



HTM*2220

Communication and Media Strategy in Sports and Events

F [0.5 credits]

General Course Information

Instructor: Lianne Foti
Email foti@uoguelph.ca
Office Location MACS 303
Office Hours By appointment.
Department/School School of Hospitality, Food & Tourism Management

Teaching Assistant: Zoe Sherar.
Email zsherar@uoguelph.ca

Class Schedule: Lecture Synchronous (virtual) 1 Hour.
Seminar Section 01 Tuesdays 10:00AM-11:20AM Room: MACS 129
Seminar Section 02 Tuesdays 1:00PM-2:20PM Room: MACS 129
Seminar Section 03 Tuesdays 2:30PM-3:20PM Room: MACS 129

Pre-requisites: HTM*2020, MCS*1000

Course Description

All successful communication and media strategies in sport and events must consider the complexities of this diverse and dynamic market of sport-related goods and services. This course examines sport and events communications through the investigation of internal and external factors that shape consumer demand in related industry sectors with an emphasis on digital media applications. Specifically, it will analyse the social, cultural and economic factors influencing consumer behaviour and the marketing of products, services and ideas.



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Course Learning Outcomes

Knowledge and Understanding:

1. Appreciate the critical importance of a thorough and sound understanding of consumer targets to the design of effective sport and event marketing strategy.
2. Demonstrate the ability to critically evaluate practical communication and media applications from both an executional and theoretical perspective.
3. Analyse brand and category positioning, weaknesses and opportunities using both executional and theoretical rationale.

Discipline/Professional and Transferable Skills:

4. Demonstrate effective communication in a professional environment through report writing and oral presentation.
5. Demonstrate the ability to effectively research and source information resources across a variety of sources.
6. Evaluate marketing applications using professional terminology.

Attitudes and Values:

7. Demonstrate comprehension of the relationship between the environmental, societal, and moral impact of sport marketing and media applications.

Indicative Content

<u>Dates</u>	<u>Topic</u>	<u>Readings & Videos</u>
Week 1		
Sept. 09/21	<u>Lecture (Synchronous)</u> Emergence of Sports Marketing	Chapter 1
Week 2		
Sept. 14/21	<u>Seminar</u> Review Course Information & Sport Media Communication Project	
Sept. 16/21	<u>Lecture (Synchronous)</u> Contingency framework for strategic sports marketing	Chapter 2
Week 3		
Sept. 21/21	<u>Seminar</u> How to Create Iconic Super Bowl Ads Case Study 1 Review	Posted Video
Sept. 23/21	<u>Lecture (Synchronous)</u> Research tools for understanding sports consumers Sports Media Audiences Guest Speaker	Chapter 3 Posted Reading
Week 4		
Sept. 28/21	<u>Seminar</u> The Rise and Fall of NASCAR	Posted Video
Sept. 30/21	<u>Lecture (Synchronous)</u> Research tools for understanding sports consumers Research tools for understanding spectators as consumers	Chapter 4 Chapter 5
Week 5		
Oct. 05/21	<u>Seminar</u> Midterm 1 (Chapter 1-5 & Posted Reading from Week 3).	
Oct. 07/21	<u>Lecture (Synchronous)</u> Segmentation, targeting, and positioning	Chapter 6
Week 6		
Oct. 12/21	<u>Seminar</u> Fall Study Break Day -no Classes Scheduled	
Oct. 14/21	<u>Lecture (Synchronous)</u> Media Planning and Budgeting for IMC Sports product concepts	Posted Reading Chapter 7

Week 7

Oct. 19/21 Seminar
A Brief History of Super Bowl Ads Posted Video

Oct. 21/21 Lecture (Synchronous)
Managing sports products Chapter 8
Case Study 1 Due: Friday, October 23

Week 8

Oct. 26/21 Seminar
The Financial Value of Sports Sponsorship Posted Video

Oct. 28/21 Lecture (Synchronous)
Guest Speaker Q&A
Promotion Concepts Chapter 9
Promotion Mix Elements Chapter 10

Week 9

Nov. 02/21 Seminar
Intermediate Sport Media Communication Presentation

Nov. 04/21 Lecture (Synchronous)
Implementing & Controlling the Strategic Sports Marketing Process Chapter 12

Week 10

Nov. 09/21 Seminar
Work on Group Presentation

Nov. 11/21 Lecture (Synchronous)
Midterm 2 (Chapters 6 -10, & 12).

