

JAMESTOWN COMMUNITY COLLEGE
State University of New York

INSTITUTIONAL COURSE SYLLABUS

Course Title: Sport Promotion and Marketing

Course Abbreviation and Number: SPT 1550

Credit Hours: 3

Course Type: Lecture

Course Description: Students will explore promotion and advertisement, marketing, and sales as they pertain to the sport enterprise, including decision making and planning from the sport manager's perspective and sponsorship strategies utilized in the sports industry. Specific topics include: the nature of sport marketing, studies of sport consumers and consumer behaviors, marketing analytics, the sport product, managing sport brands, licensing, pricing and promotions, sales, electronic media, public relations, and the marketing mix. Also examined will be the legal aspects of sports marketing and ideas for future trends.

Prerequisite: ENG 1510.

Student Learning Outcomes:

Students who demonstrate understanding can:

1. Distinguish sport promotions from sport marketing
 2. Develop an incentive plan relating to sport promotions
 3. Analyze the concepts of the sport promotional mix
 4. Analyze concepts related to the sport marketing mix
 5. Develop a sport promotional analysis agenda layout
 6. Apply technological skills that are appropriate to the discipline.
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Topics Covered:

- To become familiar with the field of sport promotions and for students to gather an understanding and insight on the many issues within the industry
 - To become familiar with the different types of promotional topics, such as the incentive plan, individual promotions vs. team promotions, the impact promotions has on athletes and teams, building effective promotional strategies, etc.
 - To understand the different methods within the sport promotion field, while gaining the necessary experience needed to become an effective leader in the field
 - To learn how sport franchises, use promotional tactics and strategies to their advantage to gain sales and consumers.
 - To learn how to plan, construct and research a sport promotional incentive plan
 - To effectively engage in group activities and projects to learn the unique tools within the field of sport promotion.
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Information for Students

- Expectations of Students
 - [Civility Statement](#)
 - [Student Responsibility Statement](#)
 - [Academic Integrity Statement](#)
- [Accessibility Services](#)
Students who require accommodations to complete the requirements and expectations of this course because of a disability must make their accommodation requests to the Accessibility Services Coordinator.
- [Get Help: JCC & Community Resources](#)
- [Emergency Closing Procedures](#)
- Course grade is determined by the instructor based on a combination of factors, including but not limited to, homework, quizzes, exams, projects, and participation. Final course grade can be translated into a grade point value according to the following:

A=4.0	B+=3.5	B=3	C+=2.5	C=2	D+=1.5	D=1	F=0
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- Veterans and active duty military personnel with special circumstances (e.g., upcoming deployments, drill requirements, VA appointments) are welcome and encouraged to communicate these to the instructor.
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Effective Date: Fall 2021