PALAZZI - FLORENCE ASSOCIATION FOR INTERNATIONAL EDUCATION
FLORENCE UNIVERSITY OF THE ARTS
APICIUS INTERNATIONAL SCHOOL OF HOSPITALITY
SCHOOL OF SPORTS AND HEALTH SCIENCES
DEPARTMENT OF PHYSICAL EDUCATION AND PHYSICAL THERAPY
COURSE TITLE: SPORT MARKETING
COURSE CODE: SH SS SM 285

SECTION: 202

3 credits (45 lecture hours)
Day and Time:
Instructor:
Instructor Availability: Please schedule an appointment before or after class.
Contact:

1. COURSE DESCRIPTION

SH SS SM 285
Sport Marketing
3 semester credits (45 lectures hours)
This course provides an understanding of the role of marketing within sport – both amateur and professional - and is designed to address current industry requirements. The essentials of effective sport marketing will include: application of the marketing principles in the sports area (sports products as well as sports services) licensing issues, sponsorships and endorsements – their evaluation and implementation, stadium and arena marketing, promotional activities, consumer and public relations; broadcasting and the media.

2. OBJECTIVE

After completing this course, students should:
Be able to define and apply key marketing concepts and strategies regarding sports, sport related products and services.
Be able to access and interpret relevant secondary data sources essential to understand the sport industry and its consumers.
Develop an understanding of sport and the fan as a consumer.
Be able to understand key consumer behavior concepts and their implications for sport behavior.
Be familiar with case study analysis and have the ability to utilize this approach in problem solving.

Concepts and Themes to be explored:

Definition, use and effectiveness of “ambush marketing”.
Sport sponsorship – teams, events and other related activites.
Pharmaceutical companies and sports.
DTC: Direct to Customer marketing.
Sports marketing and education: scholarship and sponsorship.
Sporting apparel.
The Sport of Naming: the corporate branding of sporting facilities. The concept of “naming rights”.
The “Mega Pyramid Stadium Complex”.
Stadiums as “shopping malls”.
High school athletics
Sport Recruiters
3. REQUIREMENTS

Lectures are held in English.
A questionnaire is distributed on the first day of class to inform the instructor about the general background and characteristics of the students. Students are not required to answer all questions. Students must be aware that many lessons will consist of outdoor walking tours and visits
Individual study of the notes, the readings, the handouts etc. at home is required after every lecture, at least on a weekly basis. On your lecture schedule you will information on each meeting’s readings: a good pre-reading activity of the material is highly recommended to better follow in-class explanations.
Students will be asked to research, read and study quite often at the School Library. Please make sure you are familiar with it (know how it works, opening and closing times, facilities, etc.) from the very start of the course.
For the material you will need to type, please check the school computer facilities.
Students will be provided with terms and words used commonly; handouts distributed at the beginning of the course will help students with spelling and terminology:
No eating is allowed in class
A responsible and active class participation is expected at all times and activities
At all times cell phones must be turned off (both during lectures and visits).

Please consider strict guidelines regarding attendance and behaviour during scheduled visits/field trip (as described in pertinent paragraphs).
Please also consider important notes on attendance, participation and assignments (as described in pertinent paragraphs).

4. TEACHING METHOD

Lectures are mainly case-based. Classes center around the discussion of fresh cases or real-life issues typically followed by some presentation of related prescriptive or meta-ethical theory. Each week’s classes start with a discussion of readings which follow-up on the previous week’s cases. The next class starts with questions arising from the previous class’s cases and from the follow-up readings.

It is a given that students will have read all of the required reading before class as well as keep up-to-date on current issues and developments. The instructor will give the students news and corporate websites to regularly review as well as additional articles to complement the student’s coursepack reading.
Interactive lectures, Power Point Presentations.

