

Sport Marketing

SPRT 2010 SECTION A
FALL 2025/TERM F

Course Information

Course Instructor: Sarah Zipp
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Office: MK 7123

Course Time & Days: Monday 2:30pm
Class Location: MK 2055
Office Hours: Mondays 1-2pm
Zoom: Wednesdays by appointment

Course Overview

Course Description

This class will focus on the key elements of sports marketing including product, price, place, promotion, and partnerships. Students will be exposed to concepts related to the core elements of the sport product or service, techniques used to identify and segment the marketplace and identify the target market relevant to the sport organization, the pricing and sales of sport products, their promotion and the role of social media and partnerships in marketing sport. Pre-requisite: AP/SPRT 1010 3.00. Course credit exclusions: AP/ADMS 2200 3.00 and HH/KINE 3510 3.00

Course Learning Objectives

By the end of this course, students will be able to:

1. Demonstrate an understanding of the marketing mix option for sport products
2. Describe and the apply the concepts of environment, segmentation, and positioning using marketing strategy and the 4Ps
3. Identify and describe important factors in the recognition/assessment of marketing problems
4. Develop their ability to analyze problems in a marketing context and to present and defend analyses – and to critique the analyses of others
5. Demonstrate a professional approach to marketing planning, report writing and presentation

Communication Guidelines

The main form of communication with you regarding this course will be through email and eClass. Please be sure that you **regularly check your YorkU email address** for announcements about the course.

Students are encouraged to attend office hours (noted on page 1) in order to ask questions and get personalized help with this course. Email correspondence with Prof. Zipp is acceptable, but students should expect 24-48 hours turn-around time, and email responses will only occur during Mon-Fri business hours. No assignments will be accepted via e-mail.

Following the return of graded assignments, students may contact the marker/grader via email to discuss their grade (see Grade Appeal section for rules regarding this type of communication). The marker/grader will reply to emails within 48 hours.

For all email correspondence, please use your official YorkU email account and include the course code in the subject line. It is expected that the students will communicate in a professional manner at all times. Emails must include the full name of the student. Anonymous, unsigned, or disrespectful emails will be ignored and reported.

It is expected that you have read this syllabus and understand the information contained within it. Should you email the professor or marker/grader with questions that are answered in this syllabus, expect a very curt email replay along the lines of “Read the syllabus.”

Required Course Materials

Required Textbook:

Title: *Canadian Sport Marketing*

Author(s): J Norm O-Reilly

Edition / Year: 3rd/ 2022

Publisher: Human Kinetics

ISBN: 978-1-7182-0094-4

The textbook is available for purchase online through the Day1Digital (D1D) eText program. Please use the D1D link on eClass or visit York’s online bookstore.

YorkU Technical Supports

Several platforms will be used in this course (e.g., eClass, Zoom, etc.) where students will interact with the course materials and each other.

Here are some useful links for computing information, resources, and help:

- [Student Guide to eClass](#)
- [Zoom@YorkU Best Practices](#)
- [Zoom@YorkU User Reference Guide](#)
- [eLearning Getting Started \(LA&PS eServices\)](#)
- [Student Guide to Remote and Online Learning](#)

To determine Internet connection and speed, there are online tests, such as [Speedtest](#). If you need technical assistance, please consult the [University Information Technology \(UIT\) Student Services](#) web page or write to askit@yorku.ca.

Course Evaluations

Evaluation Basis	% Value
Unique Features of Sport Video	10%
Discussion Forum (2 @10% each)	20%
Group Marketing Project: SWOT Analysis	10%
Video Pitch	20%
Marketing Plan	30%
Professional Development Podcast	10%
TOTAL	100%

Assessment	Due Date (midnight)	Weight %
Unique Features of Sport Video	Sept. 19 th	10%
Discussion Forum	Sept. 29 th Oct. 27 th	2 @10% = 20%
Professional Development Podcast	Nov. 16 th	10%
Group Marketing Project – Athlete Tech Group SWOT Analysis Video Pitch Marketing Plan	Oct. 6 th Nov. 3 rd Dec 8 th	10% 20% 30%
TOTAL		100%

Assessment Descriptions

Each assessment is summarized below. Further details and instructions will be provided in class and in materials posted to the course website.

Unique Features of Sport Video (10%)

Working individually, students are required to produce a recorded video that will examine aspects of one (1) of the “unique features of sport” discussed in class and in the textbook. Videos will be a maximum of ten (10) minutes.

