

Journalism 376

Sports Marketing and Advertising

Professor John Sweeney

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Carroll Hall 235

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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 from PricewaterhouseCoopers for the North American market:*

- 2019 projected media rights: \$20, 944, 000
 - 2019 projected gate revenue: \$19, 750, 000
 - 2019 projected sponsorship revenue: \$18,030, 000
 - 2019 projected merchandising revenue: \$14, 739, 000
 - Total: projected total: \$73, 463, 000
 - *Reported by Sports Business Journal. November 5-11, 2018 page 5
- Sports marketing is particularly instructive for the advertising student because it touches upon all the 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

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	Thursday, September 19	22%
Test II	Tuesday, October 29	22%
Group Projects	November 19-21	22%
Final Exam:	Saturday, December 7 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-A20	Celebrity management-(Players book)
Class Two-A22	Celebrity and group project
Class Three-A27	League Branding I
Class Four -A29	League Branding II
Class Five- S3	Event Branding
Class Six-S5	Group
Class Seven-S10	Sponsorship I
Class Eight-S12	Sponsorship II
Class Nine-S17	Appointment Media

-4-

Class Ten-S19	Test #1
Class Eleven-S24 Class Twelve-S26	Spectrum Branding Group
Class Thirteen-O1 Class Fourteen-O3	College Marketing (Billion Dollar Ball) Stadium Economics
Class Fifteen-08 Class Sixteen-010	New Product Development Adventure Marketing
Class Seventeen-015	Golf Marketing
Fall Break	October 17
Class Eighteen-022 Class Nineteen- 024	Olympic Marketing Group
Class Twenty-029 Class Twenty-one—031	Test #2 Marketing Fitness
Class Twenty-two-N5 Class Twenty-three -N7	Sports Business History Branding Exercise #1
Class Twenty-four -N12 Class Twenty-five -N14	Guest Speaker Group
Class Twenty-six-N19 Class Twenty-seven-N21	Group Presentation Group Presentation
Class Twenty-eight-N26 Class Twenty-nine—N28	Documentary Thanksgiving
Class Thirty—D3	Play Wars

FINAL EXAM: Saturday, December 7 12:00—3:00
The final is cumulative.

ADDITIONAL INFORMATION:

Honor Code:

I expect that each student will conduct himself or herself within the guidelines of the University honor system (<https://catalog.unc.edu/policies-procedures/honor-code/>). All academic work should be done with the high levels of honesty and integrity that this University demands. You are expected to produce your own work in this class. Using a set-up sound bite is a violation of the honor code. If you have any questions about your responsibility or your instructor's responsibility as a faculty member under the Honor Code, please see the course instructor or Senior Associate Dean C. A. Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

Seeking Help:

If you need individual assistance, it's your responsibility to meet with the instructor. If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of the problem – whether the problem is difficulty with course material, a disability, or an illness.

Diversity:

The University's policy on Prohibiting Harassment and Discrimination is outlined in the 2011-2012 Undergraduate Bulletin (<https://eoc.unc.edu/our-policies/ppdhrm/>). UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression.

Special Accommodations:

If you require special accommodations to attend or participate in this course, please let the instructor know as soon as possible. If you need information about disabilities visit the Department of Disability Services website at

ACCREDITATION:

The School of Journalism and Mass Communication's accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program. Learn more about them here:

No single course could possibly give you all of these values and competencies; but collectively, our classes are designed to build your abilities in each of these areas. In this class, we will address a number of the values and competencies, with special emphasis on the last six bullet dots under "Professional values and competencies" in the link above.