

**SPORT SCIENCE & MANAGEMENT
SS1027 SPORT MARKETING AND SPONSORSHIP**

Academic Year	2024-25	Semester	2
Course Coordinator			
Course Code	SS1027		
Course Title	Sport Marketing and Sponsorship		
Pre-requisites	-		
No of AUs	3		
Contact Hours	39		

Course Aims

This Sport Marketing and Sponsorship course is designed to provide fundamental theoretical and practical knowledge of marketing principles, techniques, and issues confronting professionals and sport science organisations today. A variety of marketing theories for sport and exercise programmes are introduced through quality knowledge dissemination (lectures), active class participation (discussions and presentations), and professional inquiry (business plan and proposal).

Intended Learning Outcomes (ILO)

By the end of this course, you should be able to:

1. apply basic principles of sport consumer behaviours and the theories and concepts associated with sport marketing.
2. apply sport marketing strategies to sport business organisations, including identifying and analysing current issues in those organisations.
3. explain the evolution of globalisation in sports by utilising relevant theories and concepts.
4. explain what sponsorship is and identify factors influencing this marketing vehicle's growth, including the organisations' willingness to participate in sponsorship activities.
5. identify the benefits for a property and prospective sponsor in a sponsorship deal and evaluate the strategic implementations of any sponsorship proposal for the property and prospective sponsor.

Course Content

The following topics will be covered:

1. Nature of Sport Marketing
2. Strategic Marketing Movement

3. Market Segmentation
4. Sport Product and Price
5. Sport Place and Promotion
6. Sport Consumer Behaviour
7. Magnitude of Sponsorship Industry
8. Sport Sponsorship Platforms
9. Landscape of Athlete Endorsement
10. Decision Making & Ambush Marketing
11. Sponsorship Measurement

NTU Competencies & Graduate Attributes

NTU Competencies	
Character	√
Competence	√
Cognitive agility	√

NTU Graduate Attributes	
Graduate Attributes	Level (i.e., basic, intermediate, advanced)
1. Communication	Intermediate
2. Collaboration	Intermediate
3. Decision Making	Basic
4. Global Perspective	Basic
5. Critical Thinking	Intermediate

Assessment (includes both continuous and summative assessment)

Component	ILO Tested	Weighting	Team/ Individual	Assessment Rubrics
1. Group Presentation	1-3	20%	Team	Appendix 1
2. Class Test	1-5	30%	Individual	
3. Individual Assignment	1-3	40%	Individual	Appendix 2
4. Participation	1-5	10%	Individual	Appendix 3
Total		100%		

Formative Feedback

Feedback for learning will be verbally provided during lectures and group discussions.

During the completion of the Group Presentation, you will be provided with verbal feedback as a group pertaining to your assessed performance. Generic verbal and written feedback will be provided to the class for the test. Individual feedback will be provided for the assignment.

Learning and Teaching Approach

Approach	How does this approach support you in achieving the learning outcomes?
Lectures	Lectures will provide information for key learning concepts and

	theories and support understanding of key concepts.
Online Learning	Time will be given for learning from online materials as a part of the flip teaching approach. These materials will support key concepts covered in lectures and tutorials.

Reading and References

NIE Research and Publications

Nil

Other Readings and References

1. Dees, W., Walsh, P., McEvoy, C. D., McKelvey, S., Mullin, B. J., Hardy, S., & Sutton, W. A. (2022). Sport marketing. Fifth edition. Champaign, IL, Human Kinetics.
2. Cornwell, T. B. (2020). Sponsorship in marketing: Effective partnerships in sports, arts and events. Routledge.

Course Policies and Student Responsibilities

(1) General

You are expected to complete all assigned pre-class readings and activities, attend all classes – lecture and laboratory – punctually, submit all scheduled assignments and take tests by due dates. You are not allowed to swap laboratory groups without express permission from the course coordinator. You are expected to take responsibility to follow up with course notes, assignments and course related announcements for sessions they have missed. You are expected to participate in all discussions and class activities unless there is a valid medical reason not to do so.

(2) Absenteeism

Absence from class without a valid reason will affect your overall course grade. Valid reasons include falling sick, supported by a medical certificate and participation in NTU's approved activities supported by an excuse letter from the relevant bodies.

If you miss a lecture, you must inform the course instructor via email prior to the start of the class.

(3) Absence Due to Medical or Other Reasons

If you are sick and not able to complete a test or submit an assignment, you have to submit the original Medical Certificate (or another relevant document) to the Sport Science & Management (or Home School) administration to obtain official leave. Without this, the missed assessment component will not be counted towards the final grade. There are no make-ups allowed.

Academic Integrity

Good academic work depends on honesty and ethical behaviour. The quality of your work as a student relies on adhering to the principles of academic integrity and to the NTU Honour

Code, a set of values shared by the whole university community. Truth, Trust and Justice are at the core of NTU's shared values.

As a student, it is important that you recognise your responsibilities in understanding and applying the principles of academic integrity in all the work you do at NTU. Not knowing what is involved in maintaining academic integrity does not excuse academic dishonesty. You need to actively equip yourself with strategies to avoid all forms of academic dishonesty, including plagiarism, academic fraud, collusion, and cheating. If you are uncertain of the definitions of any of these terms, you should go to the [NTU Student Academic Integrity Policy and Procedures link](#) in the Student Portal for more information. Consult your instructor(s) if you need any clarification about the requirements of academic integrity in the course.

