch up on missed material. Unless stated otherwise, all aspects of the course are examinable.

Expectations and Workload

MART207 is an 18-point paper. As a general guide, 1 point represents study in formal instruction or independent study for 10 hours, made up of a combination of lectures, laboratories, tutorials assignments and readings. As a result, you should anticipate spending approximately 180 hours on this subject over the duration of the semester.

He Tuhinga Here - Textbook Information

Shank, Matthew D. “Sports Marketing– A strategic perspective.” 6th Edition, New York: Taylor and Francis available as an eBook via the library website.

Other resources, articles and useful information will be put on Blackboard.

Paper outline – Whakamāramatanga o te Akoranga.

This will change due to availability of speakers – please check Papa-tuhituhi (Blackboard) for weekly updates.

Week	Lecture	Topic	Reading
1	27 th Feb	1. Welcome to course – outline & expectations. 2. Emergence of Sport Marketing	Chapter 1: Emergence of Sports Marketing
2	5 th March	3. Contingency framework & research Amanda Gould – Highlanders	Chapter 2: Contingency framework
3	12 th March	4. Research tools for understanding sports consumers. Connar Fife – Otago Cricket Akoranga Tahi -Tutorial One (Week Beginning 11th March) Assignment briefing & project management	Chapter 3: Research tools
4	19 th March	5. Understanding participants as consumers Matthew Clough – Anthony & Mates	Chapter 4: Understanding participants as consumers
5	26 th March	6. Understanding spectators as consumers Ben Taylor – Animation Research Limited Natasha Lewis – Sky Sport	Chapter 5: Understanding spectators as consumers
29th March Good Friday 1st – 5th April Mid Semester Break 2nd April Otago Anniversary Day observed			
6	9 th April	7. Segmentation, Targeting & Positioning Leanne Ross – NZ Game Developers Andrew Condon – Marketing Director Gemba Akoranga Rua -Tutorial Two (Week Beginning 8th April) Project analysis & evaluation	Chapter 6: Segmentation, Targeting & Positioning

7	16 th April	8. Sports products Andrew Ellis – Les Mills Gareth Hall – University of Aberystwyth, UK	Chapter 7: Sports product concepts Chapter 8: Managing sports products
		Test (MC) in class (20%)	
8	23 rd April	9. Promotion Bassam Arrays – AllUP (time to be confirmed) Chris Moffitt – Special Olympics	Chapter 9: Sports promotion concepts. Chapter 10: Promotion mix elements
9	30 th April	10. Sponsorship Henry Bates – Halo Allison Wallace – Masters Games	Chapter 11. Sponsorship
		Akoranga Toru - Tutorial Three (Week Beginning 29th April) Group presentation of projects (10%)	
10	7 th May	11. Pricing concepts & strategies	Chapter 12: Pricing concepts and strategies
		Akoranga Wha - Tutorial Four – (Week Beginning 6th May) Presentation of projects (10%) and debrief of process.	
11	14 th May	12. Managing strategic marketing process Daniel Porter – Unipol Recreation Services	Chapter 13: Managing the strategic sports marketing process
12	21 st May	13. Ethical issues in Sports Marketing Zara Taylor – Diversity Inclusivity Hub, Sports NZ	Articles & case studies
		Assignment (Group report) due Friday 24th May 12:00 (noon) (20%)	
13	28 th May	14. Course Review 15. Exam preparation	

*** First week of Semester 1 is ACADEMIC WEEK 9**
Lectures end Friday 31 May
University Exam Period First Semester Begins Wednesday 5 June
Ends Wednesday 19 June

Assessment – Whakarāpopototanga o ngā Hei Mahi

All material presented is examinable (except where stated otherwise) by assignments and the final examination. All-important assessment information such as due dates and times, content, guidelines and so on will be discussed at lectures and, where appropriate, detailed on Blackboard. *Students are responsible for ensuring that they are aware of this information, keeping track of their own progress, and catching up on any missed classes.*

Assessment	Due date	% of final grade
In class test	16 th April, in class	20
Group Project (presentation)	In tutorial 3 or 4	10
Group Project (report)	24 th May, 12:00pm (noon)	20
Final Examination	TBA	50

Assessment Format

Assignment Submission Procedures are detailed within the assessment document, available on Blackboard. Please note that all assignments require the submission of an electronic copy via Blackboard, which will be processed through TurnItIn, the anti-plagiarism software.

