

## OUTCOMES BASED LEARNING MATRIX

**Course:** BUSN129 – Sports & Entertainment Marketing

**Department:** Business Administration

This course offers an introduction to the role of marketing in the sports and entertainment industry. There is an emphasis on employing basic marketing concepts and strategies to these two specific areas of study. Focuses particular attention on the marketing of products and services through sports. Other topics include careers in sports marketing, marketing music and theater, marketing recreational sports, and legal issues for sports and entertainment. Utilizes a problem-solving approach through the use of case study and lecture. Prerequisites: ENGL092 Preparing for College Reading II, ENGL099 Introductory Writing, and MATH010 Fundamentals of Mathematics; waiver by placement testing results; or departmental approval.

Core Competencies for outcomes activities and assessment tools: Critical and Creative Thinking (CCT); Information Literacy (IL); Oral Communication (OC); Quantitative Literacy (QL); Written Communication (WC); Civic Engagement (CE); Global Learning (GL); Integrative Learning (IG).

COURSE OUTCOMES	OUTCOMES ACTIVITIES	ASSESSMENT TOOLS
To introduce the student to the role sports marketing plays in the successful operation of an organization in order to apply marketing management philosophies, which influence an organization's marketing activities.	<p>Explore the reasons why studying marketing is important to the individual, society, and businesses. (CCT, WC, OC)</p> <p>Identify marketing management philosophies, which include a production orientation, sales orientation, market orientation, and societal marketing orientation. (CCT, WC, OC)</p>	<p>Find and research a professional sports team that has successfully marketed its franchise. (WC, CCT, OC, IL)</p> <p>Examine the motion picture industry and its efforts to market specific films to specific audiences. (WC, CCT, OC, IL)</p> <p>Objective testing based on terms and theories. (CCT)</p>
<p>To provide the student with an understanding of the concept of social responsibility and the role it plays in marketing.</p> <p>Make the student aware of the moral and ethical dilemmas that face the sports and entertainment industry in today's business environment.</p>	<p>Cite examples of ethical and moral dilemmas that impact amateur, collegiate and professional sports. (CCT, WC, OC, GL)</p>	<p>Analyze ethical and moral dilemmas through case study and class discussion. (CCT, WC, OC)</p> <p>Objective testing based on terms and theories. (CCT)</p>

<p>To help the student identify marketing opportunities accruing from a global economy and multiculturalism in order to identify specific ways organizations can take advantage of those opportunities.</p>	<p>Identify marketing opportunities arising from changing demographics within and outside the United States. (CCT, WC)</p> <p>Identify various ways today's businesses can enter the global marketplace and the impact of social, economic, technological, political, and competitive factors impact those decisions. (CCT, WC, GL)</p>	<p>Case analysis to identify problems and viable solutions on internationally marketing for both amateur and professional sports and sporting goods. (CCT, WC, GL)</p> <p>Research how owners of American franchises have begun to purchase franchises in different sports outside of the United States. (CCT, WC, OC, IL, GL)</p> <p>Objective testing based on terms and theories. (CCT)</p>
<p>To understand the consumer behavior decision-making process so students can analyze the factors that influence purchase decisions and product use.</p>	<p>Analyze the components of the consumer decision-making process. (CCT, WC, OC)</p>	<p>Case study analysis of how the buying behavior varies between the spectator and participant with regard to sports related purchases. (CCT, WC, OC, IL)</p>
<p>To describe the criteria for successful market segmentation in order to assist decision makers more accurately define marketing objectives and better allocate resources.</p>	<p>Discuss the criteria for successful market segmentation.</p> <p>List the steps involved in segmenting markets to identify marketing opportunities. (CCT, WC)</p>	<p>Class discussion involving the impact of geographic segmentation on sports in the United States. (OC)</p> <p>Case analysis regarding the impact of demographic segmentation on spectators versus participants in the four major sports at the amateur collegiate and professional levels. (CCT, WC, OC, GL)</p> <p>Objective testing based on terms and theories. (CCT)</p>
<p>To define marketing research and the impact of the internet on marketing research in order for students to understand the process and improve their ability to collect information to assist them in making marketing decisions.</p>	<p>Describe the steps involved in conducting a marketing research project. (WC, CCT, OC)</p> <p>Identify both primary and secondary sources of marketing information. (WC)</p> <p>Identify and evaluate web sites that offer data for marketing researchers. (WC, CCT, IL)</p>	<p>Outline and describe the steps involved, a company would have to take before introducing a new product. Choose a specific sport and product type.(CCT, WC, OC, IL, GL)</p> <p>Oral presentations of information results. (OC, CCT)</p>

To develop a marketing strategy which involves selecting a target market and developing a marketing mix, which includes product development, pricing, promotion, and physical distribution in order for students to make decisions that will produce mutually satisfying exchanges.	<p>Describe the characteristics of markets and market segments. (CCT, WC)</p> <p>Explain the concept of product life cycles. Identify the elements of the promotion mix. (CCT, WC)</p> <p>Describe pricing objectives and strategies. (CCT, WC)</p> <p>Identify marketing channels and making channel strategy decisions for both products and services. (CCT, WC)</p>	<p>Projects, online assignments, computer simulations and cases as well as presentation of material completed. (CCT, WC, OC, IL)</p> <p>Objective testing based on terms and theories. (CCT, WC)</p>
To analyze how the Internet affects the traditional marketing mix in order for students to understand and appreciate the role and impact of technology and the Internet on the way in which business is conducted.	<p>Describe how the traditional marketing mix has been impacted with the use of the Internet. (WC, CCT)</p> <p>Identify the legal and privacy issues and what companies have done to solve these problems. (WC, CCT)</p>	<p>Case comparing and contrasting the ways companies have integrated the Internet into their marketing mix. (WC, IL, CCT, GL)</p> <p>Analysis of how the internet has changed our ability to access information regarding professional and collegiate sports. (CCT, WC, OC, IL)</p>