

Washtenaw Community College Comprehensive Report

BMG 169 Sports and Entertainment Marketing Effective Term: Fall 2020

Course Cover

Division: Business and Computer Technologies

Department: Business

Discipline: Business Management

Course Number: 169

Org Number: 13200

Full Course Title: Sports and Entertainment Marketing

Transcript Title: Sports and Entertainment Mktg

Is Consultation with other department(s) required: No

Publish in the Following: College Catalog , Time Schedule , Web Page

Reason for Submission: New Course

Change Information:

Rationale: The purpose of this proposed class is to be part of a proposed Sports and Entertainment associate's degree.

Proposed Start Semester: Fall 2021

Course Description: In this course, students explore marketing principles and resources for the sports and entertainment industries. Students will develop a fundamental knowledge of product elements and channels of distribution. In addition, students will discuss how increasing attendance in a venue is achieved by developing an understanding of the how, who, what and where of marketing.

Course Credit Hours

Variable hours: No

Credits: 3

Lecture Hours: Instructor: 45 **Student:** 45

Lab: Instructor: 0 **Student:** 0

Clinical: Instructor: 0 **Student:** 0

Total Contact Hours: Instructor: 45 **Student:** 45

Repeatable for Credit: NO

Grading Methods: Letter Grades

Audit

Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

Level 1

Requisites

General Education

Request Course Transfer

Proposed For:

Eastern Michigan University
Wayne State University
Other :

Student Learning Outcomes

1. Identify marketing strategies in the sports and entertainment industries.

Assessment 1

Assessment Tool: Outcome-related exam questions

Assessment Date: Fall 2024

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All Students

How the assessment will be scored: Answer key

Standard of success to be used for this assessment: 70% of students will score 70% or higher on outcome-related questions

Who will score and analyze the data: Departmental faculty

2. Recognize and determine target market(s) and segments for the sports and entertainment industries.

Assessment 1

Assessment Tool: Outcome-related exam questions

Assessment Date: Fall 2024

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Answer key

Standard of success to be used for this assessment: 70% of students will score 70% or higher on outcome-related questions

Who will score and analyze the data: Departmental faculty

3. Apply the marketing mix to a variety of real-life products and services.

Assessment 1

Assessment Tool: Outcome-related exam questions

Assessment Date: Fall 2024

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Answer key

Standard of success to be used for this assessment: 70% of students will score 70% or higher on outcome-related questions

Who will score and analyze the data: Departmental faculty

Course Objectives

1. Explain the marketing strategy process of a specific target market and blending the four Ps of marketing (promotion, price, place and product) into a marketing mix.
2. Explain the additional four Ps of sports and entertainment promotions such as planning, packaging, positioning and perception.
3. Explain the pricing objectives and policies aimed at a specific target market.
4. Identify emerging technologies and their use as elements of the marketing mix.
5. Analyze how research and marketing information improve each area of marketing strategic planning.
6. Explain how uncontrollable external environments affect the marketing strategy.
7. Differentiate behavioral aspects between consumer, business and organizational customers.
8. Explain the segmentation and positioning process.
9. Identify how a marketing orientation guides a business organization in the process of providing superior value to customers.

New Resources for Course**Course Textbooks/Resources**

Textbooks
Manuals
Periodicals
Software

Equipment/Facilities

Level I classroom

<u>Reviewer</u>	<u>Action</u>	<u>Date</u>
Faculty Preparer: <i>Anthony Terry</i>	<i>Faculty Preparer</i>	<i>Mar 18, 2020</i>
Department Chair/Area Director: <i>Douglas Waters</i>	<i>Recommend Approval</i>	<i>Mar 20, 2020</i>
Dean: <i>Eva Samulski</i>	<i>Recommend Approval</i>	<i>Mar 25, 2020</i>
Curriculum Committee Chair: <i>Lisa Veasey</i>	<i>Recommend Approval</i>	<i>Apr 22, 2020</i>
Assessment Committee Chair: <i>Shawn Deron</i>	<i>Recommend Approval</i>	<i>May 01, 2020</i>
Vice President for Instruction: <i>Kimberly Hurns</i>	<i>Approve</i>	<i>May 05, 2020</i>