

# MKG221 Sports Marketing

School: School of Business and Creative Industries

2026 | Trimester 2

UniSC Sunshine Coast UniSC Moreton Bay	<b>BLENDED LEARNING</b>	Most of your course is on campus but you may be able to do some components of this course online.
Online	<b>ONLINE</b>	You can do this course without coming onto campus, unless your program has specified a mandatory onsite requirement.

Please go to [unisc.edu.au](http://unisc.edu.au) for up to date information on the teaching sessions and campuses where this course is usually offered.

## 1. What is this course about?

### 1.1. Description

This course applies the knowledge, examples and opportunities of marketing theory to the complex and dynamic industry of sport. Course content draws from foundations of services and marketing concepts and practices. Case studies demonstrate innovative strategies to sports marketing. Critical analysis of international examples and observation research of a live case study during the trimester provide relevant connection to practice and contemporary projects for your portfolio. You are encouraged to submit creative, innovative and entrepreneurial recommendations in your assessments.

### 1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
<b>BLENDED LEARNING</b>			
<b>Learning materials</b> – Interactive online learning activities.	1hr	Week 1	12 times
<b>Tutorial/Workshop 1</b> – Scheduled face to face workshops.	2hrs	Week 1	12 times
<b>ONLINE</b>			
<b>Learning materials</b> – Interactive online learning activities.	1hr	Week 1	12 times
<b>Tutorial/Workshop 1</b> – Scheduled online workshops (Recorded).	2hrs	Week 1	12 times

### 1.3. Course Topics

- Understanding Sports Marketing and Sports Markets, Products ;Brands
- Sports and Consumer Research
- Sports Impact, Legacy and CSR
- Sports Promotion
- The Extended Marketing Mix and Pricing in Sports
- Measuring Sports Marketing Plans and Future Sports Marketing Trends

## 2. What level is this course?

200 Level (Developing)

Building on and expanding the scope of introductory knowledge and skills, developing breadth or depth and applying knowledge and skills in a new context. May require pre-requisites where discipline specific introductory knowledge or skills is necessary. Normally, undertaken in the second or third full-time year of an undergraduate programs.

## 3. What is the unit value of this course?

12 units

## 4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES	GRADUATE QUALITIES
On successful completion of this course, you should be able to...	Completing these tasks successfully will contribute to you becoming...
<b>1</b> Knowledge of analytical processes in a sports marketing context.	Knowledgeable
<b>2</b> Synthesise, critically evaluate, analyse, and apply discipline knowledge to contemporary sports marketing events and issues.	Creative and critical thinker Empowered Ethical Engaged
<b>3</b> Discuss marketing implications and/or creative recommendations for improving contemporary sports marketing events and issues	Creative and critical thinker Empowered Sustainability-focussed
<b>4</b> Demonstrate effective, professional and persuasive written, visual and oral communication skills across various mediums.	Knowledgeable Empowered

## 5. Am I eligible to enrol in this course?

Refer to the [UniSC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

### 5.1. Pre-requisites

Not applicable

### 5.2. Co-requisites

BUS105

### 5.3. Anti-requisites

Not applicable

### 5.4. Specific assumed prior knowledge and skills (where applicable)

This is an applied marketing course. You must have the foundations of marketing theory, so that you can apply the theory to sport marketing. You must also be able to produce quality written pieces and reports.

### 5.5. Microcredential Information

Not applicable

## 6. How am I going to be assessed?

### 6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

### 6.2. Details of early feedback on progress

Formative feedback will be provided in the tutorials leading up to the first assessment task.

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Artefact - Creative, and Oral	Individual	50%	10-12 minutes	Week 7	Online Assignment Submission with plagiarism check
All	2	Report	Individual	50%	2750 words	Week 12	Online Assignment Submission with plagiarism check

All - Assessment Task 1: Podcast

<b>GOAL:</b>	You are to provide critical commentary, analysis and practical implications concerning a contemporary issue in sports marketing as supported by sports marketing theory, concepts and industry evidence.		
<b>PRODUCT:</b>	Artefact - Creative, and Oral		
<b>AUTHORSHIP STATEMENT:</b>			
<b>FORMAT:</b>	Podcast		
<b>CRITERIA:</b>	<b>No.</b>		<b>Learning Outcome assessed</b>
	1	Background and critical analysis of the contemporary sports marketing issue linked to relevant marketing concepts and supported by credible sources	2
	2	Discussion of future marketing implications for practising sports marketers linked to relevant marketing concepts and supported by credible sources	3
	3	Engaging and proficient verbal communication skills	4
<b>GENERIC SKILLS:</b>	Communication, Collaboration, Problem solving, Applying technologies		

