

Journalism 376

Sports Marketing and Advertising

Professor John Sweeney

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Spring, 2015

The field of sports marketing is quickly developing into a major specialty in its own right. Here are a few statistics on the sports industry*.

- Estimated size of the sports industry in the United States: \$485 billion
- Estimated size of the global sports industry: \$1.5 trillion
- Annual Company Spending for U.S. sports advertising: \$33.1 billion
- National Football League annual revenue: \$9 billion
- Sporting Goods Stores Retail Sales in the United States: \$44.1 billion
- U.S. Health Club revenue: \$22.1 billion
- Global Health Club revenue: \$78.1 billion
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• *Plunkett Research, Ltd. 2014

Sports marketing is particularly instructive for the advertising student because it touches upon all the major changes affecting the business today.

- Direct-response television and mail are a large part of the fitness boom.
- Retail changes can be seen in large sporting goods chains as well as in unusual store concepts such as Niketown.
- Innovative products have transformed the fields of golf and tennis.
- Nike and Addidas represent the cutting edge of traditional advertising creativity as well as being leaders in the use of new media.
- Sponsorships and promotions have found their largest partnership with sporting events and organizations. These tie-ins have revolutionized the economics of everything from marathons to the Olympics.
- The impact of marketing money — good and bad — is easily studied in the pure form of the sporting competition.

This course will take a wide view of the sports marketing field as a way of looking at the full spectrum of marketing and advertising. Among the topics to be considered are the following:

- The commercial development of sports by television and then by direct advertising sponsorship.
- The economics of major professional sports organizations including the NFL, NBA, Major League Baseball and the PGA.

- The value of athletic celebrity including economic overviews of leading celebrity endorsers including Tiger Woods , LeBron James, Maria Sharapova and Danica Patrick.
- The controversial transformation of college athletics and the Olympics into multi-million dollar television events. For example, the rights to the NCAA Men's Basketball tournament went to CBS/Turner sports for an 14-year pact worth over \$10.8 billion.
- The new world of sports tourism including golf, tennis, mountaineering and scuba diving.

Textbooks

The Billion Dollar Game by Allen St. John
Let my People Go Surfing by Yvon Chouinard
The Olympic Effect by John A. Davis
376 Workbook

All are available at Student Stores.

Grading

Your grade will result from the following evaluations:

Test I	February 12	22%
Test II	March 31	22%
Group Projects	April 7-9	22%
Final Exam	Mon. May 4 12:00—3:00	34%
Research Requirement	—bonus on final	

Details on the testing procedure will be given out during the term.

If you cannot take any test or exam at the scheduled time, you must contact the professor two weeks in advance. Otherwise, you will not be permitted to make up the work.

Grades will be mathematically calculated on the following values:

A	4.0	B+	3.3	C+	2.3	D	1.0
A-	3.7	B	3.0	C	2.0	F	0.0
		B-	2.7	C-	1.7		

Class attendance and participation

I reserve the right to reward quality class participation and attendance.

I reserve the right to penalize excessive absence and class disruption.

It is the responsibility of the student to gain access to handouts, notes or assignments if a class is missed without excuse.

Schedule of Events

Note: The instructor reserves the right to change this schedule to accommodate guest speakers and the needs of the class.

Class One-J8	Celebrity management
Class Two-J13	Celebrity and group project
Class Three-J15	DVD on Celebrity
Class Four -J20	League Branding I
Class Five-J22	League Branding II
Class Six-J27	Event Branding— <u>Billion Dollar Day</u> Book
Class Seven-J29	Group
Class Eight-F3	Sponsorship I— <u>The Olympic Effect</u>
Class Nine-F5	Sponsorship II
Class Ten-F10	Appointment Media
Class Eleven-F12	Test #1
Class Twelve-F17	Spectrum Branding
Class Thirteen-F19	Sports Tourism: Adventure— <u>Let my people surf</u> book

Monday February 23: Attend Reed Sarratt lecture: Andrew Robertson, President of BBDO advertising will be the speaker.

Class Fourteen-F24	Sports Tourism: Golf
Class Fifteen-F26	Group
Class Sixteen-M3	Women & Athletics
Class Seventeen-M5	No class. Make-up day for Sarratt lecture.

Spring Break: March 9-13

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Class Eighteen-M17	Olympic Marketing— <u>The Olympic Effect</u>
Class Nineteen- M19	Guest
Class Twenty-M24	College Marketing
Class Twenty-one-M26	Group
Class Twenty-two-M31	Test #2
Class Twenty-three –A2	Sports Business History/ Group
Class Twenty-four –A7	Group Presentation
Class Twenty-five –A9	Group Presentation
Class Twenty-six-A14	Guest
Class Twenty-seven-A16	Fitness Marketing
Class Twenty-eight-A21	New Product Development
Class Twenty-nine-A23	Future of Sports Marketing

FINAL EXAM: Monday, May 4 12:00—3:00
The final is cumulative.

Research Requirement

Students in JOMC 376 are required to complete three hours of research over the course of the semester. There are two ways you can fulfill this requirement. The first way is to participate in three hours of academic research studies in the School of Journalism and Mass Communication. Participating in studies is a valuable way for you to receive first-hand experience with mass communication research. You will be able to sign up online to participate in these studies. The second way to fulfill your research participation requirement is to write three two-page summaries and critiques of academic research or sports business articles. Each review counts for one hour of research participation, so you can combine participation in the studies with article reviews to fulfill the research requirement. You may summarize any article published in the past two years in the following journals: Journalism and Mass Communication Quarterly, Journal of Advertising, Mass Communication and Society, Journal of Mass Media Ethics, and Journal of Broadcasting & Electronic Media. Or you may summarize major articles for business magazines like Forbes, Fortune or Sports Business Journal.

AEJMC STANDARDS FOR 376

- **PRINCIPLES OF FREEDOM OF EXPRESSION**

- **HISTORY AND ROLE OF MEDIA IN SOCIETY**

- **DIVERSE SOCIETY AND AUDIENCES**

- **GLOBAL CULTURAL PERSPECTIVES**

- **ETHICAL PRINCIPLES FOR COMMUNICATION**

- **CRITICAL AND CREATIVE THINKING**

RESEARCH METHODS AND ANALYSIS

- **ACCURACY, FAIRNESS AND CLARITY**

- **DATA, NUMBERS AND STATISTICS**

- **EVOLVING COMMUNICATION TECHNOLOGY**

- **ACADEMICALLY INFORMED COMMUNICATION PRACTICES**