

# Department of Marketing | Te Mātauranga Tokoka

## Otago Business School | Te Kura Pakihi

Semester One | Kaupeka Tuatahi

2026

### MART207 Sports Marketing

Nau Mai Haere Mai

Welcome | Afio Mai | Aere Mai | Mālō e me'a mai | Fakatalofa atu |  
Bula | Fakalofa lahi atu | Ulu tonu mai

#### Course Description and Aims | *Whāinga o te Akoranga*

Sports marketing is the specific application of marketing principles and processes to sports products and to the marketing of non-sports products through associations with sport. This is a huge and rapidly growing industry globally and within Aotearoa. This course will provide an introduction to the theory and practice of sports marketing, guest speakers will share their experiences, and there will be opportunities to develop and practice the skills needed to work in this field.

**Semester One**

**0.15 EFTS**

**18 points**

**Prerequisites: 108 points**

#### Teaching Staff | *Kaiako*

##### Course Coordinator

Name: Dain Leathem

Office: OBS 4.07

Email: [Dain.leathem@otago.ac.nz](mailto:Dain.leathem@otago.ac.nz), [Dainleathem@gmail.com](mailto:Dainleathem@gmail.com)

Office Hours: Wednesday 1-2pm +

## **Paper Administrator**

Name: Cathie Child  
Office: OBS 4.42  
Email: cathie.child@otago.ac.nz  
Office Hours: Please refer to Blackboard

You should contact Cathie 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 staff are not available to respond to emails between 5pm Friday and 9am Monday.

## **Course Information | *Mōhiohio akoranga***

**Lecture Day/Time:** Wednesday 3:00-5:00pm

**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 fifth 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 Aoroa. 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.

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## Expectations and Workload | *Te Nui o te Mahi*

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.

## Textbook Information | *Pukapuka Kaupapa*

There is no official textbook for this course. Each week there will be compulsory academic articles to be read before the following lecture, and optional readings as well.

## Calendar | *Maramataka*

Week	Week Commencing*	Topic	Reading	Tutorial/Due Date
1	23 Feb	Welcome to course- outline & expectations The Emergence of Sports Marketing	T.B.A.	
2	2 March	Strategic Sports Marketing	T.B.A.	
3	9 March	Sports Marketing Research <i>Guest Lecturer: Andrea Ellis - Les Mills</i>	T.B.A.	
4	16 March	Understanding participants as consumers <i>Guest Lecturer: Matt Clough - Anthony and Mates</i>	T.B.A.	
5	23 March	Understanding spectators as consumers <i>Guest Lecturer: Chris Moffitt – Special Olympics</i>	T.B.A.	<b>Tut #1</b>
6	30 March	Sports Products <i>Guest Lecturer: Amanda Gould - Highlanders</i>	T.B.A.	<b>Tut #2</b>
<b>Mid Semester Break 6 April – 12 April</b>				
7	13 April	Test in Class	T.B.A.	<b>Test 20%</b>
8	20 April	Segmentation, Targeting and Positioning <i>Guest Lecturer: Tash Lewis – Sky Sport</i>	T.B.A.	
9	27 April	Promotion in Sports Marketing	T.B.A.	<b>Written Report 20%</b>

		<i>Guest speaker: TBC- AMRL</i>		
10	4 May	Sponsorship in Sports Marketing <i>Guest Lecturer: Anna Smoothly - Crikel Supply</i>	T.B.A.	<b>Tut #3 (Presentation Week 1)</b>
11	11 May	Pricing concepts and strategies <i>Guest Speaker: Nick Thurston- FIFA</i>	T.B.A.	<b>Tut #4 Presentation Week 2)</b>
12	18 May	Ethical issues in Sports Marketing <i>Guest Speaker: Rob Hamlin- Sports History</i>	T.B.A.	
13	25 May	Managing Strategic Marketing process Course Review <i>Guest Speaker: Todd Hewitt - Auckland Blues</i>	T.B.A.	

**\* First week of Semester 1 is ACADEMIC WEEK 9**  
**Lectures end Friday 29 May**  
**University Exam Period First Semester Begins Wednesday 3 June until**  
**Wednesday 17 June**

## Assessment | *Aromatawai*

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 Aoroa. *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 (MC)	Wednesday 15 April – During Class	20
Group Project (presentation)	Week Beginning 4 and 11 May – During Tutorial	10
Group Project (report)	Friday 1 May 5pm	20
Final Examination	TBA	50

### Assessment Format

Assignment Submission Procedures are detailed within the assessment document, available on Blackboard.

## Referencing Style

Style guides are available on the University Library website:

<https://www.otago.ac.nz/library/referencing/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 your group is experiencing difficulties, please refer to the *Department of Marketing Student Guide*, which is available under the course information tab on Aoroa.

## 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.	√	√	√	√	
<b>Total</b>	20	10	20	50	100

## Academic Integrity | *Pono-ā-wānanga*

### **Students should ensure that all submitted work is their own.**

Academic integrity means being honest in your studying and assessments. It is the basis for ethical decision-making and behaviour in an academic context. Academic integrity is informed by the values of honesty, trust, responsibility, fairness, respect and courage. Students are expected to be aware of, and act in accordance with, the University's Academic Integrity Policy.

Academic Misconduct, such as plagiarism or cheating, is a breach of Academic Integrity and is taken very seriously by the University. Types of misconduct include plagiarism, copying, unauthorised collaboration, submitting work written by someone else (including from a file sharing website, text generation software, or purchased work) taking unauthorised material into a test or exam, impersonation, and assisting someone else's misconduct. A more extensive list of the types of academic misconduct and associated processes and penalties is available in the University's Student Academic Misconduct Procedures.

It is your responsibility to be aware of and use acceptable academic practices when completing your assessments. To access the information in the Academic Integrity Policy and learn more, please visit the University's Academic Integrity website at [www.otago.ac.nz/study/academicintegrity](http://www.otago.ac.nz/study/academicintegrity), or ask at the Student Learning Centre (HEDC) or the Library, or seek advice from your paper coordinator.

### **For further information on academic integrity at Otago:**

Academic Integrity Policy

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

Student Academic Misconduct Procedures

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

### **Option 1**

*A note about Artificial Intelligence: the use of AI tools to generate images, audio and video is vital to digital marketers, and has been a standard part of digital marketing practice for years. Hence the use of these tools to complete assignments is both allowed and encouraged. However, students are required to disclose exactly which tools they used and how they used them. You will not lose any marks for using AI to complete the content generation aspects of your assignments.*

### **For further information on artificial intelligence at Otago:**

Use of Generative-Artificial Intelligences and Autonomous Content Generation in Learning and Teaching Policy

<https://www.otago.ac.nz/administration/policies/policy-collection/use-of-generative-artificial-intelligences-and-autonomous-content-generation-in-learning-and-teaching-policy>

## **Concerns about the Course | *Ngā māharahara mō te akoranga***

We hope you will feel comfortable coming to talk to us if you have a concern about the course. The Course 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 | *Kupu Whakatonu***

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 Aoroa. Students are encouraged to check Aoroa regularly. It is the student's responsibility to be informed.