

# MKG221 Sports Marketing

School: School of Business and Creative Industries

2024 | Semester 2

UniSC Sunshine Coast  
UniSC Moreton Bay

**BLENDED  
LEARNING**

Most of your course is on campus but you may be able to do some components of this course online.

Online

**ONLINE**

You can do this course without coming onto campus.

*Please go to [usc.edu.au](http://usc.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 semester 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<br>Empowered<br>Ethical<br>Engaged       |
| <b>3</b> Discuss marketing implications and/or creative recommendations for improving contemporary sports marketing events and issues | Creative and critical thinker<br>Empowered<br>Sustainability-focussed  |
| <b>4</b> Demonstrate effective, professional and persuasive written, visual and oral communication skills across various mediums.     | Knowledgeable<br>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

BUS105

### 5.2. Co-requisites

Not applicable

### 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.

## 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 13               | 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>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>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

Please note that you need to have regular access to the resource(s) listed below. Resources may be required or recommended.

| REQUIRED?   | AUTHOR                           | YEAR | TITLE   | EDITION | PUBLISHER |
|-------------|----------------------------------|------|---|---------|-----------|
| Required    | Adam Karg                        | 2022 | Strategic Sport Marketing                       | 5       | Routledge |
| Recommended | Aaron C. T. Smith, Bob Stewart   | 2015 | 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 semester. 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

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

The final mark is in the percentage range 47% to 49.4%

The course is graded using the Standard Grading scale

You have not failed an assessment task in the course due to academic misconduct

### 10.3. Assessment: Submission penalties

Late submission of assessment tasks may be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.

- 10% (of the assessment task's identified value) for the third day - 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.

- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task. Weekdays and weekends are included in the calculation of days late. To request an extension you must contact your course coordinator to negotiate an outcome.

#### 10.4. SafeUniSC

UniSC is committed to a culture of respect and providing a safe and supportive environment for all members of our community. For immediate assistance on campus contact SafeUniSC by phone: [07 5430 1168](tel:0754301168) or using the [SafeZone](#) app. For general enquires contact the SafeUniSC team by phone [07 5456 3864](tel:0754563864) or email [safe@usc.edu.au](mailto:safe@usc.edu.au).

The SafeUniSC Specialist Service is a Student Wellbeing service that provides free and confidential support to students who may have experienced or observed behaviour that could cause fear, offence or trauma. To contact the service call [07 5430 1226](tel:0754301226) or email [studentwellbeing@usc.edu.au](mailto:studentwellbeing@usc.edu.au).

#### 10.5. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au).

#### 10.6. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email [studentwellbeing@usc.edu.au](mailto:studentwellbeing@usc.edu.au) or call 07 5430 1226.

#### 10.7. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email [AccessAbility@usc.edu.au](mailto:AccessAbility@usc.edu.au) or call 07 5430 2890.

#### 10.8. 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>

#### 10.9. 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.

#### 10.10. General Enquiries

##### **In person:**

- **UniSC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **UniSC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **UniSC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **UniSC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **UniSC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **UniSC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

**Tel:** +61 7 5430 2890

**Email:** [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au)