

# 840 Sports Marketing, Promotions and Sales

## Spring 2016

Instructor: Max Utsler

Phone: (O) 864-0608

e-mail: utsler@ku.edu

Class Web site: Blackboard

Office Hours: I have a classes TR from 11-12:15, T 2:30-5:00, W 6:30-9:00 I'm available by appointment or by chance. Please stop by if you're in the neighborhood.

## COURSE GOALS

Students shall demonstrate through essay exams, class and on-line discussions, class presentations, and research papers their understanding of historical and current media elements including:

- Articulate the uniqueness of sports marketing
- Demonstrate an understanding of sports marketing, sales and promotion strategies and tactics
- Assess the role of sports marketing for products and services not generally considered to be sports-related
- Understand the current trends in social media marketing in sports

## REQUIRED TEXTS

Team Sports Marketing--Wakefield

Check External Links on Blackboard for free subscription e-mails

## Graded Assignments

Hockey/Baseball Marketing, Sales and Promotion Oral Presentation	20
Multi-team Case Study paper	40
League Social Media Strategy paper	30
Expansion City Research Project or Scholarly Paper	100
Take Home Essay Exam	100
Attendance, participation, professionalism	<u>10</u>
<b>TOTAL</b>	<b>300</b>

Late work will be deducted at a rate of 10% *per school day*.

# Course Calendar

## J 840 Sports Marketing, Promotions and Sales

Revised 1/12/16 (Guest speaker schedules may result in future changes)

Jan 30 Get acquainted/Course overview/The Uniqueness of Sports Marketing Discussion/Field Trip  
Discuss/Vaudeville on the Diamond  
Assign: Hockey-Baseball promotional study presentations (10 minutes per person)

Jan 27 TV Sports \$\$\$/Skype--Steve DeLay, VP Mandalay Baseball  
Read: Ch. 1, 2 Discussion Leader: Max

Feb 3 Cable TV \$\$\$/ Skype—Glen Eckelkamp, Senior Account Executive, West Michigan Whitecaps/  
Assign: Set up Expansion City Research Project/Choose cities  
Read: Ch. 3, 4 Discussion Leaders (10 min. per chapter): Hopkins, Tidwell

Feb 10 Hockey/Baseball Oral Reports (10 min. max.) plus post outline, PowerPoint or brief summary to  
Discussion Board/  
Due: Hockey Baseball Oral Reports

Feb 17 Tom Tingle, Earl Santee, Lindsey Santee—Trends in Stadium and Arena Architecture and Sports  
Marketing  
Due: Multi-team Case Study  
Read: Ch. 5, 6 Discussion Leaders: Dollar, Puckett

Feb 24 Max-- Four Pillars of Sports Marketing/Skype--Mike Barack, Texas Brahmas Hockey  
Read: Ch. 7, 8 Discussion Leaders: Pringle, Williams

Mar 2 Marketing in the Big Leagues: Brad Zollars, Kansas City Royals, Director of Advertising &  
Marketing /Kasey Vena—In-Game Promotions/ Skype—Eric Stisser, VP Marketing St. Louis Blues  
hockey  
Read: Ch. 9, 10 Discussion Leaders: Treaster, Lathrop

Mar 9 Julie Petr, KU Librarian—Using Secondary Sources to Research Baseball Expansion /Max--Current  
Trends in Promotions/ Baseball and Vaudeville/ Kim Hobbs—VP Marketing Sprint Center/ Skype-- Anne  
Hastings, former VP Client Relations, San Francisco Giants  
Due: League Social Media Strategy Paper  
Read: Ch.11, 12

Mar 16 No class-Spring Break

Mar 23 Guests—Kelly Hale and Doc Shobe--Kansas Speedway presentations from group sales, suite sales,  
race day operations, sponsorship and hospitality, media relations. Mike Brown—motorsports sponsorship

Mar 30 Marketing in Minor League Hockey—The Missouri Mavericks  
Meet at 5p at Independence Events Center (I-435 and 291 South)

Apr 6 Mike Goff—Branding in Sports Marketing/ Max—The Ocho Effect/Celebs in Sports  
Due: Expansion City Research Project and Academic Papers

Apr 13 Guest—Jon Cassat, VP Marketing, Garmin Inc., Skype--Chuck Maniscalco, Former CEO,  
Gatorade  
Assign: Take Home Essay Exam

Apr 20 No class (work on Essay Exam) Max out of town for National Association of Broadcasters/Broadcast Education Association Convention

Apr 27 Skype--Lisa Schmitz, Edelman Public Relations/ Sponsorship Activation--Jill Hinrich, former account supervisor, The Integer Group  
Due: Take Home Essay Exam

May 4 Guests—Ashley Backus, Greg Pryor, Roger Twibell-- Entrepreneurs of Sports Class--Expansion Team Promotional Plan presentations (informal)/student evaluations

**GRADING WILL FOLLOW THE BASIC STANDARD OF:**

**99-93% A, 92-90% A-: (Excellent)**--professional quality needing no changes to submit to clients or editors. These papers and presentations get results, win awards and feature creative concepts executed with comprehensive research, interesting presentation, and flawless writing.

**89%-87 B+, 86-83% B, 82-80% B-: (Good)**--needs minor revisions such as reorganizing, rewriting, reformatting, or providing more or better sources. They don't necessarily have anything wrong, but they could be better, *usually with a stronger topic*, a more artistic presentation, better information, stronger sources, or improved writing.

**79-77% C+, 76-73% C, 72-70% C-: (Adequate)**--needs major revisions before submitting to client or editor. These papers and presentations do the job AFTER the revisions. They wouldn't meet the client or editor's expectations. They have weak ideas, concepts and/or presentations, inadequate research or sourcing, and/or writing problems. They draw attention because they *don't do the job*.

**69-67% D+, 66-63% D, 62-60% D-: (Below Standard)**--unacceptable for submission as a KU Journalism student. Shows a lack of pride in your work.

**59% and below F: (Unacceptable)**--inability to finish the work in a professional, timely way. Usually caused more by personal/time management/work habit problems than a lack of skills or understanding of the research, writing, or production process.

**Other Information**

"No student may add a journalism class after the 20th day of a semester.

"Students must attend their classes and laboratory periods. Instructors may take attendance into account in assessing a student's performance and may require a certain level of attendance for passing a course. Instructors may choose to drop students from a course, based on attendance, without the student's consent.

"The School of Journalism reserves the right to cancel the enrollment of students who fail to attend the first class or laboratory meeting.

"The KU Office of Student Financial Aid is required by federal law to determine whether students who receive aid are attending each class in which they are enrolled. Instructors are required to report to that office absences of students who have stopped attending and names of those who have enrolled but never have attended. Students who do not attend classes may be required to repay federal and/or state aid.

"Students who receive any form of Financial Aid should learn all requirements including minimum hours and grades to qualify for and retain that aid."