

HTM3220:
Sales, Sponsorship and
Stakeholder Engagement in Sport
W
[0.5 credit]

General Course Information

Instructor:	Norm O'Reilly
Email	noreilly@uoguelph.ca
Office Location	Online
Office Hours	Friday's – 8:30am to 10:00am (Zoom link to be shared)
Department/School	HFTM
Class Schedule:	Lectures – Monday and Wednesday 10am to 11:30am *See schedule grid later in course outline
Pre-requisites:	HTM 2020 and 9 credits
Classroom:	Zoom (details to follow on courselink site for the class)

Course Description

This course introduces key tactical applications and practical concepts for future professionals in sport management. Specifically, the course covers the major topics of sales, sponsorship and stakeholder engagement in the sport and event industry. The topic of sales includes learning sales techniques and processes related to tickets, suites, sponsorship, merchandise, and other products in the industry. The course delves deeper into sponsorship to build an understanding of this promotional tool. Finally, whether as a fan or a spectator, the drivers of engagement across sports and events are addressed. Engagement is one of the key success factors in the sport business today.

Course Learning Outcomes

Upon successful completion of the course, students will have obtained skills and knowledge to:

- Distinguish between the different types of meeting markets.
- Understand the scope of the convention, meetings, and trade show industry in terms of types of meetings, who holds meetings, and emerging types of meeting facilities.
- Understand the various types of meeting facilities.
- Understand major differences between corporate and association meetings.

- Identify resources available to meeting planners.
- Understand various types of sales and marketing communication in meeting industry.
- Synthesize information to assist in marketing and planning events.
- Understand the roles and relationships between the various departments in a convention hotel.
- Understand the purpose of negotiations between meeting planners and hospitality properties, and outline how to prepare for such negotiations.
- Identify the successful service to a meeting or convention group before, during, and after the meeting

Knowledge and Understanding:

1. Demonstrate knowledge with some of the major concepts, principles and research findings related to sport properties, including events: the importance of sales of tickets, sponsorship, merchandise, and suites.
2. Articulate the importance of understanding and using different platforms for stakeholder engagement to increase sport event participation and spectatorship.
3. Apply advanced sales skills that focus on the buyer decision making process in providing solutions not just products and services.
4. Show critical appreciation of the principals for enhancing fan and participation engagement in events.
5. Develop comprehension in how to sell and negotiate on value, not price.

Discipline/Professional and Transferable Skills:

6. Demonstrate enhanced communication skills through writing presentation decks and research reports.
7. Enhance visual and oral communication through the development of the skills to secure an appointment for the purpose to make a formal sales presentation or pitch.

Attitudes and Values

8. Describe the challenges that managers face in addressing complex problems in the increasingly challenging world of sponsorship, sales in sport, and engaging stakeholders.

Summary of Course Content and Materials

Course content will be based on an applied learning model, where content will be shared and read ahead of time, then applied in class via case study, application or industry project.

The course assessment will be based as follows.

Course Assessment			
Form of Assessment	Weight of Assessment (% of final grade)	Course Content /Activity (e.g. Lectures week 1 -6, Assigned readings, Chpt 1)	Course Learning Outcome Addressed (#1,2)
Interview Paper *Due Friday, February 12th (by midnight) to Professor by email.	10%	Students will need to find someone who works in either sales, engagement or sponsorship (or both) and interview them about the products/services that their organization sells. Your paper will review that organization's overall sales and marketing strategy. This five page (max) paper will include your overall evaluation based on the interview and a template that will be provided by your professor.	LO 1 – 3, 6, 7
Argos Sales Pitch and Deck (with MLSE) – Group Presentation	20%	Students (working in groups of 4 or 5) will do their sales pitch and submit a short deck (details to be provided) to a guest and the professor in class. Scheduled dates are March 22nd and 24th.	LO 1-8
Case Studies *Hand-in's due by midnight (email to professor) on day they are discussed in class	40% (there are 5 cases, each worth 8 percent each)	Over the course of the semester, a series of case studies (written by the professor) will be read and discussed in class, with a hand-in required by email to the professor the night before class (before midnight). The cases have been designed to facilitate an open classroom discussion on the content.	LO 1 – 5
Pitch Video (Choice) *Due March 19th (by midnight) to Professor	10%	Each student will be required to make a video pitch for 'to be determined product' (details to follow in class) and submit it to the professor via a YouTube channel or other video file transfer.	LO 1 - 7
Final Exam *April 16th, 2020	20%	The final exam will be comprehensive in that it will test the student's knowledge of all course materials including lecture notes, readings, and class discussions.	LO 1 – 6, 8

Lectures

The course is organized as zoom lectures, synchronous format, with the professor and our industry partner (Maple Leaf Sports & Entertainment) involved in the course. Lectures are held twice/week and attendance is mandatory.

Course Schedule

Note that any changes to the schedule will be posted on the course link site for the course.