Special note: Generative AI tools will be allowed to the extent stipulated for each assignment in the assignment instructions, and any such use must be duly referenced or disclosed.

Course Instructors

Instructor	Office Location	Phone	Email
TBA			

Planned Weekly Schedule

Week	Topic	ILO	Readings/ Activities
1	Introduction to Sport Marketing	1	Chapter 1 in Dees et al. (2022)
2	Special Nature of Sport Marketing Strategic Marketing Movement	1, 2	Chapters 1, 2 in Dees et al. (2022)
3	Market Segmentation Planning for the Sport Marketing Mix [Sport Product]	1, 2	Chapters 5, 6 in Dees et al. (2022)
4	Planning for the Sport Marketing Mix [Pricing] Planning for the Sport Marketing Mix [Place]	1, 2, 3	Chapters 12 and 13 in Dees et al. (2022)
5	Planning for the Sport Marketing Mix [Promotion]	1, 2, 3	Chapters 8 in Dees et al. (2022)
6	Group presentation	1, 2, 3	
7	Communication and Persuasion	3, 4	Chapter 3, 11 in Dees et al. (2022)
Recess Week			
8	The Principles of Sponsorship	1, 4, 5	Chapter 1, 2 in Cornwell (2020)
9	Sponsorship Selection I	1, 4, 5	Chapters 3 and 4 in Cornwell (2020)

10	Sponsorship Selection II Sponsorship Activation	1, 4, 5	Chapters 5 and 6 in Cornwell (2020)
11	Endorsement Hindrances to Sponsorships	1, 4, 5	Chapters 7 and 10 in Cornwell (2020)
12	Sponsorship and Corporate Social Responsibility Sponsorship Evaluation	1, 4, 5	Chapters 8 and 9 in Cornwell (2020)
13	In-class test	1, 2, 3, 4, 5	

Appendix 1: Assessment Criteria for Group Presentation (20% Final Grade – marked out of 100)

	A+, A, A-	B+, B	B-, C+, C	D+, D	F
Quality of presentation (max 25)	Information provided clearly answers the question set out. Presentation is clear and the flow is coherent and logical. Pace is appropriate.	Information mostly answers the question set. Presentation is mostly clear and the flow generally coherent and logical.	There are weaknesses or absences in the information provided, and the flow of presentation is unclear at times.	Much of the information provided does not answer the question, and the flow is difficult to understand.	Little relevant information and unclear flow.
Understanding of material (40)	Demonstrates a very good understanding of the material. Able to answer questions in a poised and articulate manner with a high level of confidence.	Demonstrates a good understanding of the material. Able to answer most of the questions clearly and with confidence.	Demonstrates a basic understanding of the material. Able to answer some of the questions clearly but lacks confidence at times.	Demonstrates a weak understanding of the material. Has difficulty answering questions and lacks confidence.	Does not demonstrate any understanding of the material. Unable to answer questions.
Use of technology (10)	Uses relevant technology very well to supplement and enhance the quality of presentation.	Good use of technology to improve the presentation.	Some use of technology to help improve the presentation.	Little use of relevant technology in the presentation.	No clear use of technology in the presentation.
Communication and teamwork (25)	Communication is very clear and easy to understand. All members of the team make active contributions.	Communication is clear and easy to understand most of the time. Most members of the team make good contributions.	Communication is unclear at times. Varied contributions of different team members.	Communication is unclear and there is difficulty to understand. Most contributions provided by a single member.	Communication is unclear and not possible to understand. No team member makes an active contribution.

				team member.	
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Each group member's score may vary according to observations, the group feedback, and the individual's contribution to the group's final product and one another's learning.

Appendix 2: Assessment Criteria for Individual Assignment (40% Final Grade – marked out of 100)

	A+, A, A-	B+, B	B-, C+, C	D+, D	F
Understanding of the theories (50)	Demonstrates a very good understanding of the theories.	Demonstrates a good understanding of the theories.	Demonstrates a basic understanding of the theories.	Demonstrates a weak understanding of the theories.	Does not demonstrate any understanding of the theories.
Application of the theories (40)	Able to provide excellent examples of the application of the theories.	Able to provide good examples of the application of the theories.	Able to provide some examples of the application of the theories.	Able to provide a limited number of examples of applying the theories.	Unable to provide examples of the application of the theories.
Organisation and language (10)	The report is well-organised, and the arguments flow very well. There are very few mistakes in terms of grammar or formatting.	The report is well-organised, and the arguments flow well. However, there are a few mistakes in terms of grammar or formatting.	The report is organised. There are some mistakes in terms of grammar or formatting.	The report is relatively organised. There are several mistakes in terms of grammar or formatting, but they remain understandable.	The report is poorly organised. There are many mistakes in terms of grammar or formatting, and it is difficult to comprehend the report.

Appendix 3: Participation

	A+, A, A-	B+, B	B-, C+, C	D+, D	F
Class Participation (10)	Participates actively in class, demonstrating a deep understanding of the content.	Participates actively in class, demonstrating a good understanding of the content.	There is some participation during class, demonstrating an adequate understanding of the content.	There is little participation in class.	There is an absence of any participation in class.