All - Assessment Task 2: Sports Event Report

<b>GOAL:</b>	You are to exhibit a deep understanding of sports marketing theory and practice through attendance of a sports event and undertaking a critical marketing evaluation of that event.		
<b>PRODUCT:</b>	Report		
<b>AUTHORSHIP STATEMENT:</b>			
<b>FORMAT:</b>	Written Report		
<b>CRITERIA:</b>	<b>No.</b>		<b>Learning Outcome assessed</b>
	1	Application and critical evaluation of the sports event marketing mix using credible concepts and sources	2
	2	Development of insightful and creative marketing recommendations	3
	3	Proficiency and presentation of written communication	4
	4	Event background and development of a target persona using credible concepts and sources	1
<b>GENERIC SKILLS:</b>	Communication, Problem solving, Organisation, Information literacy		

## 7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Student workload is calculated at 12.5 learning hours per one unit.

## 8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Canvas site– Please log in as soon as possible.

### 8.1. Prescribed text(s) or course reader

You need regular access to the resource(s) below. Many texts are available as ebooks through the [Library](#) at no additional cost.

REQUIRED?	AUTHOR	YEAR	TITLE	EDITION	PUBLISHER
Required	Adam Karg	2022	Strategic Sport Marketing	5	Routledge
Recommended	Aaron C. T. Smith,Constantino Stavros,Andrea N. Geurin,James Skinner,Lauren M. Burch	2024	Introduction to Sport Marketing	2nd edn	Routledge
Recommended	Eric C. Schwarz,Jason D. Hunter	0	Advanced Theory and Practice in Sport Marketing	3rd edn	n/a
Recommended	Alan Seymour,Paul Blakey	2020	Digital Sport Marketing	n/a	Routledge

### 8.2. Specific requirements

You are expected to fully participate in undertaking observation research of a live sport event during the trimester. You must nominate and commit to attending a sport event at your own cost. Volunteering at the event is recommended, but not required, for passing the course; however, the experience will provide you with an opportunity to meet industry professionals and provide a greater understanding of the sports event industry and a point of difference for your CV.

## 9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training for students](#), and following the instructions of the University staff.

## 10. What administrative information is relevant to this course?

### 10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Canvas, are electronically checked through Turnitin. This software allows for text comparisons to be made between your submitted assessment item and all other work to which Turnitin has access.

### 10.2. Assessment: Additional Requirements

#### Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

- (a) The final mark is in the percentage range 47% to 49.4%; and
- (b) The course is graded using the Standard Grading scale

### 10.3. Assessment: Submission penalties

Late submissions may be penalised up to and including the following maximum percentage of the assessment task's identified value, with weekdays and weekends included in the calculation of days late:

- (a) One day: deduct 5%;
- (b) Two days: deduct 10%;
- (c) Three days: deduct 20%;
- (d) Four days: deduct 40%;
- (e) Five days: deduct 60%;
- (f) Six days: deduct 80%;
- (g) Seven days: A result of zero is awarded for the assessment task.

The following penalties will apply for a late submission for an online examination:

Less than 15 minutes: No penalty

From 15 minutes to 30 minutes: 20% penalty

More than 30 minutes: 100% penalty

### 10.4. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Central Examinations
- Deferred Examinations
- Student Conduct
- Students with a Disability

For more information, visit <https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

### 10.5. Student Charter

UniSC is committed to excellence in teaching, research and engagement in an environment that is inclusive, inspiring, safe and respectful. The [Student Charter](#) sets out what students can expect from the University, and what in turn is expected of students, to achieve these outcomes.

### 10.6. General Enquiries

For course-specific questions, contact your teaching staff or Course Coordinator.

For other enquiries or to access support, please contact Student Central:

- [UniSC Student Central](#)
- [UniSC Adelaide Student Central](#)