



KIN 481: Sport Marketing and Communication (3 Credits)

Term (2) 2020

UBC's Point Grey Campus is located on the traditional, ancestral, and unceded territory of the xwməθkwəy̓əm (Musqueam) people. The land it is situated on has always been a place of learning for the Musqueam people, who for millennia have passed on in their culture, history, and traditions from one generation to the next on this site.

Course Structure	Online
Instructional Contacts	Instructor: Janna Taylor (Her, She) TA: Jessica Liang TA: Jeff Sauve If you have questions about this course content will be answered by your TA's or your instructor.
Office Hours	Online by appointment
Syllabus Last Revised	12/04/2019

Course Description

This **KIN 481: Sport Marketing and Communication** course covers the application of social science theories and methods to sport marketing and communication. This includes studying the context of sports consumer markets; essential principals of sports marketing; sports sponsorship and partnership; marketing public relations and sports; sport consumer research.

Prerequisite(s): None

Corequisite(s): None

Learning Outcomes

By the end of this course you will be able to:

- A general knowledge of the structure and operations of the sport marketing industry
- An understanding of the structure and operations of sponsorship and partnership
- An understanding of the practical application of social science theory and methods to sport marketing, public relations and communications.
- Knowledge of sponsorship planning and evaluation.

Instructor Bio

Janna Taylor, UBC, School of Kinesiology

Janna Taylor is a sessional instructor with UBC School of Kinesiology, and has taught this course since 2006. As a past director of Parks and Recreation in Port Coquitlam, Janna has a background in managing municipal parks and recreation. She also had her own consulting company in the area of policy and management development in sports and recreation. She did consulting work with Sport BC for a number of years.

Learning Materials

Required Text

Mulin, B. J., Hardy, S. & Sutton, W.A (2007). Sport Marketing (4th Edition). Champaign, IL. Human Kinetics.

This textbook is available in the bookstore or and ebook may be purchased online. You may also purchase an ebook through the UBC Bookstore. Purchasing the text is recommended since it will be a primary resource for students; such as for the marketing audit, exams and marketing audit presentation.

Additional Course Readings

All readings are accessible via the UBC Library Course Reserve (LOCR), or provided within the Canvas course site itself. If you are connecting to LOCR from home, you may need to use VPN to access library resources.

Your Canvas course site will act as an important hub for most of your activities as a learner. As you are learning about different technology integration strategies, you will have the opportunity to work in various other learning environments.

Learning Activities

This is an online course and lectures will be presented by video. There will be live virtual office hours, which students may want to attend to ask questions etc. The virtual office hour can be set during the course of upon request. Students can also use the "Chat" tool to talk to one another informally. Please note the instructor and the TAs will not be monitoring the Chat channel. If you have questions for them, please send a message through "Inbox" or attend the live virtual office hours.

Class discussions will be done via postings to the online discussion forum. Each lecture may have one or two activities and some lectures may have no assigned activities. Completed learning activities need to be submitted to the appropriate assignment drop box.

In order to better get to know each other, each student as well as the two TAs and the instructor will introduce themselves by the end of the second week.

Online Communications

In this course, and throughout your program, you are expected to communicate in a respectful and professional manner. You may find it helpful to review UBC's Distance Learning Communication Online: Netiquette (<https://distancelearning.ubc.ca/learner-support/communicating-online-netiquette/>) web page.

Blackboard Collaborate Ultra

This course may include Blackboard Collaborate Ultra sessions. These web conference sessions will give you opportunities to connect with your instructors and other students in real-time online meetings. Be sure to use these sessions to ask any content related questions that you may have. If you are new to Collaborate Ultra watch this short orientation video (<https://www.youtube.com/watch?v=1W4sGpVmJaY>).

Assessments

The instructor and TA's will split the students into "tutorials". Each of us will be responsible for marking certain aspects of the course throughout the term. Please see the course schedule of assignments. Details of the assignments are available in your course.

Assessment	Weight (%)
Article Review	20%
Sport Marketing/Audit Report	30%
Video Presentation of Marketing Plan/Audit	15%
Mid-term: Take home	20%
Participation in Discussions	15%

The specific criteria for each assessed task and the grading rubrics are included in the Canvas course.

Schedule

Week	Topics / Online Lectures
Week 1	Course Information / Intro The Special Nature of Sport Marketing
Week 2	Strategic Marketing Management
Week 3	Understanding the Sport Consumer
Week 4	Market Research in the Sport Industry
Week 5	Market Segmentation
Week 6	The Sport Product
Week 7	Managing Sport Brands Sales and Service
Week 8	Sponsorship, Corporate Partnerships, and the Role of Activations
Week 9	Promotions and Paid Media
Week 10	Public Relations
Week 11	Social Media in Sport Delivering and Disturbing Core Products and Extensions
Week 12	Ambush Marketing
Week 13	Putting it All Together

Faculty Resources

The Faculty of Education has a number of resources to support learning. These are available [here](https://educ.ubc.ca/students/student-resources/) (<https://educ.ubc.ca/students/student-resources/>).

University Policies

UBC provides resources to support student learning and to maintain healthy lifestyles but recognizes that sometimes crises arise and so there are additional resources to access including those for survivors of sexual violence. UBC values respect for the person and ideas of all members of the academic community. Harassment and discrimination are not tolerated nor is suppression of academic freedom. UBC provides appropriate accommodation for students with disabilities and for religious and cultural observances. UBC values academic honesty and students are expected to acknowledge the ideas generated by others and to uphold the highest academic standards in all of their actions. Details of the policies and how to access support are available [here](https://senate.ubc.ca/policies-resources-support-student-success) (<https://senate.ubc.ca/policies-resources-support-student-success>).

Course Policies

Please make sure you are familiar with the academic policies and procedures.

Academic Integrity

Students are expected to follow UBC policies for academic integrity and academic misconduct, which includes practices around plagiarism, referencing and citation, and copyright. For more see, UBC's Learning Commons Academic Integrity resources (<https://learningcommons.ubc.ca/academic-integrity/>).

Accessibility

If you have any challenges accessing materials that will impact your success in this course, UBC's Centre for Accessibility can support your needs by providing appropriate accommodations to support you.

- Web: UBC's Centre for Accessibility website (<https://students.ubc.ca/about-student-services/centre-for-accessibility>)
- Email: accessibility@ubc.ca

Learning Analytics

Some of the learning technologies used for this course collect data to support the improvement of teaching and learning, including overall class progress to provide personalized feedback, statistics on which resources are being accessed to support improvements to the course and tracking participation in discussion forums. To learn more about learning analytics at the Faculty of Education and at UBC, see the *What are Learning Analytics?* (<https://ets.educ.ubc.ca/learning-analytics/students/>) page.