SPORT SCIENCE & MANAGEMENT
SS2331 ADVANCED TOPICS IN SPORT MARKETING AND SPONSORSHIP

Academic Year	2024-25	**Semester**	1
Course Coordinator			
Course Code	SS2331		
Course Title	Advanced Topics in Sport Marketing and Sponsorship		
Pre-requisites	-		
No of AUs	3		
Contact Hours	39		

Course Aims

This course aims at upper-level Sport Management students and extends knowledge in sport marketing and sponsorship. You are expected to apply your knowledge and conduct simple market research in sport marketing and sponsorship. The course aims to help you learn how to apply marketing theories in the sporting industry in future.

Intended Learning Outcomes (ILO)

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

1. describe various consumer behaviour theories in diverse topics, including perception, learning, attitudes, and consumer decision-making.
2. explain how sports marketing and sponsorship work in various contexts, including printed and broadcast medium, sports events, sports video games and social network sites.
3. conduct simple market research to evaluate the effectiveness of a marketing campaign.

Course Content

The following topics will be covered:

1. Theories in Consumer Behaviour and Sports Sponsorship
2. Sponsorship in Mega Sports Events
3. Sponsorship in Sports Video Games
4. Marketing on Social Network Sites

An Institute of

NANYANG TECHNOLOGICAL UNIVERSITY SINGAPORE

NTU Competencies & Graduate Attributes

NTU Competencies

Character	√
Competence	√
Cognitive agility	√

NTU Graduate Attributes

Graduate Attributes	Level (i.e., basic, intermediate, advanced)
1. Collaboration	Advanced
2. Communication	Advanced
3. Developing People	Intermediate
4. Global Perspective	Advanced
5. Project Management	Intermediate

Assessment (includes both continuous and summative assessment)

Component	ILO Tested	Weighting	Team/ Individual	Assessment Rubrics
1. Written Assignment	1-2	30%	Individual	Appendix 1
2. Market Research Project	1-3	60%	Individual	Appendix 2
3. Participation	1-3	10%	Individual	Appendix 3
Total		100%		

Formative Feedback

You will receive formative verbal feedback on your understanding of the theories during class discussions.

Learning and Teaching Approach

Approach	How does this approach support you in achieving the learning outcomes?
Lectures	Lessons will adopt the following approaches. • Lectures to provide information for key learning concepts and theories. • Class discussions to engage you in a deeper understanding of the theories and applying them in real-life contexts. • Video clips to provide an alternative mode of instruction. • Case studies to demonstrate the application of the theories in real-life contexts. Use of computer software, e.g., SPSS, for data analysis
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 laboratories.

Reading and References

<u>NIE Research and Publications</u>

Nil

<u>Other Readings and References</u>

1. Bettina Cornwell, *Sponsorship in Marketing: Effective Communication through Sports, Arts and Events*, Routledge, 2014.

2. John Fortunato, *Sports Sponsorship: Principles and Practices*, Mc Farland, 2013.

3. David Stotlar, *Developing Successful Sport Sponsorship Plans*, 4th Edition, Fitness Information technology, 2013.

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	Theories in Consumer Behaviour	LO1, LO2	
2	Theories in Consumer Behaviour	LO1, LO2	
3	Theories in Consumer Behaviour	LO1, LO2	
4	Theories in Consumer Behaviour	LO1, LO2	
5	Theories in Consumer Behaviour	LO1, LO2	
6	Theories in Consumer Behaviour	LO1, LO2	
7	Contextual Application of Consumer Behaviour Theories in Sports Events, Sport Video Games and Social Network Sites	LO2, LO3	
Recess Week			
8	Contextual Application of Consumer Behaviour Theories in Sports Events, Sport Video Games and Social Network Sites	LO2, LO3	

9	Contextual Application of Consumer Behaviour Theories in Sports Events, Sport Video Games and Social Network Sites	LO2, LO3	
10	Contextual Application of Consumer Behaviour Theories in Sports Events, Sport Video Games and Social Network Sites	LO2, LO3	
11	Market Research Project	LO3	
12	Market Research Project	LO3	
13	Market Research Project	LO3	

Appendix 1: Assessment Criteria for Written Assignment (30% of Final Grade – marked out of 100)

	A+, A, A-	B+, B	B-, C+, C	D+, D	F
Understanding consumer behaviour theories (70)	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.
Applying consumer behaviour theories (30)	Able to provide excellent examples that show how the theories are applied.	Able to provide good examples that show how the theories are applied.	Able to provide some examples that show how the theories are applied.	Able to provide limited examples that show how the theories are applied.	Unable to provide examples that show how the theories are applied.

Appendix 2: Assessment Criteria for Market Research Project (60% of Final Grade – marked out of 100)

	A+, A, A-	B+, B	B-, C+, C	D+, D	F
Definition of Market Research Problem (20)	Demonstrates a very good understanding of the research problem and the associated consumer behaviour theories.	Demonstrates a good understanding of the research problem and the associated consumer behaviour theories.	Demonstrates a basic understanding of the research problem and the associated consumer behaviour theories.	Demonstrates a weak understanding of the research problem and the associated consumer behaviour theories.	Does not demonstrate an understanding of the research problem and the associated consumer behaviour theories.
Research Design, Data Collection and Analysis (50)	Able to provide an excellent research plan for data collection. Analysis of the data is highly appropriate and without errors.	Able to provide a good research plan for data collection. Analysis of the data is appropriate and with few errors.	Able to provide a workable research plan for data collection. Analysis of the data is appropriate and with few errors.	Able to provide a workable research plan for data collection. Analysis of the data is appropriate and with errors.	Unable to provide an excellent research plan for data collection. Analysis of the data is inappropriate or with major errors.
Presentation of Results (30)	The results are clearly presented and provide an excellent solution.	The results are clearly presented and provide a good solution.	The results are clearly presented and provide an acceptable solution.	The results are not well presented, and/or the solution is barely acceptable.	The solution is unacceptable.

Appendix 3: Assessment Criteria for Participation (10% of Final Grade)

	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.