Discussion Forum (2@10% each = 20%)

Students will participate in open discussion forums on a relevant topic on e-class. Discussion forums will be helped twice during the semester, highlighting the topic(s) of the week. Each student will post their own answer to the discussion question, using a reference outside of the textbook/required reading (practice using APA style referencing format) AND reply to another student’s post. Use of AI is not permitted.

Sport Marketing Group Project - KOBRA (Total 60%)

Group Marketing Project – Athlete Tech Group SWOT Analysis Video Pitch Marketing Plan	Oct. 6 th	10%
	Nov. 3 rd	20%
	Dec 8 th	30%

Students will work in groups of 4-5 to develop an applied marketing project in collaboration with the Athlete Tech Group. This project focuses on key marketing skills to develop a marketing plan for a new basketball shoe, with each group focusing on market segmentation/targeting to a distinct regional market. Details provided in class and on e-class. **Attendance to class on September 22nd is HIGHLY recommended for success on this project.**

This project is divided into three essential steps that build toward the final Marketing Plan (Dec 8th): group selection (Sept. 29th), SWOT analysis (Oct 6th), Video Pitch (Nov. 3rd). More details and in-session, guided group work time will be available throughout the term. Further instructions provided on e-class as well.

Professional Development Podcast (10%)

Students will prepare a podcast (video) describing their career goals and plans to develop skills, networks, and resources to pursue those goals. Topics should include:

plans to pursue one of the Co-op opportunities for SPRT students, relevant work and volunteer experiences in sport, application of a specific marketing skill in career development, reflection on strengths and weaknesses in professional development.

All instructions for assignments will be posted on eClass and discussed in class.

Late Work Policy

Assignments are due on the day and time noted in the assignment instructions. 10% will be immediately deducted if assignments are not submitted at the time of the dropbox closing. An additional 10% will be deducted each day (i.e., every 24 hours) - including weekends - until the assignment is submitted. Assignments will not be accepted after five (5) days (including weekends) have passed since the due date.

If a student is experiencing a personal situation that may warrant an extension, they must communicate with the instructor **in advance of the deadline. Examples of legitimate personal situations that may warrant an extension on an assignment include:**

- Incapacitating illness;
- Death in the family;
- Accommodations for religious observances – see YorkU policy below.

Examples of UNACCEPTABLE reasons for missing a due date include:

- Vacations;
- Varsity sports practices;
- Work/volunteer schedules;
- Student's forgetfulness or carelessness in planning their schedule;
- Multiple assessments taking place on the same day.

Missed Tests and Exams

There will be no makeup exams scheduled in this course. Missing the midterm will result in the weight of the midterm being added to your final exam (i.e., 20% + 20% = 40% final exam).

Students are strongly urged not to make any commitments (e.g., travel or vacations) during the examination period as unforeseen circumstances can result in exams being rescheduled. Consequently, students are required to be available for examinations during the examination periods of all terms in which they register.

Please review York University's [deferred standing policy](#) if they believe that they not be able to complete the final exam.

Grade Appeals

Any problems associated with your graded work (grading error, missing graded assignment) **must be brought to the attention of the teaching team (Prof. Zipp and marker/grader) within one week after graded material has been returned.**

Otherwise, the teaching team will not be able to negotiate an alternate arrangement with you. Therefore, stay on top of things, monitor your work, and make sure that inform the teaching team immediately if there are problems.

The teaching team will not entertain any end of semester negotiations about grades. However, the teaching team will support you in every way possible during the semester to ensure that you perform to the best of your ability as long as you communicate any difficulties or concerns with the material with the professor. Therefore, it is recommended that you take full advantage of the professor's office hours to ensure your success. Your grade in the course is a direct reflection of your engagement in your own learning process.

How to Use Citations in this Course

This course and the discipline of sport management relies on APA formatting for citations. It is recommended that students acquire the APA manual and/or use the on-campus resources noted below.

APA. (2020). *Publication Manual of the American Psychological Association*, (7th ed.). This is the standard publication manual for APA formatting, and will serve as an excellent resource throughout your studies. It is available at the bookstore and a copy is on reserve at the library.

Resources to help with citations:

- [I need to cite and reference, Learning Commons](#)
- [Drop-in Research Support](#), YorkU Libraries
- [Writing Centre](#)
- [SPARK Student Papers & Academic Research Kit](#)

Grading

The grading scheme for this course conforms to the 9-point system used in undergraduate programs at York University. For a full description of the York grading system, visit the York University [Academic Calendar](#).