Date & Time	Topic, Course Content /Activity, Deliverables
Mon, Jan 11 th – 10am	Course Introduction: No readings.
Wed, Jan 13 th – 10am	Stakeholder Engagement Lecture (Content to be Provided in Class)
Mon, Jan 18 th – 10am	Introduction to Sales (Read: Ingram Book – Chapters 1 and 2)
Wed, Jan 21 st – 10am	Introduction to Sponsorship (Content to be Provided in Class)
Sun, Jan 24 th	Case Study #1 – Deliverable (email to professor) – before midnight
Mon, Jan 25 th – 10am	Case Study #1: NFL Super Bowl (To be Provided)
Wed, Jan 27 th – 10am	The Sales Function (Read: Ingram Book – Chapters 3 and 4)
Mon, Feb 1 st – 10am	Developing the Sales Force (Read: Ingram Book – Chapters 5 and 6)
Wed, Feb 3 rd – 10am	Sport Engagement Lecture (Content to be Provided in Class)
Sun, Feb 7 th	Case Study #2 – Deliverable (email to professor) – before midnight
Mon, Feb 8 th – 10am	Case Study #2: Toronto Argos (To be Provided)
Wed, Feb 10 th – 10am	Directing the Sales Force (Read: Ingram Book – Chapters 7 and 8)
Fri, Feb 12 th	Interview Paper Due (Email to Professor) before midnight
Mon, Feb 15 th – 10am	NO CLASS – SPRING BREAK
Wed, Feb 17 th – 10am	NO CLASS – SPRING BREAK
Mon, Feb 22 nd – 10am	Toronto Argos Sales Training (Guest: Maxine Murchie, Account Executive, Maple Leaf Sports & Entertainment/ Readings to be Provided)
Wed, Feb 24 th – 10am	Sponsorship Activation Lecture (Content to be Provided in Class)
Fri, Feb 26 th	Video Sales Pitch due to Professor before midnight
Mon, Mar 1 st – 10am	Sponsorship Servicing & Evaluation Lecture (Content to be Provided in Class)
Wed, Mar 3 rd – 10am	Case Study #3: Sponsorship Sales & World Duathlon (To be Provided)
Mon, Mar 8 th – 10am	Determining Sales Effectiveness (Read: Ingram Book – Chapters 9 and 10)
Tues, Mar 9 th	Case Study #3 – Deliverable (email to professor) – before midnight
Wed, Mar 10 th – 10am	Case Study #3: Hockey Canada (To be Provided)
Sun, Mar 14 th	Case Study #4 – Deliverable (email to professor) – before midnight
Mon, Mar 15 th – 10am	Case Study #4: NOC Sponsorship (To be Provided)
Wed, Mar 17 th – 10am	Global Sponsorship (Guest: Martin Carlsson-Wall, Center for Sports and Business, Stockholm School of Economics)
Mon, Mar 22 nd – 10am	Sales Pitch Presentation to MLSE/Argos – Student Group Pitches (Guest: Maxine Murchie, Account Executive, Maple Leaf Sports & Entertainment)
Wed, Mar 24 th – 10am	Sales Pitch Presentation to MLSE/Argos – Student Group Pitches (Guest: Maxine Murchie, Account Executive, Maple Leaf Sports & Entertainment)
Mon, Mar 29 th – 10am	COVID Impacts on Sponsorship (Readings to be Provided)
Wed, Mar 31 st – 10am	Canadian Sponsorship Landscape (Readings to be Provided)
Sun, April 4 th	Case Study #5 – Deliverable (email to professor) – before midnight
Mon, April 5 th – 10am	Case Study #5: Sponsorship Activation (To be Provided)
Wed, April 7 th – 10am	Course Wrap-Up and Final Exam Preparation
Friday, April 16 th	Final Exam – 8:30am to 10:30am

Course Resources

Required Text:

Ingram, LaForge, Avila, Schwepker & Williams, *Sales Management, Analysis and Decision Making 10th Edition*, Routledge, Taylor & Francis, ISBN: 9780367252748

Other Resources:

O'Reilly, Seguin, Abeza and Narraine, *Sport Marketing: A Canadian Perspective, 3rd Edition*, Human Kinetics Books. Note: this book is not yet available but the professor (lead author) will be providing content throughout the course from this book. Thus, it is not required but will be shared.

Case Studies. A number of case studies (written by the professor) will be shared in the class.

Sales Materials from MLSE: Materials will be shared in class.

Course Policies

Grading Policies

Unless you have discussed an extension well ahead of the due date with the instructor, late penalties of 5% of the total grade earned per day (including weekends) will be assigned to any assessment (i.e. deducted from the total mark). Extensions will only be granted on the basis of valid medical or personal reasons, and need to be requested via email to the instructor as soon as possible. Late assignments will not be accepted once graded assignments have been returned officially to the class at large, unless circumstances permit and alternative arrangements have been made.

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>

Missed Assignments:

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.

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. See the academic calendar for information on regulations and procedures for Academic Consideration:

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

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-amisconduct.shtml>

Accessibility

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 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 XXXXX, 20XX. For regulations and procedures for Dropping Courses, see the Academic Calendar:

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

Date Submitted to Chair:	January 5 th , 2021
Chair Signature (Approval):	
Date Approved by Chair:	