

# MKTG 140: SPORTS MARKETING

## In Workflow

1. CBA Committee Chair (CBA%20Committee%20Chair@csus.edu)
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## Approval Path

1. Fri, 26 Oct 2018 23:33:46 GMT  
Anne Fuller (anne.fuller): Rollback to Initiator
2. Tue, 26 Mar 2019 19:37:11 GMT  
Anne Fuller (anne.fuller): Approved for CBA Committee Chair
3. Tue, 26 Mar 2019 19:39:21 GMT  
Anne Fuller (anne.fuller): Approved for CBA College Committee Chair
4. Tue, 26 Mar 2019 20:30:11 GMT  
Marty Wilson (mcwilson): Approved for CBA Dean
5. Wed, 08 May 2019 15:03:09 GMT  
212408496: Approved for Academic Services
6. Wed, 15 May 2019 18:44:26 GMT  
Katherine Chalmers (chalmers): Rollback to Initiator
7. Thu, 16 May 2019 00:43:36 GMT  
Anne Fuller (anne.fuller): Approved for CBA Committee Chair
8. Thu, 16 May 2019 00:45:20 GMT  
Anne Fuller (anne.fuller): Approved for CBA College Committee Chair
9. Wed, 04 Sep 2019 17:43:16 GMT  
Marty Wilson (mcwilson): Approved for CBA Dean

## New Course Proposal

Date Submitted: Wed, 15 May 2019 22:29:31 GMT

**Viewing: MKTG 140 : Sports Marketing**

**Last edit: Wed, 15 May 2019 22:29:30 GMT**

Changes proposed by: Andrey Mikhailitchenko (211413112)

**Contact(s):**

Name (First Last)	Email	Phone 999-999-9999
Andrey Mikhailitchenko	mikhaili@csus.edu	916-278-7128

**Catalog Title:**

Sports Marketing

**Class Schedule Title:**

Sports Marketing

**Academic Group: (College)**

CBA - Business Administration

**Academic Organization: (Department)**

College of Business Administration

**Will this course be offered through the College of Continuing Education (CCE)?**

No

**Catalog Year Effective:**

Spring 2020 (2019/2020 Catalog)

**Subject Area: (prefix)**

MKTG - Marketing

**Catalog Number: (course number)**

140

**Course ID: (For administrative use only.)**

TBD

**Units:**

3

**In what term(s) will this course typically be offered?**

Fall, Spring

**Does this course require a room for its final exam?**

No, final exam does not require a room

**Does this course replace an existing experimental course?**

No

**This course complies with the credit hour policy:**

Yes

**Justification for course proposal:**

Sports marketing is a hot topic due to increased interest to professional sport in Sacramento area that became especially noticeable after construction of the Golden 1 Center. There will definitely be respective opportunities for internships and employment of students on Sacramento market. Except that, adding Sports Marketing course will diversify course offering and make our curriculum more practically relevant and following the dynamic changes and new developments in Greater Sacramento economy. The list of potential employees of CBA graduates having knowledge and skills in the area of Sports Marketing includes more than 600 organizations, companies and public entities in Greater Sacramento Area in sports, fashion, hospitality, leisure and recreation, education, retailing, software development, consumer electronics, healthcare industries, just to name a few.

The core competency of this course will be the link to the Greater Sacramento business environment. It will be maintained through the assistance projects to local sport teams, relationships with companies of the Greater Sacramento region through the Center for Small Business, community events, guest speakers from local sports industry in the classroom and other outreach activities. Departments teaching neighboring disciplines such as KINS 161 (Theory of Sport and Fitness Management) and RPTA 183 (Marketing Recreation Services) have been contacted. None did raise any objections and both responses were positive. In addition, RPTA expressed interest in the cross-listing of the course (feedback is enclosed).

The survey among the students from MKTG 122 (two sections) and MKTG 190 (one section) classes was conducted for the purpose of finding out students' attitude to having Sports Marketing class in the curriculum. Most of the students answered "Yes", and some provided insightful comments regarding the content and learning objectives of the course (more details are in the attached report). The idea of developing Sports Marketing course was shared with Sacramento Kings as with major sports organization in Greater Sacramento area. The feedback was positive and constructive (the correspondence is attached).

**Course Description: (Not to exceed 80 words and language should conform to catalog copy.)**

The purpose of this course is to help students to integrate principles of marketing and sports industry management. It examines the marketing of sports, teams, athletes, sport arenas, as well as the use of sports related marketing tools (such as sponsorships, celebrity athlete endorsements, promotional licensing) for promoting non-sport consumer and industrial products.

