Term Information

Effective Term: Spring 2014
Previous Value: Summer 2013

Course Change Information

What change is being proposed? (If more than one, what changes are being proposed?)
To add " or Coaching Education minor" to the prerequisites.

What is the rationale for the proposed change(s)?
The course is required for minor students. Adding this will allow students to register for the course without needing instructor permission.

What are the programmatic implications of the proposed change(s)?
(e.g. program requirements to be added or removed, changes to be made in available resources, effect on other programs that use the course)?
none

Is approval of the request contingent upon the approval of other course or curricular program request? No

Is this a request to withdraw the course? No

General Information

Course Bulletin Listing/Subject Area: Kinesiology:Spt Indsty Spt Mgt
Fiscal Unit/Academic Org: Human Development & Family Sci - D1251
College/Academic Group: Education & Human Ecology
Level/Career: Undergraduate
Course Number/Catalog: 4509
Course Title: Sport Marketing and Promotion
Transcript Abbreviation: Spt Mkt Promo
Course Description: Issues related to the marketing and promotion of sport.
Semester Credit Hours/Units: Fixed: 3

Offering Information

Length Of Course: 14 Week, 7 Week, 4 Week (May Session), 12 Week (May + Summer)
Flexibly Scheduled Course: Never
Does any section of this course have a distance education component? No
Grading Basis: Letter Grade
Repeatable: No
Course Components: Lecture
Grade Roster Component: Lecture
Credit Available by Exam: No
Admission Condition Course: No
Off Campus: Never
Campus of Offering: Columbus

Prerequisites and Exclusions
Prerequisites/Corequisites

Prereq: Major in Sport Industry or minor in Coaching Education

Exclusions

Not open to students with credit for EduPAES 509.

Cross-Listings

Cross-Listings

Subject/CIP Code

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<th>31.0504</th>
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<tr>
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Requirement/Elective Designation

Required for this unit's degrees, majors, and/or minors
The course is an elective (for this or other units) or is a service course for other units

Course Details

Course goals or learning objectives/outcomes

• This course is designed to provide students with an understanding of the concept of sport marketing and the role it plays in effectively managing a sport entity. Upon completion of this course, students should be able to:
  • define and apply key marketing concepts and strategies to collegiate or professional sport contexts;
  • access and interpret secondary data sources essential to understanding the sport industry and its consumers;
  • understand key consumer behavior concepts and their implications for sport behavior and sport marketing;
  • integrate sport marketing concepts;
  • analyze sport marketing cases to solve problems;
  • understand the key concepts in promoting a sports team; and
  • prepare and critically evaluate a comprehensive sport marketing proposal.
  • learn how to match a particular sponsorship platform with the right brand based on business objectives, brand positioning, the target audience and activation potential.
  • understand the importance of the development of a creative sponsorship activation and promotion plan.
  • determine the success of a sport sponsorship program, including various evaluation and research vehicles.

Previous Value

Content Topic List

• Sport Marketing Mix
• Sport Promotions
• Sponsorship
• Sales
• Licensing and Branding

Attachments

• KNSISM4509-0010 SyllabusAUT13.docx: syllabus
  (Syllabus. Owner: Odum, Sarah A.)
# Comments

## Workflow Information

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<td>11/06/2013 01:05 PM</td>
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<td>11/06/2013 03:07 PM</td>
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<td>Achterberg, Cheryl L. Warnick, Bryan R. Odum, Sarah A. Zircher, Andrew Paul</td>
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