5. TEXT BOOK AND ACADEMIC RESOURCES

COURSE TEXT BOOK

Advanced Theory and Practice in Sport Marketing
**Eric C. Schwarz** (Author), **Jason D. Hunter** (Author)
**Publisher:** Butterworth-Heinemann (February 26, 2008)
€ 56,00
You are able to buy the text book:
Paperback exchange
Via delle Oche, 4-red
50122 Florence, Italy
FURTHER SUGGESTED READINGS:

The Economics of Football  John Goddard, Cambridge University Press; (2007)
Marketing and Football:  Simon Chadwick
The Economics of Professional Team Sports b Paul Downward, Routledge; (2000)
Sports Sponsorship and Marketing Communications: A European Perspective  by Wim Lagae.
Cases in Sport Marketing  George R. Milne
Developing Successful Sport Sponsorship Plans, Second Edition (Sport Management Library)by
David K. Stotlar
Sport Business in the Global Marketplace Aaron Smith

LIBRARIES IN FLORENCE
Students have access to the two school libraries at Apicius International School of Hospitality and
Florence University of the Arts:

Apicius: The library is located in Corso Tintori 21. Please consult the posted schedules for
official opening times. Please note that the library is consultation only and thus it is not
possible to remove texts. It is possible to make photocopies (fee-based).

Students are encouraged to take advantage of Florence’s libraries and research centers:

Biblioteca Palagio di Parte Guelfa
Located in Piazzetta di Parte Guelfa between Pza della Repubblica and Ponte Vecchio. Telephone:
055.261.6029. The library is open Monday thru Saturday. This library is open until 10:00pm during
weekdays.

Biblioteca delle Oblate
Located in via dell’Oriuolo 26 (across the street from SQUOLA Center for Contemporary Italian
Studies) Telephone: 055 261 6512. Please consult the website www.bibliotecadelleoblate.it for
current opening times under “orario”.

The Harold Acton Library at the British Institute of Florence
Address: Lungarno Guicciardini 9. For opening times and student membership information:
www.britishinstitute.it/en. This is a fee-based membership library.

6. COURSE SITE VISITS AND FIELDTRIPS
We will have two local walking tours DURING class time and Centro Tecnico Coverciano. Museum
of soccer.

Students are encouraged to attend sporting events of all types during their stay in Florence.
We suggest students to attend september 8-11 “ CalcioExpo ” at the Fortezza da Basso in
Florence. Info http://www.calcioexpo.it/.

The instructor also encourages students to attend events if they are traveling outside of Florence
or Italy. The instructor will send a questionnaire to students that should be completed during and
after the event and it should be presented in class when the student returns and turned in to the
instructor.

7. COURSE MATERIALS
8. ADDITIONAL FEES

6 euros for bus tickets and museum's entrance.

9. EVALUATION AND GRADING SYSTEM

Final Grade Breakdown

15% Attendance
15% Participation
30% Sport Marketing Project
40% Final Exam

Grading Scale
A = 100 – 93% A- = 92 – 90% B+ = 89 – 87% B = 86 – 83% B- = 82 – 80%
C+ = 79 – 77% C = 76 – 73% C- = 72 – 70% D = 69 – 60% F = 59 – 0%

10. ATTENDANCE AND PARTICIPATION

Institutional Attendance Policy: Academic integrity and mutual respect between instructor and student are central to a positive and productive learning experience. This belief is reflected in the attendance policy. Attendance will be taken at the start of every class.

Attendance is mandatory for all class meetings.

Late Arrival and Early Departure
Arriving late or departing early from class is not acceptable. Two late arrivals or early departures or a combination will result in an absence.

Travel (or delays due to travel) is NEVER an excuse for absence from class.

11. ASSIGNMENTS, TERM PAPERS AND EXAMS

Note: the date and time of the exams cannot be changed for any reason

1 Tests: Mid-term and Final Exams

Homework and Required Readings: These are non-graded, but are essential to the student’s success in the course.

Final Paper – Sports Marketing Proposal (research project) of at least 2000 words, typed, double-spaced, with proper citing apparatus, on a topic to be determined shortly after mid-semester may be revised once after receiving comments from instructor. Drafts submitted late cannot be revised. Presentations are graded on their merits and those of the discussion they spark.

Sports Marketing Proposal Project (30% of final grade)
Week Five: Project thesis due – 10% of project grade.
Week Seven: Outline and Bibliography due – 10% of project grade
Week Twelve: Progress Report – 10% of project grade
Week Fourteen: Final Project due – paper will count for 70%

40% of final grade Final Exam. Will be written. First part essay questions (50%)
Second part students will have short-answer questions (50%).

