Instructor: Doak Geiger  
Office: SBA N391  
Office Hours: Wednesday/Thursdays 4:45 – 5:20PM, & by appointment  
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Course Description:

This course examines the world of sports as a business and will focus on attracting the ultimate customer—sports fans—in an increasingly competitive, fragmented and global service. The course will discuss the management of sports at professional, collegiate and special event levels focusing on the role marketing plays in planning and decision making in attracting fans and the other major customer—sponsors. Other topical areas will include: sports branding; athlete management; event sponsorship and marketing; media involvement; and the value and ROI of investing in sports. Students will study current opportunities and threats facing sports and entertainment properties and trends that may impact the future of sports and its various audiences. Guest experts will lecture in various classes giving students a firsthand opportunity to ask questions of sports marketing practitioners.

Required Text:


Objectives:

Upon completion of the course, students will be able to:
- Demonstrate an understanding of the unique aspects of sport marketing
- Demonstrate an understanding of how marketing concepts such as strategic planning and segmentation apply to sport marketing.
- Demonstrate an understanding of the interrelationship of integrated marketing communications and sport.
- Develop an understanding of sport as industry and the fan as consumer.
- Develop both written and oral communication skills.
- Participate in real world applications of concepts and issues discussed in class.
**Instruction Format:**

The class will include a variety of teaching styles and learning opportunities. Lectures, guest speakers, and experiential learning will be used to facilitate learning. Class preparation and participation are critical for student success.

**Course Policies:**

- Assigned materials are to be read prior to class.
- No electronic devices are to be used during lectures/guest speakers.
- Cell phones are to be turned off.

**Attendance:**

As future professionals, students are expected to attend every class and be on time. Because there are guest speakers and in class assignments, your attendance is critical to succeeding in the course.

**Participation:**

Active participation is required by all students and will be reflected in your final grade. Students are encouraged to share thoughts and opinions, and be open to the thoughts and opinions of others.

**Grading:**

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Sport industry analysis &amp; current issues report</td>
<td>15%</td>
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<tr>
<td>Sports marketing Group project</td>
<td>25%</td>
</tr>
<tr>
<td>In - class work/ participation</td>
<td>15%</td>
</tr>
<tr>
<td>Tests (3) at 15% each</td>
<td>45%</td>
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**Assignments:**

**Current Topics:** Each student will be required to prepare a report regarding some current topic relating to the strategic sports marketing process. Presentations will be based on secondary research published in the last six months, and should focus on product, distribution, promotion or pricing strategies. Potential sources are the Sports Business News, IEG, Sport Marketing Quarterly, Ad Week, Business Week, etc. Typically, there is a wealth of potential articles, so students are instructed to try to find an article relating to a sport or issue in which they are most interested. Please provide the instructor with a hard copy of the article prior to your presentation. The report should cover:

- A summary of the article
- How the article relates to Sports marketing
- Key issues and takeaways
GROUP PROJECT: SPORTS MARKETING PLAN AND ACTIVATION

Students will get a first-hand experience in Sports Marketing this semester with the Milwaukee Admirals. Students will develop a Sports Marketing Sales plan, listing objectives, strategies, and tactics to pursue. You will then activate the plan to sell Admirals tickets, using the strategies and tactics you planned.

Dates to consider:
- Thursday, September 12: An introduction of the project and discussion by Admirals personnel;
- Friday, November 15 (or other date): A behind the scenes look at event management of the game followed by attending the Admirals game that night. This date will replace Thursday, November 14’s date on the schedule.
- Final presentation of the plan on December 12 detailing the plan and the results.
- Ongoing questions and clarifications may occur from students on the Project.

Sports Marketing Ticket Plan Components
- Overview
  - Current situation
  - Issues analysis
- Target market for the group
- Objectives
- Marketing strategies to be used (i.e., Social Media, Networking, events)
- Tactics
  - Specific details of the strategies used
- Implementation and control
  - Checklists, etc.
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<tr>
<th>Date</th>
<th>TOPIC</th>
<th>READING/CHAPTER ASSIGNMENT</th>
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| September 5   | Course Introduction  
The Sports Industry                          | Syllabus, expectations, requirements             |
| September 12  | Marketing Concepts applied to Sports  
The Fan Challenge          | Read Chapter 1                                  |
| September 19  | Why companies sponsor sports  
Sports in Trouble             | Read Chapter 2                                  |
| September 26  | Target Marketing  
How Fans Connect               | Read Chapter 3                                  |
| October 3     | **Test # 1**  
Chapters 1-3, guest speakers, and in-class topics                  |                                                |
| October 10    | Evaluating proposals  
Reinventing Sports Brands  
Market segmentation  
Sports Sales and Marketing Issues | Read Chapter 4                                  |
| October 17    | Communicating Sports Brands  
Sports Media                  | Read Chapter 5                                  |
| October 24    | College Sports marketing  
Implementing Sports Brands  
Sports Loyalty | Read Chapter 6                                  |
| October 31    | Pro Sports Marketing  
Communicating the Sports brand | Read Chapter 7                                  |
| November 7    | **Test # 2**  
Chapters 4-7, guest speakers, and class activities                  |                                                |
| November 15   | Sports event planning, marketing and execution  
Sports Loyalty | Milwaukee Admirals game.  
Read Chapter 8                                  |
| November 21   | Sports Branding                                                      | Read Chapter 9                                  |
| **November 28** | **THANKSGIVING BREAK**                                                            |                                                |
| December 5    | Using Sports Celebrities in Marketing  
Future Issues in Sport Marketing | Read Chapter 10                                 |
| December 12   | **Project Presentations**                                                |                                                |
| December 19   | **Test # 3**  
Chapters 8-10, guest speakers, and in-class activities               |                                                |