Referencing Style

For this paper the referencing style is APA. Style guides are available on the University Library website: <https://www.otago.ac.nz/library/quicklinks/citation/index.html>

Late Assignments

The standard late penalty shall be 5% of the maximum mark per day late or part thereof. For example, assignments received up to 24 hours after the deadline will have 5% deducted from the available grade for the piece of assessment (i.e. a 78% becomes a 73%). Assignments received between 24 - 48 hours after the deadline will have 10% marks deducted from the available grade (i.e 78% becomes 68%). An additional 5% penalty will be applied for every day late. Assignments submitted after seven days of the deadline, or after feedback is returned if this is less than seven days, will not be marked.

All penalty timeframes are inclusive of weekends, public holidays and university semester breaks and closure times.

Group Work

If you group is experiencing difficulties, please refer to the Department of Marketing Student Guide, which is available under the paper information tab on Blackboard.

Learning Outcomes – Hua Akoranga

Learning Outcome	Test	Group project (presentation)	Group project (report)	Exam	Total
Understand the theory and practice of sports marketing.	√		√	√	
Be able to describe the unique features of sports marketing which requires it to be considered as a separate context.	√			√	
Be aware of the skills necessary to operate in the sports marketing industry.	√	√	√	√	
Be able to analyse a real-world sports issue and provide a marketing strategy to address this issue.		√	√	√	
Have developed written and oral communication skills to present ideas and reports.		√	√	√	
Have developed research and critical analysis skills.		√	√	√	
Have developed skills, experience, and attitudes necessary for life beyond the university.	√	√	√	√	
Total	20	10	20	50	100

Academic Integrity – Pono-ā-wānanga

Students should ensure that all submitted work is their own. Plagiarism is a form of academic misconduct (cheating). It is defined as copying or paraphrasing another's work and presenting it as one's own. Any student found responsible for academic misconduct in any piece of work submitted for assessment shall be subject to the University's dishonest practice regulations, which may result in serious penalties, including forfeiture of marks for the piece of work submitted, a zero grade for the paper, or in extreme cases, exclusion from the University. The University of Otago reserves the right to use plagiarism detection tools.

Students are advised to inform themselves about University policies concerning dishonest practice and take up opportunities to improve their academic and information literacy. If necessary, seek advice from academic staff, or the Student Learning Centre. The guideline for students is available at this link: <https://www.otago.ac.nz/study/academicintegrity/index.html>

Further information about the Academic Integrity Policy, the Student Academic Misconduct Procedures and the Academic Integrity can be found through the links below. The Academic Integrity website in particular has a number of useful links and suggestions as to where students can get help with referencing issues.

<https://www.otago.ac.nz/administration/policies/otago116838.html>

<https://www.otago.ac.nz/administration/policies/otago116850.html>

Concerns about the Paper

We hope you will feel comfortable coming to talk to us if you have a concern about the paper. The Paper Co-ordinator will be happy to discuss any concerns you may have. Alternatively, you can report your concerns to the Class Representative who will follow up with departmental staff. If, after making approaches via these channels, you do not feel that your concerns have been addressed, there are University channels that may aid resolution. For further advice or more information on these, contact the Departmental Administrator or Head of Department.

Disclaimer

While every effort is made to ensure that the information contained in this document is accurate, it is subject to change. Changes will be notified in class and via Blackboard. Students are encouraged to check Blackboard regularly. It is the student's responsibility to be informed.