Week 11

Nov. 16/21 Seminar
Work on Group Presentation

Nov. 18/21 Lecture (Synchronous)
Guest Speaker Question and Answer

Week 12

Nov. 23/21 Seminar
Group Presentations

Nov. 25/21 Lecture (Synchronous)
Video Case Discussion Posted Video



Week 13. Seminar
 Nov. 30/21 **Group Presentations**

Dec. 02/21 Lecture (Synchronous)
 Wrap-up & Exam Review

Course Assessment

			Learning Outcomes	Date
Assessment 1:	15%	Midterm 1	1,2,3.	Oct. 05/21
Assessment 2:	15%	Case Study	1-7.	Oct. 23/21
Assessment 3:	10%	Intermediate Sport Media Communication Presentation	1-7.	Nov. 02/21
Assessment 4:	15%	Midterm 2	1,2,3.	Nov. 11/21
Assessment 5:	20%	Sport Media Communication Presentation	1 – 7.	Nov. 30 & Dec. 02/21
Assessment 6:	25%	Final Exam	1 – 7.	Dec. 09/21

Course Resources

Required Texts:

Sports Marketing: A Strategic Perspective, 5th edition
 By Matthew D. Shank, Mark R. Lyberger

ISBN 9781138015968



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Recommended Texts (on Course Reserve):

Sport Consumer Behaviour Marketing Strategies
Author Daniel C. Funk, Kostas Alexandris, Heath McDonald

ISBN: 978-1-138-91249-6 (paperback)

ISBN: 978-1-315-69190-9 (e-book)

Other Resources:

CourseLink (courselink.uoguelph.ca) is THE source for all things related to HTM 2220—assignment descriptions, news, discussion boards, course notes, electronic drop boxes, grades, etc.

Course Policies

1. Late and Missed Assignments:

The CourseLink DropBox timestamp will be the sole arbitrator to determine whether an assignment is late or not. DropBox is set up so that you can submit early drafts of work—only the last one submitted will be graded—but all submissions will be saved. Submit early and submit often to avoid late penalties. Unless you have discussed an extension well ahead of the due date, late penalties of 5%/earned grade/day (including weekends) will be assigned. Extensions will only be granted on the basis of extenuating circumstances.

Students who find themselves unable to meet course requirements by the deadlines or the criteria expected because of medical or personal reasons, should review the regulations on academic consideration in the Academic Calendar and discuss their situation with the instructor, program counselor or other academic counselor as appropriate.

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-grds.shtml>

A grade of zero will be assigned if you fail to submit an assignment, unless you are ill or have other compassionate reasons. Please read your Undergraduate Calendar for the regulations regarding illness and compassionate grounds. Please note, vacation travel, moving house, or outside work commitments will not be accepted as valid reasons for missing deadlines.

If you have religious observances which conflict with the course schedule or if you are registered with Student Accessibility Services, please contact the course instructor in order to make arrangements for your assessment if appropriate.

2. Turnitin.com:

In this course, we will be using Turnitin, integrated with the CourseLink Dropbox tool, to detect



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possible plagiarism, unauthorized collaboration or copying as part of the ongoing efforts to maintain academic integrity at the University of Guelph.

ALL submitted assignments will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers. Use of the Turnitin.com service is subject to the Usage Policy posted on the Turnitin.com site.

A major benefit of using Turnitin is that students will be able to educate and empower themselves in preventing academic misconduct. In this course, you may screen your own assignments through Turnitin as many times as you wish before the due date. You will be able to see and print reports (like the Originality Report) that show you exactly where you have properly and improperly referenced the outside sources and materials in your assignment.

3. Document Format:

All written documents must be in Adobe's Portable Document Format (PDF). You can create your document using Microsoft Word, Apple's Pages, Google Docs, etc., but the final submission must be in PDF.

4. Technology Policy:

Technology-related issues will NOT be considered grounds for an extension to assignment deadlines or a reason to forgive a penalty for late or wrong format submissions. You need to ensure you plan for potential technology challenges or issues. 'No internet access' is NOT grounds for a late submission. To ensure that you do not lose your work, I strongly recommend that you back up your assignments, use Google Docs, One Drive, shared dropboxes, email, etc.

5. Group Work Policy and Peer Evaluation:

Work submitted by a team of students will be allocated one grade. Therefore, teams must work together to ensure that their submission is representative of the entire team. If plagiarism is detected through Turnitin the entire team will be held responsible for the misconduct and will be penalized accordingly. Make sure that once your document is complete that it flows as one document and that there is no plagiarism within the document.