Grade	Grade Point	Percent Range	Description
A+	9	90-100	Exceptional
A	8	80-89	Excellent
B+	7	75-79	Very Good
B	6	70-74	Good
C+	5	65-69	Competent
C	4	60-64	Fairly Competent
D+	3	55-59	Passing
D	2	50-54	Marginally Passing
E	1	(marginally below 50%)	Marginally Failing
F	0	(below 50%)	Failing

Course Schedule

Important Dates

- September 16th - Last date to add a course without instructor permission
- November 4th - Last date to drop a course without receiving a grade
- December 2nd – Last day of fall classes
- December 3rd – Fall study day
- December 4th – Exam period begins

Explore the York University [Academic Calendar](#) to find a list of important dates, such as class start/end dates, drop deadlines, holidays and more.

Weekly Course Schedule

Week	Topic(s)	Readings and Activities	Assessment
Week 1 Sept. 8	<ul style="list-style-type: none"> Course Overview Defining Sport Marketing Unique Features of Sport 	Chapter 1	
Week 2 Sept. 15	<ul style="list-style-type: none"> Sport Market Research Segmentation, targeting and positioning 	Chapters 3 & 5	Unique Features of Sport & You Video
Week 3 Sept. 22	<ul style="list-style-type: none"> Canadian sport consumer & industry Guest speaker: Randy Osei of the Athlete Tech Group. Overview of KOBRA project 	Chapters 2 & 4	GROUP WORK Attendance HIGHLY recommended
Week 4 Sept. 29	<p>ONLINE ONLY – No in class session See video from Lausanne, Olympic capital of the world!</p> <ul style="list-style-type: none"> Global & Olympic sport marketing Marketing Women's sport 	Chapter 19 & Darwin reading on e-class	<p>Discussion 1</p> <p>Group Project: Select Group Members</p>
Week 5 Oct. 6	<ul style="list-style-type: none"> The Marketing Mix:4P's The 4P's: Product Group Project: Guided Work 	Chapter 6 & 7	Group Project: SWOT Analysis
Reading Week Oct 11-17			
Week 6 Oct. 20	<ul style="list-style-type: none"> Branding The 4P's: Pricing 	Chapters 8 & 9	
Week 7 Oct. 27	<ul style="list-style-type: none"> The 4P's: Promotion Group Project: Guided Work 	Chapter 10	Discussion #2
Week 8 Nov. 3	<ul style="list-style-type: none"> Technology in Sport Marketing Ambush Marketing TBD - Maker's Space Tutorial 	Chapters 15 & 16	Group Project: Video Pitch
Week 9 Nov. 10	<ul style="list-style-type: none"> The 4 P's: Placement Media & Social Media in Sport Professional Dev Podcast 	Chapter 11 & 12	

Week	Topic(s)	Readings and Activities	Assessment
Week 10 Nov. 17	<ul style="list-style-type: none"> • Social Marketing in Sport • Sport Marketing Strategy 	Chapter 17 & 18	Professional Development Podcast
Week 11 Nov. 24	<ul style="list-style-type: none"> • Marketing Plan Example • Group Project: Guided Work 	Chapter 20	Optional: Discussion Q&A on Group Project
Week 12 Dec. 1	<ul style="list-style-type: none"> • Sport Sponsorships • Building Successful Sponsorships • Group Project: Guided Work 	Chapters 13 & 14	
Post Lectures Due Dates (Dec. 3 – 9)			Group Project: Marketing Plan

***Please note that the course schedule is subject to change at the discretion of the instructor.**

****All students are responsible for accessing any additional reading content noted by the professor through the library unless otherwise directed.**

Course Policies

Please review the course policies in this section. All students are expected to familiarize themselves with the following information:

- [Student Rights & Responsibilities](#)
- [Academic Accommodation for Students with Disabilities](#)

Academic Integrity

Academic integrity is a fundamental and important value of York University. As a York student, you are responsible for understanding and upholding academic integrity by completing your own work. Connect with reliable [on-campus resources](#) that can support your work in ways that uphold academic honesty values of honesty, trust, fairness, responsibility, and courage. To better understand the serious consequences of breaching academic honesty policies, familiarize yourself with the [Senate Policy on Academic Conduct](#). You can learn more about upholding academic integrity in your courses by exploring the [Guiding Principles for LA&PS](#) webpage.

Generative Artificial Intelligence (GenAI)

Students are not permitted to use generative artificial intelligence (AI) in this course. Submitting any work created (in whole or part) through the use of generative AI tools will be considered a violation of York University's [Senate Policy on Academic Honesty](#). Using AI apps such as ChatGPT, GPT-3, DALL-E, translation software among others to complete academic work **without your instructor's knowledge or permission**, is considered to be a breach of academic honesty. For more information, please review [AI Technology & Academic Integrity: Information for Students](#).

