



Course Outline

SPMAN3003 APPLIED SPORT MARKETING

Title:	APPLIED SPORT MARKETING
Code:	SPMAN3003
Formerly:	HM730
School / Division:	School of Health Sciences
Level:	Advanced
Pre-requisites:	(HM615 or SPMAN1002) (HM647 or SPMAN2002)
Co-requisites:	Nil
Exclusions:	(HM730)
Progress Units:	15
ASCED Code:	80399

Objectives:

At the conclusion of this course students will gain an understanding of how to apply knowledge in the planning, implementation, and evaluation of marketing plans for events, facilities, programs/services and memberships for the sport and recreation industries.

After successfully completing this course, students should be able to:

Knowledge:

- Understand the nature of marketing as it applies to sport and recreation industries
- Understand the role that marketing plays in an organisation's growth and development
- Understand the application of the marketing mix, in the development of marketing strategies in sport and recreation
- Have an understanding of basic marketing strategies for sport and recreation
- Identify and describe crucial indicators necessary to develop sport and recreation industry marketing plans
- Understand different methods of demographic, geographic and psychographic segmentation of active and passive sport and recreation markets
- Understand the practical and theoretical aspects of the sports marketing mix
- Understand buyer behaviour relevant to sport and recreation markets
- Determine the appropriate sources necessary to undertake and interpret marketing research in sport and recreation

Skills:

- Be capable in accessing sources of information to assist in marketing research
- Be able to develop a marketing research program in relation to that market and product/organisation



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- Retrieve appropriate information from relevant data bases
- Be able to analyse specific market needs, and parameters
- Be able to analyse a market in relation to a sport or recreation product or organisation, and be able to develop a marketing strategy in relation to a sport or recreation product organisation
- Be able to develop marketing strategies and plans for a specific sport and recreation events and organisations
- Be able to develop marketing plans in specific to a market and product organisation

Values:

- Appreciate the need for a variety of target markets available to the field of sport and recreation organisations
- Value the need for attention to detail in development of marketing plans and strategies
- Accept the need to seek group co-operation in setting and achieving goals
- Appreciate the place of research in marketing

Content:

This course operates as an action learning course, with students expected to apply the theoretical concepts in sport and recreation settings

Topics may include:

- Marketing as process and as perspective, in sport and recreation
- Marketing of sports and marketing through sport
- Functions of marketing: visibility, relevance, image and feasibility of sport and recreation events and organisations
- Markets in sport and recreation; specificity of sport and recreation target markets, qualified available markets and served markets
- The application of Marketing Mix concepts in sport and recreation
- Market segmentation; demographic, geographic, psychographic and psychological segmentation of sport and recreation markets
- Identification of target markets; core, secondary and peripheral sport and recreation markets
- Market research; qualitative and quantitative research methods; interpretation of market research data to develop marketing strategies
- Development and application of SWOT analyses in sport and recreation
- Sports sponsorship; documents, strategies and actions
- Event and project feasibility in sport and leisure marketing
- Marketing planning in mainstream and minor sports

Learning Tasks & Assessment:

Learning Task	Assessment	Weighting
Plan and prepare a sport marketing plan	Written Report: Market Research component and Marketing Strategies component	60%
Participation in either a report or presentation team of class marketing report.	Designated task for each member (to be negotiated)	10%



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Marketing Initiative Project	Presentation of a new sport marketing initiative or review of existing sport marketing initiative using theoretical principles	30%
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Adopted Reference Style:

APA

Handbook Summary:

This course operates as an action learning course with students' expected to apply marketing theoretical concepts into sport and recreation settings. This course aims to develop students understanding of how to apply knowledge in the planning, implementation, and evaluation of marketing plans for events, facilities, programs/services and memberships for the sport and recreation industries.