

Montgomery County Community College
MKT 172
Sport Marketing
3-3-0

COURSE DESCRIPTION:

This course provides a foundation in marketing and scholarly theory with the perspectives of experts who have been actively involved in the sport industry. A worldwide range of examples from all levels of sports, the use of market-driven tactics and marketing analytics will teach students how to satisfy the target market and maximize profits. New technologies on enhancing customer relationships through social media, content marketing, ticketing strategies, and eSports are thoroughly discussed. Additional topics include segmenting sports consumers, experiential marketing, product strategy, brand communication campaigns, sponsorship –linked marketing, and more.

REQUISITES:

Previous Course Requirements
None

Concurrent Course Requirements
None

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
Explain the strategic marketing planning process in the sport industry	Assigned Readings Multimedia Materials Lecture/Discussion Research Resources	Written Assignments Exams
Apply data analytics in strategic marketing planning for informed decision making	Assigned Readings Multimedia Materials Lecture/Discussion Research Resources	Written Assignments Exams Research Project (Sport Marketing Plan) Presentation
Evaluate brand communication tools and their effectiveness in an IMC sport program	Assigned Readings Multimedia Materials Lecture/Discussion Research Resources	Written Assignments Exams Research Project (Sport Marketing Plan) Presentation
Create a sport marketing plan including marketing strategy planning and target market	Assigned Readings Multimedia Materials Lecture/Discussion Research Resources	Written Assignments Research Project (Sport Marketing Plan) Presentation

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated

results will be submitted to the Director of Educational Effectiveness. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria*.

SEQUENCE OF TOPICS:

1. Sports Meets Marketing
2. Sports Entertainment Consumption
3. The Marketing Environment
4. Segmenting Audiences for Sports
5. Building a Relevant Brand
6. Product Strategy
7. Experiential Marketing
8. Brand Communications Strategy
9. Brand Communications Campaigns
10. Communications Channels
11. Sponsorship-Linked Marketing
12. Measuring Sports Brand Performance
13. Delivery of Sports Experiences
14. Preparing Future Sports Marketers

LEARNING MATERIALS:

Sports Marketing; Michael J. Fetchko, Donald P. Roy, Kenneth E. Chow; 2nd Edition; 2019.

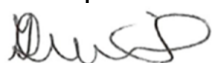
Routledge – Taylor & Francis Group, CRC Press.
ISBN 9781138039841

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

COURSE APPROVAL:

Revised by: Paul Johnson & Eileen Kearney
VPAA or designee Compliance Verification:

Date: 11/18/2020
Date: 9/9/2021



This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.