### 12. LESSON PLAN

<table>
<thead>
<tr>
<th>1. MEET IN CLASS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Presentation of the course; introduction to the class syllabus. Information on assignments and exams. Presentation of Paper Topics.</strong></td>
</tr>
<tr>
<td><strong>Lecture</strong>: Review of basic marketing terms and principles and their application in the sports industry.</td>
</tr>
<tr>
<td><strong>Readings</strong>:</td>
</tr>
<tr>
<td>- Cases in Sport Marketing George R. Milne pag. 241-250</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2. MEET IN CLASS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Readings</strong>:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3. MEET IN CLASS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spectator Sports: Global, International, National, Regional and Local (professional vs amateur). <strong>Introduction to Sponsorship – Part I: Role of the Sponsor, Integrated Marketing Communications Plan (IMC), Types of Sponsors.</strong> <strong>Introduction to advertising sales promotion and public relations.</strong></td>
</tr>
<tr>
<td><strong>Readings</strong>:</td>
</tr>
<tr>
<td>- “Sports Sponsorship and Marketing Communications: A European Perspective “ by Wim Lagae Pag.12-23 33-43</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>4. MEET IN CLASS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Lecture</strong>: Sports Products. Consumers and Spectators: understanding participants and spectators as consumers. <strong>Sports tourism, recreational sports industry, urban marathons, fanship and television viewing</strong>. Introduction to Sponsorship Sponsorship Strategies: traditional sponsorship, venue naming rights, licensing and endorsements. Concepts of leveraging and ambush / parasite marketing and dilution strategies.</td>
</tr>
<tr>
<td><strong>Readings</strong>:</td>
</tr>
<tr>
<td>- “Sports Sponsorship and Marketing Communications: A European Perspective” by Wim Lagae. Pag.154-182</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>5. MEET IN CLASS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FIELD TRIP TO CENTRO TECNICO DI COVERCiano</strong></td>
</tr>
<tr>
<td>Visit facilities and Museum of the Sport. Meeting with Fino Fini, doctor for 25 years of the</td>
</tr>
</tbody>
</table>
national team soccer Italy and director of the Soccer Museum.

**Readings:**

- “Sports Sponsorship and Marketing Communications: A European Perspective” by Wim Lagae  Pag.44-73

---

6. MEET IN CLASS

---

MID TERM

---

7. MEET IN CLASS

The role of technology in sport marketing.

**Readings:**

- “Sport Business in the Global Marketplace” Aaron Smith  Pag.172-194
- “Sport Business in the Global Marketplace
- Aaron Smith  Pag.52-63

---

8. MEET IN CLASS

**Lecture:** The European Market: Sports, fans, sponsors and products in Europe.

*Introduction, development and adaptation of “American” sports (American football and basketball) in Europe.*

**Readings:**

- “Sport Business in the Global Marketplace” Aaron Smith  Pag.172-194

---

9. MEET IN CLASS

**Lecture:** Distribution in Sports Marketing: Spectator and participation sports.


Sports –related products.

Following the lecture we will visit three different athletic shops in the city center: Foot Locker (international franchise), Universo Sport (large Italian chain), Puma (single brand) and a small mom and pop store (local retailer).

---

10. MEET IN CLASS

**Lecture:** Emerging Markets: The Indian Subcontinent (Pakistan, India and Bangladesh) and China – We will examine how these markets function and how they have both imported, exported and adapted team and individual sports.

**Readings:**

- “Cases in Sport Marketing” George R. Milne  Pag.259-280

---

11. MEET IN CLASS

**Lecture:** Media Markets and Sports – examine the historical development of newspapers,
television programs and networks as well as on-line merchants, podcasts and blogs and their relationship with sports marketing.

The role of technology in sport marketing.

**Readings:**
- “Sports Sponsorship and Marketing Communications: A European Perspective” by Wim Lagae. Pag.122-139

---

12. MEET IN CLASS

**Lecture:** The Italian Market: Sports, fans, sponsors and products in Italy.

*Following the lecture we will have a brief walking tour in downtown Florence to compare and contrast the positioning of sporting goods and events as opposed to the student’s home city / country.*

**Readings:**
- Sport Business in the Global Marketplace
- ‘Aaron Smith Pag.52-63

---

13. MEET IN CLASS

**PROJECT PRESENTATIONS**

Individual presentations of final projects. The required minimum length of the presentation will depend on the final number of students enrolled in the course. On average presentations should be not shorter than ten minutes. This includes leaving several minutes at the end for questions from the instructor and the class. A copy of the project must be turned in. This cannot be done at any other time.

Please note students are awarded credit for asking thoughtful and intelligent questions.

---

14

**Final Exam**

---

**ALTERNATIVE LESSON**

Projection in class of the P.P.: “Controversial Issues in Sport Marketing“