If you're not sure whether using an AI app for your academic work is acceptable, it is recommended that you:

- Carefully review the guidelines for your assessments
- Check for any messages from your instructor on eClass
- Ask your instructor or TA if they are permitting the use of these tools

Turnitin

To promote academic integrity in this course, students will normally be required to submit their written assignments to Turnitin (via the course's eClass site) for a review of textual similarities and the detection of possible plagiarism. In so doing, students will allow their material to be included as source documents in the Turnitin.com reference database, where they will be used only for the purpose of detecting plagiarism. The terms that apply to the University's use of the Turnitin service are described on the Turnitin.com website. York students may opt out of using Turnitin. If you wish to opt out, you should contact your instructor as soon as possible.

Accessibility

York University is committed to creating a learning environment which provides equal opportunity to all members of its community. If you anticipate or experience any barriers to learning in this course, please discuss your concerns with your instructor as early as possible. For students with disabilities, contact [Student Accessibility Services](#) to coordinate academic accommodations and services. Accommodations will be communicated to Course Directors through a Letter of Accommodation (LOA). Accommodations for tests/exams normally require three (3) weeks (or 21 days) before the scheduled test/exam to arrange.

Religious Observance Accommodation

York University is committed to respecting the religious beliefs and practices of all members of the community and making reasonable and appropriate [accommodations](#)

[to adherents for observances of special significance](#). Should any of the dates specified in this syllabus for course examinations, tests, or deadlines conflict with a date of religious significance, please contact the instructor within the first three (3) weeks of class. If the date falls within the formal examination periods, you must complete and submit a [Religious Accommodation for Examination Form](#) at least three (3) weeks before the start of the exam period.

Intellectual Property

Course materials are designed for use as part of this particular course at York University and are the intellectual property of the instructor unless otherwise stated. Third-party copyrighted materials (such as book chapters, journal articles, music, videos, etc.) have either been licensed for use in this course or fall under an exception or limitation in Canadian copyright law. Students may not publish, post on an Internet site, sell, or otherwise distribute any course materials or work without the instructor's express permission. Course materials should only be used by students enrolled in this course.

Copying this material for distribution (e.g., uploading material to a commercial third-party website) may lead to a charge of misconduct according to York's [Code of Student Rights and Responsibilities](#), [Academic Integrity](#), and/or legal consequences for copyright violations.

Student Support and Resources

York University offers a wide range of student supports resources and services, including everything from writing workshops and peer mentorship to wellness support and career guidance. Explore the links below to access these on-campus resources:

- [Academic Advising](#) is available to provide students support and guidance in making academic decisions and goals.
- [Student Accessibility Services](#) are available for support and accessibility accommodation when required.
- [Student Counselling, Health & Wellbeing](#) offers workshops, resources, and counselling to support your academic success.
- [Peer-Assisted Study Sessions \(PASS\) Program](#) provides student study sessions for students to collaborate and enhance their understanding of course content in certain courses.
- [Student Numeracy Assistance Centre at Keele \(SNACK\)](#) supports students in courses involving math, stats, and Excel.

- [The Writing Centre](#) provides multiple avenues of writing-based support including drop-in sessions, one-to-one appointments, a Multilingual Studio, and an Accessibility Specialist.
- [Centre for Indigenous Student Services](#) offers a community space with academic, spiritual, cultural, and physical support, including writing and learning skills programs.
- [ESL Open Learning Centre \(OLC\)](#) supports students with building proficiency in reading, writing, and speaking English.
- [Learning Skills Services](#) provides tips for time management, effective study and learning habits, keeping up with coursework, and other learning-related supports.
- [Learning Commons](#) provides links to supports for time management, writing, study skills, preparing for exams, and other learning-related resources.
- [Roadmap to Student Success](#) provides students with timely and targeted resources to help them achieve academic, personal, and professional success.
- [Office of Student Community Relations \(OSCR\)](#) is responsible for administering the [Code of Student Rights & Responsibilities](#) and provides critical incident support.
- [Peer Mentorship](#) helps students transition through their first year by connecting them with upper-year students. The mentors can help find supports and resources. They also lead a community hub on campus.
- [goSAFE](#) is staffed by York students and can accompany York community members to and from any on-campus location, such as the Village Shuttle pick-up hub, parking lots, bus stops, or residences.

For a full list of academic, wellness, and campus resources visit [Student Support & Resources](#).