

Sports Promotions Spring 2007 Tuesday – 09:30 – 12:15

Lecturer:	Clive Russell	E-mail:	clive.russell@mlb.com
Class Time:*	TUE 09:30 – 12:15	Telephone:	020 7453 7010
		Mobile:	07710 16 9988
Office Hours:	By appointment, Assistant: Wendy	Office:	74a Charlotte Street W1T 4QJ
Asst. Lecturer:	Genevieve Gordon	Phone:	0130 662 1058 / 07809 757 913
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I. Course Description

This course examines the scope of the sports industry and introduces students to the wide range of issues in the field of sport marketing and promotions, particularly those relating to UK and European sport. In addition, this course examines the necessary skills and attributes required of sports managers as well as a basic grounding in sports marketing. Students will be introduced to problems / issues faced by professionals in the sports industry through guest lecturers dealing with their specific area of expertise, enabling students to better understand the daily operations and career paths in the sports industry.

II. Course Objective

To provide the student with a basic understanding of the duties and functions of a sports marketing professionals as they apply to amateur and professional sports. Upon completion of the course, students should be able to identify, analyze, and understand issues affecting sports managers in general.

III. Course Method

Class discussion, lecture and guest lecture based with mandatory class participation as well as individual instruction. Group and individual project work including presentations. Students are required to read material in order to prepare for interactive class discussions on a broad range of topics.

Be advised that when visits are arranged and are agreed by the Director of Ithaca, London Center; they are compulsory (even at short notice).

IV. Text / Reading Assignments

Required:

1. Sports Business Daily
2. Sportcal.com
3. Newslines @ Sports Business.net
4. uk sport.gov.uk – latest news
5. The sports section of at least one of the following at least twice a week (The Times, The Telegraph, The Guardian or Sunday equivalent)
6. The sports section of at least one of the following at least twice a week (The Mirror, The Sun, The Express or Sunday equivalent).

Recommended:

USA Today; Sports Illustrated
Sports Business International
Sporting Goods Business
Campaign
Marketing
Euro Media
www.sports.findlaw.com
TV Sports Markets

Students are expected to do all required reading before class.

V. Honor Code & Grading Policy

Please refer to the Ithaca College Student Handbook for a complete explanation of the Ithaca College Grading system and Dishonesty policy. In addition to the examples in the handbook, please be advised that work passed in or being done for another class cannot be passed in for a grade in this class.

When on visits it is imperative that we are polite, courteous and dressed for a business office (smart casual).

For any joint / group assignments it is required that each student make an equal contribution and evidence of such is required.

Attendance and Class Participation	35%
CV / NFL Case Study	5%
Individual Paper	20%
Case Study	20%
Group Presentation	20%
Final Exam (NONE)	0%

VI. Attendance & Class Participation

*Class attendance is mandatory and class participation will be considered in the assessment of the student's grade **and is required to pass the course**. It is essential that students arrive on time for classes and guest lectures, which are compulsory, not optional and should be met with enthusiasm and interests.*

Students whom research the work of proposed guest speakers will obviously gain more from the lecture and be able to ask appropriate questions.

Any non attendance will require a valid reason and should non-attendance continue there will be a profound affect on the pass mark of the student. Repetitive tardiness or absence will greatly affect a student's grade and if you miss more than three lectures you will not be able to gain higher than a C grade.

Any student requiring extra assistance can request a meeting with the lecturer at a mutually convenient time.

VII. Written Assignments

CV / Resume – students will be expected to provide an updated copy of their CV - Resume via e-mail no later than the 23rd January.

In the News: Each week students must bring to class an issue or story from the preceding weeks reading and be prepared to discuss its SWOT or affect on industry – this will encompass the first period of the class.

Your lecturer is looking to secure tickets to the NFL's Official London Superbowl Party (Sunday, 4th February, KO 11 pm)... if this is possible – attendance at the event will be mandatory as a case study and a 500 to 700 words critique on the party, the marketing of the party and its worth will be due on 6th February.

Individual Paper: Agree in conjunction with lecturer on either (a) one current topic affecting the Sports Industry and write a report to include background / historical on the subject, recent changes or significant events, current trends and predictions for the future or (b) choose a new and exciting sport (the sport is to be an imaginary sport thought up by the student) and write a marketing plan including a SWOT analysis and a sponsorship proposal using a well known brand in today's global society.

Prepare a short presentation for class. The report must be 2,000 – 3,000 words. Subjects to be decided in individual meetings with the lecturer

during the week of the 5th February (Week 4). Please contact Wendy Yates to arrange a time.

All written assignment, not including in class exams, must be typed and double-spaced. Late assignments will not be accepted unless previous arrangements are made with me. Anything not passed in during class on the date due will be considered late.



VIII. Group Projects

Group Project - Students, working in groups of 3 will pick a subject (team, organisation, league, federation) in UK sport and present an analysis of its marketing activity, including critical evaluation of its SWOT, to the class.

It is imperative to use what is learnt in class to bind the presentation and offer further insight through gained knowledge.

Groups will be selected during the 8th week of class and topics are due before Friday, 23rd March (Week 9). Each group will arrange up to two ½-hour tutorials with lecturer to discuss project and progress.

IX. Exams

There will be an examination in the form of a case study. A week prior to the examination reading material will be given to the students which will be permitted in the examination. No marks are to be made in the reading material except for highlights.

There will be no final exam, just a critical evaluation of the course and its speakers. Failure to complete this will result in a whole grade marking lower than achieved.