Student Effort Evaluation (SEE)

This peer evaluation form will be available on Courselink and assess each individual's efforts on the report/project, with a maximum of 100%. All of these scores will be averaged and then multiplied by the grade. For example, if your overall effort is 60% and the report receives an 8.5/10, your grade is $60\% \times 8.5 = 5.1/10$. Student Effort Evaluations will be handed in SEPARATELY from the report. *If you believe that all team members deserve 100% of the grade, then do *not* hand in a SEE. If you have difficulty working with your group members during the semester, you are encouraged to attempt to





resolve these issues within the group. As a last resort, you should meet the instructor by appointment (do not use email for this purpose).

6. Communication

All e-mail communication sent from students to instructors, and from students to staff, must originate from the student's own U of Guelph e-mail account. This policy protects confidentiality and confirms the identity of the student. It is the student's responsibility to ensure that communication is sent to the university from a U of Guelph account. If an instructor becomes aware that a communication has come from an alternate address, the instructor may not reply at his or her discretion.

Please READ the Course Outline and/or assignment instructions and/or Courselink Discussions before sending out an e-mail. Start the subject line of your email with HTM 2220; makes it easy to sort out your requests from other emails.

Announcements, grades, lecture slides, information on exams and other course materials will be posted on to COURSELINK. Any changes and critical information will be posted on COURSELINK. You are responsible for making yourself aware of any changes made to the course by checking COURSELINK daily.

7. Examination Policy:

Missing a midterm will automatically result in a grade of zero for that midterm. If you are forced to miss the midterm, the weight for that test will be moved to the other two midterm exams.

8. Course Modification Warning:

The instructor and university reserve the right to modify elements of the course during the term. The University may change the dates and deadlines for any or all courses in extreme circumstances. If either type of modification becomes necessary, reasonable notice and communication with the students will be given with explanation and the opportunity to comment on changes. It is the responsibility of the student to check his/her U of Guelph email and course website on COURSELINK daily during the term and to note any changes.

9. Course Policy regarding use of electronic devices and recording of lectures:

Electronic recording—electronic recording of classes is expressly forbidden without consent of the instructor. When recordings are permitted (e.g., in the case of a CSD student) they are solely for the use of the authorized student and may not be reproduced, or transmitted to others, without the express written consent of the instructor.





Do not copy or share any course material on non-University of Guelph websites or social media. Copy or share only after obtaining written permission.

University Policies

Academic Consideration

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. While the University will not require verification of illness (doctor's notes) for the Fall 2021 semester it is still recommended to contact the instructor in order to discuss missed work.

Please note that the ongoing COVID-19 pandemic may necessitate a revision of the format of course offerings and academic schedules. Any such changes will be announced via CourseLink and/or class email. All University-wide decisions will be posted on the COVID-19 website (<https://www.uoguelph.ca/covid19/>) and circulated by email.

Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the Undergraduate Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml>

Accessibility



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The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact the Student Accessibility Services as soon as possible.

For more information, contact SAS at 519-824-4120 ext. 56208 or email sas@uoguelph.ca or see the website: <https://wellness.uoguelph.ca/accessibility/>

Course Evaluation Information

Please refer to the [Course and Instructor Evaluation Website](#)

Recording of Materials

Presentations which are made in relation to course work—including lectures—cannot be recorded or copied without the permission of the presenter, whether the instructor, a classmate or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

Drop date

The last date to drop one-semester courses, without academic penalty, is Friday, December 04, 2020. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/graduate/current/>



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Disclaimer

Please note that the ongoing COVID-19 pandemic may necessitate a revision of the format of course offerings, changes in classroom protocols, and academic schedules. Any such changes will be announced via CourseLink and/or class email.

This includes on-campus scheduling during the semester, mid-terms, and final examination schedules. All University-wide decisions will be posted on the COVID-19 website (<https://news.uoguelph.ca/2019-novel-coronavirus-information/>) and circulated by email.

Illness

Medical notes will not normally be required for singular instances of academic consideration, although students may be required to provide supporting documentation for multiple missed assessments or when involving a large part of a course (e.g. final exam or major assignment).

For information on current safety protocols, follow these links: <https://news.uoguelph.ca/return-to-campuses/how-u-of-g-is-preparing-for-your-safe-return/>
<https://news.uoguelph.ca/return-to-campuses/spaces/#ClassroomSpaces>

Please note, these guidelines may be updated as required in response to evolving University, Public Health, or government directives.



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