



**SPORT SCIENCE & MANAGEMENT
SS3619 ADVANCED TOPICS IN SPORT MARKETING AND SPONSORSHIP**

Pre-requisites	SS2104 Sport Marketing and Sponsorship
No of AUs	3
Contact Hours	Total hours: 39 Lecture: 26 Laboratory: 13

Course Aims

The learning objective is for you to extend your knowledge in sport marketing and sponsorship. In addition, you are expected to apply your knowledge and conduct simple market research in the area of sport marketing and sponsorship. In particular, it will help you learn how to apply marketing theories in your work in future.

Intended Learning Outcomes (ILO)

By the end of the course, you should be able to:

1. Describe various consumer behaviour theories in diverse topics including perception, learning, attitudes and consumer decision-making
2. Explain how sports marketing and sponsorship work in various contexts including printed and broadcast medium, sports events, sports video games and social network sites
3. Conduct a simple market research to evaluate the effectiveness of a marketing campaign

Course Content

The following topics will be covered:

1. Theories in Consumer Behaviour and Sports Sponsorship
2. Sponsorship in Mega Sports Events
3. Sponsorship in Sports Video Games
4. Marketing on Social Network Sites

Assessment (includes both continuous and summative assessment)

Component	Course ILO Tested	Related Programme LO or Graduate Attributes	Weighting	Team/Individual	Assessment rubrics
1. Written Assignment	1-2	A1, A2, B1, B2, B3	30%	Individual	Appendix 1
2. Market Research Project	1-3	A1, A2, A3, B1, B2, B3, B4, B5, C1, D1	60%	Individual	Appendix 1
3. Class Participation	1-3	A2, B1, C1, C2, D1, E1	10%	Individual	Appendix 1
Total			100%		

Graduates of the SSM programme should show:

Competence

A1: {Understanding}	process and interpret information, evidence and methodologies related to sport science or sport management
A2: {Self-discipline}	independently apply themselves to solve relevant problems
A3: {Modern Tool Usage}	use technology to communicate and provide feedback on sports activities, improve sports performance, monitor and increase physical activity, provide exercise prescription, solve problems for disadvantaged athletes/sportspeople, and commercialize and innovate sports products, events and services

Creativity

B1: {Critical Thinking}	critically assess the applicability of sport science and sport management tools toward problems and in the workplace
B2: {Analytical Thinking}	critically analyse data from a multitude of sources
B3: {Interdisciplinary Thinking}	connect the subfields of sport science and sport management to tackle problems

B4: {Innovation}	be able to develop new applications or improve existing techniques
B5: {Entrepreneurship}	develop new ideas and plans for sport science, businesses and events
Communication	
C1: {Effective Communication}	present findings or ideas from sport science and sport management research logically and coherently at the appropriate level for the intended audience and in all forms of communication
C2: {Teamwork}	work in teams on projects that require sport science or sport management application, and communicate results via demonstration, verbally and in written form
Civic-Mindedness	
D1: {Professionalism}	act in a manner that respects the profession and meets the expectations of the sport science and sport management industry
D2: {Inclusiveness}	promote sport and physical activity in all individuals to bring people together and improve physical, social and psychological outcomes
Character	
E1: {Ethical behaviour}	act with integrity and in a socially responsible and ethical manner in line with societal and legal expectations in relation to collecting and analysing data of people and protecting personal data with appropriate computer security
E2: {Sportpersonship}	demonstrate appropriate safety, concern and good conduct in sport situations towards other individuals involved in the activity

Formative feedback

You will receive formative verbal feedback on your understanding of the theories during class discussion. You will also be given a summative group feedback on the examination following the conclusion of the module.

Learning and Teaching approach

Approach	How does this approach support you in achieving the learning outcomes?
Lectures/Tutorials	Lessons will adopt the following approaches. <ul style="list-style-type: none">• Lectures to provide information for key learning concepts and theories• Class discussions to engage you in a deeper understanding of the theories and applying them in real-life contexts• Video clips to provide an alternative mode of instruction• Case studies to demonstrate the application of the theories in real-life contexts• Use of computer software eg SPSS for data analysis
Online learning	Time will be given for learning from online materials as a part of flip teaching approach. These materials will support key concepts covered in class.

Reading and References

- Bettina Cornwell, *Sponsorship in Marketing: Effective Communication through Sports, Arts and Events*, Routledge, 2014.
- John Fortunato, *Sports Sponsorship: Principles and Practices*, Mc Farland, 2013.
- David Stotlar, *Developing Successful Sport Sponsorship Plans*, 4th Edition, Fitness Information technology, 2013.