X. Tentative Class Schedule

NOTE: THIS IS A TENTATIVE SYLLABUS, SUBJECT TO CHANGE WITH LITTLE NOTICE, particularly to accommodate the availability of guest speakers. Class times may also shift to fit in guest lecturer's schedules; however, I will do my best to organize these within the designated teaching time.

Please provide mobile phone numbers, other regular scheduling conflicts (class schedule) via e-mail so last minute information / changes can be provided if necessary.

This class lasts between 2 hours and 2 ¾ hours with a short break on Tuesday morning. This puts spectacular demands on your ability to stay focused. It is imperative that you monitor your caffeine and caloric intakes so you are at peak proficiency between 9:30 and 12:15 pm on Tuesdays. Additionally, it is recognized that many of you will use your weekends to travel and enjoy your proximity to Europe. However, these trips are not an excuse to miss a class and you should ensure you are back in time. Some classes will be 2 hours to allow for tutorial time. Lectures by Ms. Gordon will take place at the Ithaca Centre, the remainder at 74a Charlotte Street, W1 or on site at guest's offices.

Guest lecture will be encouraged to follow this format:

Brief review of job and responsibilities – focusing on daily issues, organisational structure, and career path.; Industry overview –

establishing current trends and predictions for future with reference to sports marketing; Anecdotes / stories
Q&A

Individual Tutorial:

Each student will arrange one 1/2 hour individual tutorial with lecturer to discuss individual paper during the week of the 5th February (Week 4). Please contact Wendy Yates to arrange a time.

Group Tutorial:

Each group will arrange at least one x 1/2 hour individual tutorials with lecturer to discuss project ideas. Please contact Wendy Yates to arrange a time.

Week #1 (Tuesday, 16th January) – [ITHACA CENTRE]

Overview of Course

Lecture – G. Gordon

Commercialisation of Sport

Characteristics of Sport Business

Week #2 (Tuesday, 23rd January) – [ITHACA CENTRE]

In the News... Weekly Review

Lecture – G. Gordon

What is marketing?

The concept of marketing within sport

How does marketing work within sport and what are its opportunities as a tool to benefit both / third parties?

What are the different forms of marketing

RESUME ASSIGNMENT DUE

Week #3 (Tuesday, 30th January) – [ITHACA CENTRE]

In the News... Weekly Review

Lecture – Josh Chetwynd

A look at both writing and broadcasting sport

Avoiding libel and understanding broadcast regulations

How to get coverage – maximizing media coverage as a PR professional

Ethics – what should be covered in the world of sports and what should be off limits.

** NFL SUPERBOWL PARTY (venue tbc) – Sunday, 4th February.

Week #4 (Tuesday, 6th February) – [ARIEL HOUSE]

Introduction

In the News... Weekly Review

Lecture - American sports development internationally

Major League Baseball Case Study

NFL CASE STUDY PAPER DUE

Week #5 (Tuesday, 13th February) – [ARIEL HOUSE]

In the News... Weekly Review

Lecture – Youth and collegiate sport in the UK, Europe;

Lecture – The European Sport Club Structure / International Sport

Lecture – How licensing affects the sports marketing model; the sporting goods industry (Sara McNaughton, IMG)

Week #6 (Tuesday, 20th February) – [ITHACA CENTRE]

Lecture – G. Gordon

Sponsorship – is this the best form of marketing?

Week #7 (Tuesday, 28th Feb) – [ITHACA CENTRE]

In the News... Weekly Review

Individual Paper Presentations

Lecture – Public relations and its effect on the sports marketing landscape (Alun James, Four Communications; Gaby Jesson, Radiator PR)

Week #8 (Week of 5th March) – SPRING BREAK

Spring Break... enjoy

Week #8 (Tuesday, 13th March) – [ITHACA CENTRE]

In the News... Weekly Review

Lecture – G. Gordon

Legal aspects of sports marketing?

Week #9 (Tuesday, 20th March) – [ARIEL HOUSE]

In the News... Weekly Review

Lecture – The UK newspaper industry effect on the sports marketing landscape; being a journalist in sport. Guests (Keith Blackmore and Nick Szcapanik).

Week #10 (Tuesday, 27th March) – [ITHACA CENTRE]

In the News... Weekly Review

Lecture – G. Gordon

Marketing a sports personality

How to market a new event in the sporting calendar (in a relatively closed environment)

DISTRIBUTION OF CASE STUDY INFORMATION

Week #11 (Tuesday, 3rd April) – [ITHACA CENTRE]

In the News... Weekly Review

Case Study – G. Gordon

Week #12 (Tuesday, 10th April) – [ARIEL HOUSE]

In the News... Weekly Review

Lecture – London 2012 – the bidding process and impact of success for London

Lecture – Visit to Five Studios... Producing and presenting an American Sport on TV.

Week #13 (Tuesday, 17th April) – [ARIEL HOUSE]

In the News... Weekly Review

Lecture – Launching a US Sports Network in Europe (Amory Schwartz)

Lecture – Radio broadcasting and sports marketing (Bob Shennan)

Week #14 (Tuesday, 24th April) – [ARIEL HOUSE]

In the News... Weekly Review

Group Presentations

Week #15 (Tuesday, 1st May) – [ARIEL HOUSE]

Lecture – How sport and politics mixed for the good... Chuck Korr

FINAL EXAM

XI. Conferences

If you wish to meet with me to discuss questions, problems or any aspect of the course, I will be available on an informal basis and by prior appointment. Phone calls to the office are also acceptable.