

## Journalism 376

### Sports Marketing and Advertising

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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 and events including the NFL, NBA, Olympics and the Masters.

- The value of athletic celebrity including economic overviews of leading celebrity endorsers including Tiger Woods, Shaquille O’Neal and Maria Sharapova.
- 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 over a billion dollars a year until 2032.
- The new world of sports tourism including golf, tennis, mountaineering and scuba diving.

**Textbooks**

Players by Matthew Futterman

Billion Dollar Ball by Gilbert M. Gaul

Shoe Dog by Phil Knight

376 Workbook

All are available at Student Stores.

**AEJMC STANDARDS**

Applied in the design of this course:

- Principles of Freedom of Expression
- History and role of Media and Society
- Diverse Society and Audiences
- Global Cultural Perspectives
- Ethical Principles of Communication
- Critical and Creative Thinking
- Research Methods and Analysis
- Accuracy, Fairness and Clarity
- Data, Numbers and Statistics
- Evolving Communication Technology
- Academically informed communication practices

**Grading**

Your grade will result from the following evaluations:

Test 1	Tuesday, February 11	22%
Test II	Tuesday, March 31	22%
Group Projects	April 14-16	22%
Final Exam:	Monday, May 4 12:00—3:00	34%
Research Requirement	—credited 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-J9	Celebrity management
Class Two-J14	Celebrity and group project (Players)
Class Three-J16	Guest
Class Four -J21	League Branding I
Class Five-J23	League Branding II
Class Six-J28	Event Branding
Class Seven-J30	Group
Class Eight-F4	Sponsorship I
Class Nine-F6	Sponsorship II
Class Ten-F11	Test #1
Class Eleven-F13.	Guest

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Class Eleven-F18	College Marketing (Billion Dollar Ball)
Class Twelve-F20	Appointment Media
Class Thirteen-F25	Group
Class Fourteen-F27	Stadium Economics
Class Fifteen-M3	Branding Exercise
Class Sixteen-M5	No Class—Attend March 27 event

Spring Break March 10-12

Class Nineteen- M17	Adventure Marketing
Class Twenty-M19	Golf Marketing
Class Twenty-one-M24.	Olympic Marketing
Class Twenty-two-M26	Fitness Marketing

Friday, March 27. Entrepreneurial Event.

Class Twenty-three –M31	Test #2
Class Twenty-four –A2	New Product Development. (Shoe Dog)
Class Twenty-five –A7	Group
Class Twenty-six-A9	Guest
Class Twenty-seven-A14	Group Presentation
Class Twenty-eight-A16	Group Presentation
Class Twenty-nine—A21.	Tokyo Olympics—360 degrees
Class Thirty—A23.	Play Wars

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