Course Policies and Student Responsibilities

(1) General

You are expected to complete all assigned pre-class readings and activities, attend all classes punctually and take all scheduled assignments and tests by due dates. You are expected to take responsibility to follow up with course notes, assignments and course related announcements for classes you have missed. You are expected to participate in all class discussions and activities.

(2) Absenteeism

Absence from class without a valid reason will affect your overall course grade. Valid reasons include falling sick supported by a medical certificate and participation in NTU's approved activities supported by an excuse letter from the relevant bodies.

If you miss a lecture, you must inform the course instructor via email prior to the start of the class.

(3) Absence Due to Medical or Other Reasons

If you are sick and not able to attend a quiz or midterm, you have to submit the original Medical Certificate (or another relevant document) to the administration to obtain official

leave. In this case, the missed assessment component will not be counted towards the final grade. There are no make-up quizzes or make-up midterm.

Academic Integrity

Good academic work depends on honesty and ethical behaviour. The quality of your work as a student relies on adhering to the principles of academic integrity and to the NTU Honour Code, a set of values shared by the whole university community. Truth, Trust and Justice are at the core of NTU's shared values.

As a student, it is important that you recognize your responsibilities in understanding and applying the principles of academic integrity in all the work you do at NTU. Not knowing what is involved in maintaining academic integrity does not excuse academic dishonesty. You need to actively equip yourself with strategies to avoid all forms of academic dishonesty, including plagiarism, academic fraud, collusion and cheating. If you are uncertain of the definitions of any of these terms, you should go to the [academic integrity website](#) for more information. Consult your instructor(s) if you need any clarification about the requirements of academic integrity in the course.

Course Instructors

Instructor	Office Location	Phone	Email

Planned Weekly Schedule

Week	Topic	Course LO	Readings/ Activities
1-6	Theories in Consumer Behaviour	LO1, LO2	
7	Contextual Application of Consumer Behaviour Theories in Sports Events, Sport Video Games and Social Network Sites	LO2, LO3	
8	Recess		
9-11	Contextual Application of Consumer Behaviour Theories in Sports Events, Sport Video Games and Social Network Sites	LO2, LO3	
12-13	Market Research Project	LO3	

Appendix – Marking rubric

ASSIGNMENT

	A+, A, A-	B+, B	B-, C+, C	D+, D	F
Understanding consumer behaviour theories (70)	Demonstrates a very good understanding of the theories.	Demonstrates a good understanding of the theories.	Demonstrates a basic understanding of the theories.	Demonstrates a weak understanding of the theories.	Does not demonstrate any understanding of the theories.
Applying consumer behaviour theories (30)	Able to provide excellent examples that show how the theories are applied.	Able to provide good examples that show how the theories are applied.	Able to provide some examples that show how the theories are applied.	Able to provide a limited number of examples that show how the theories are applied.	Unable to provide examples that show how the theories are applied.

MARKET RESEARCH PROJECT

	A+, A, A-	B+, B	B-, C+, C	D+, D	F
Definition of Market Research Problem (20)	Demonstrates a very good understanding of the research problem and the associated consumer behaviour theories.	Demonstrates a good understanding of the research problem and the associated consumer behaviour theories.	Demonstrates a basic understanding of the research problem and the associated consumer behaviour theories.	Demonstrates a weak understanding of the research problem and the associated consumer behaviour theories.	Does not demonstrate an understanding of the research problem and the associated consumer behaviour theories.
Research Design, Data Collection and Analysis (50)	Able to provide an excellent research plan for data collection. Analysis of the data is highly appropriate and without errors.	Able to provide a good research plan for data collection. Analysis of the data is appropriate and with few errors.	Able to provide a workable research plan for data collection. Analysis of the data is appropriate and with few errors.	Able to provide a workable research plan for data collection. Analysis of the data is appropriate and with errors.	Unable to provide an excellent research plan for data collection. Analysis of the data is inappropriate or with major errors.
Presentation of Results (30)	The results are clearly presented and provides	The results are clearly presented and provides	The results are clearly presented and provides	The results are not well presented and/or the	The solution is unacceptable.

	an excellent solution.	a good solution.	an acceptable solution.	solution is barely acceptable.	
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CLASS PARTICIPATION

	A+, A, A-	B+, B	B-, C+, C	D+, D	F
Class Participation (10)	Participates actively in class, demonstrating a deep understanding of the content.	Participates actively in class, demonstrating a good understanding of the content.	There is some participation during class, demonstrating an adequate understanding of the content.	There is little participation in class.	There is an absence of any participation in class.