**Are one or more field trips required with this course?**

No

**Fee Course?**

No

**Does this course have prerequisites?**

Yes

**Prerequisite:**

MKTG 101

**Prerequisites Enforced at Registration?**

Yes

**Does this course have corequisites?**

No

**Graded:**

Letter

**Approval required for enrollment?**

No Approval Required

**Course Component(s) and Classification(s):**

Seminar

**Seminar Classification**

CS#05 - Seminar (K-factor=1 WTU per unit)

**Seminar Units**

3

**Is this a paired course?**

No

**Is this course crosslisted?**

No

**Can this course be repeated for credit?**

No

**Can the course be taken for credit more than once during the same term?**

No

**Description of the Expected Learning Outcomes: Describe outcomes using the following format: "Students will be able to: 1), 2), etc."**

Students will be able to:

- 1) Identify basic concepts in the field of the sports marketing
- 2) Understand the core processes and trends in sports industry influencing the success of marketing efforts
- 3) Apply the learned concepts to environments, cases and business situations in the area of sports marketing
- 4) Compare and differentiate between various approaches to marketing decisions in sports industry
- 5) Evaluate tools and techniques used for product, pricing, distribution and promotion decisions in sports marketing
- 6) Designing and execute marketing strategies for sport teams, events, brands and products
- 7) Use sport industry related tools and techniques for development, branding, and promotion of consumer and industrial goods and services on the marketplace

**Attach a list of the required/recommended course readings and activities:**

List of recommended readings and activities.docx

**Assessment Strategies: A description of the assessment strategies (e.g., portfolios, examinations, performances, pre-and post-tests, conferences with students, student papers) which will be used by the instructor to determine the extent to which students have achieved the learning outcomes noted above.**

The assessment strategy will be based on combining three types of assessment: diagnostic, formative, and summative.

The diagnostic assessment will be limited to testing the knowledge of the basic marketing concepts at the beginning of the class, given that this course will have MKTG101 (Principles of Marketing) pre-requisite.

The formative assessment will be embedded within the instructional process and will be implemented in the forms of in-class group assignments (graded) demonstrating the level of comprehension and operationalization of the concepts discussed in class, interactive discussion sessions (non-graded) for reflection of the class material, and student surveys (non-graded) for collecting students' feedback on the content and delivery tools.

The summative assessment will provide instructor and the students with information about the attainment of content knowledge and will include the following:

1. Exams. Two exams will be administered during the semester. Midterm exam will consist of 50 multiple-choice questions. Final exam will consist of 50 multiple-choice questions covering section chapters and two integrative essay overviewing the whole course.
2. Quizzes. Students will be given six quizzes, one per each learning module.
3. Term Project. The project has two milestones: 1) marketing environment analysis of those processes and trends that are applicable to the researched team or organization; 2) integrated marketing plan for that team or organization.
4. Case studies. Student teams will make the analysis of a case study that will be presented and discussed in class. Case studies will analyze core processes and trends influencing the success of the marketing efforts in the sports industry.

**For whom is this course being developed?**

Majors in the Dept  
Minors in the Dept  
Majors of other Depts

**Is this course required in a degree program (major, minor, graduate degree, certificate?)**

Yes

**Identify the program(s) in which this course is required:**

**Programs:**

BS in Business Administration (Marketing)

**Does the proposed change or addition cause a significant increase in the use of College or University resources (lab room, computer)?**

No

**Will there be any departments affected by this proposed course?**

No

**I/we as the author(s) of this course proposal agree to provide a new or updated accessibility checklist to the Dean's office prior to the semester when this course is taught utilizing the changes proposed here.**

I/we agree

**University Learning Goals**

**Undergraduate Learning Goals:**

Competence in the disciplines  
Knowledge of human cultures and the physical and natural world  
Integrative learning  
Personal and social responsibility  
Intellectual and practical skills

**Is this course required as part of a teaching credential program, a single subject, or multiple subject waiver program (e.g., Liberal Studies, Biology) or other school personnel preparation program (e.g., School of Nursing)?**

No

**GE Course and GE Goal(s)**

**Is this a General Education (GE) course or is it being considered for GE?**

No

**Please attach any additional files not requested above:**

Statement of learning goals attainment.docx  
Student comments.docx  
Feedback from Sacramento Kings\_.pdf  
Feedback from KINS and RPTA .pdf  
Sample Syllabus\_revised on May 15, 2019.doc

**Reviewer Comments:**

**212408496 (Tue, 18 Sep 2018 21:00:39 GMT):**Course has been edited to include the Course Number and corrected typo (missing space in MKTG 101) in pre-req. In original submission, author did not list the course number (140) for this course which caused the proposal to read as "MKTG TBD-1." With this correction, author will need to clarify the University Learning Goals that this course meets.

**Anne Fuller (anne.fuller) (Fri, 26 Oct 2018 23:33:46 GMT):**Rollback: document requires further editing

**Anne Fuller (anne.fuller) (Tue, 26 Mar 2019 19:37:00 GMT):**as approved at the February 2019 CBA faculty council meeting.

**Anne Fuller (anne.fuller) (Tue, 26 Mar 2019 19:39:17 GMT):**As approved at the CBA faculty council meeting February 2019.

**212408496 (Wed, 27 Mar 2019 19:32:56 GMT):**Effective term change. Fall 2019 inclusion deadline has passed (March 14, 2019). Earliest available term is Spring 2020.

**Katherine Chalmers (chalmers) (Wed, 15 May 2019 18:44:26 GMT):**Rollback: Expected Learning Outcome #2 is not measurable as written. The Assessment Strategies must be linked to the Learning Outcomes. The committee's suggestion is that the assessment strategies outlined in the attached syllabus would be better than what is presented under assessment in the proposal and more easily linked to the ELOs.

Key: 13638