

ARIZONA WESTERN COLLEGE
SYLLABUS

PEM 135 SPORTS MARKETING

Credit Hours: 3 Lec 3

PREREQUISITE: None

COURSE DESCRIPTION

This course will provide a general overview of marketing in the sports industry. The 3 P's of marketing and product distribution will also be covered. This course will also cover electronic media, public relations, the legal aspects of marketing and their effect on management.

1. COURSE GOAL

To better understand marketing principles as they apply to the sports industry.

2. OUTCOMES

Upon satisfactory completion of this course, students will be able to:

- 2.1 define and discuss the differences between marketing and sports marketing as well as the sports business industry and the areas within.
- 2.2 identify, define, discuss and implement marketing theory and the marketing management process and its relationship to the industry.
- 2.3 define and apply processes for gathering consumer demographics, psychographics and studies of sports consumers.
- 2.4 analyze competitors as part of the research process.
- 2.5 recognize the differences among socialization, involvement and commitment for sports consumers and implement that knowledge as a marketing plan.
- 2.6 conceptualize the individual and environmental factors that shape consumer involvement and commitment in the decision process for sports.

3. METHODS OF INSTRUCTION

- 3.1 Lecture
- 3.2 Multi-media presentations
- 3.3 Group discussions
- 3.4 Class and group activities

4. LEARNING ACTIVITIES

- 4.1 Group discussions
- 4.2 Oral presentations
- 4.3 Classroom demonstrations
- 4.4 Individual assignments

5. EVALUATION

- 5.1 Quizzes/exams
- 5.2 Assignments
- 5.3 Participation and attendance
- 5.4 Power point presentation
- 5.5 Research Paper

6. STUDENT RESPONSIBILITIES

- 6.1 Under AWC Policy, students are expected to attend every session of class in which they are enrolled.
- 6.2 If a student is unable to attend the course or must drop the course for any reason, it will be the responsibility of the student to withdraw from the course. Students who are not attending as of the 45th day of the course may be withdrawn by the instructor. If the student does not withdraw from the course and fails to complete the requirements of the course, the student will receive a failing grade.
- 6.3 Americans with Disabilities Act Accommodations: Arizona Western College provides academic accommodations to students with disabilities through AccessABILITY Resource Services (ARS). ARS provides reasonable and appropriate accommodations to students who have documented disabilities. It is the responsibility of the student to make the ARS Coordinator aware of the need for accommodations in the classroom prior to the beginning of the semester. Students should follow up with their instructors once the semester begins. To make an appointment call the ARS front desk at (928) 344-7674 or ARS Coordinator at (928) 344-7629, in the College Community Center (3C) building, next to Advising.
- 6.4 Academic Integrity: Any student participating in acts of academic dishonesty—including, but not limited to, copying the work of other students, using unauthorized “crib notes”, plagiarism, stealing tests, or forging an instructor’s signature—will be subject to the procedures and consequences outlined in AWC’s Student Code of Conduct.
- 6.5 Texts and Notebooks: Students are required to obtain the class materials for the course.
- 6.6 Arizona Western College students are expected to attend every class session in which they are enrolled. To comply with Federal Financial Aid regulations (34 CFR 668.21), Arizona Western College (AWC) has established an Attendance Verification process for “No Show” reporting during the first 10 days of each semester. Students who have enrolled but have never attended class may be issued a “No Show” (NS) grade by the professor or instructor and receive a final grade of “NS” on their official academic record. An NS grade may result in a student losing their federal financial aid.
- For online classes, *student attendance in an online class is defined as the following* (FSA Handbook, 2012, 5-90):
- Submitting an academic assignment
 - Taking an exam, an interactive tutorial or computer-assisted instruction
 - Attending a study group that is assigned by the school
 - Participating in an online discussion about academic matters
 - Initiating contact with a faculty member to ask a question about the academic subject studied in the course