

National Taiwan University  
Master Program of Sport Facility Management and Health Promotion

Course	Sport Marketing		
Lecturers	Lin, Yi-Hsiu	Class Schedule	13:20~16:20, Tuesday
Required/Elective	Elective	Credit	3
Language	English-Taught	Academic Year	One Semester/ Fall
Objectives	<p>By the end of this course, students should understand:</p> <ol style="list-style-type: none"> <li>1. The unique characteristics of sport products and services</li> <li>2. Roles of sport marketing in sport industry</li> <li>3. Marketing theories applying to sport industry</li> <li>4. Elements of sport marketing proposals and sponsorship campaigns</li> <li>5. Abilities of conducting academic researches on sport marketing</li> </ol>		
Course Description	<p>This course is meant to cover three basic components of sports marketing: (1) the use of sports as a marketing tool for other products; (2) the marketing of sports products; and (3) the emerging considerations relevant for both marketing through and the marketing of sports. Also, the course addresses the various domains of the sports marketing environment and types of sport sponsorship including endorsement, licensing, and venue naming rights. Furthermore, the marketing of professional and amateur sports, the marketing of participation-oriented sports, and the marketing of a broad array of sports-related products such as sporting goods and apparel will be covered. Finally, the topics of the emerging issues of relationship marketing, technology, and controversial issues within the sports marketing industry will be emphasized.</p>		
Required Textbook and Recommended Texts	<p>Sports Marketing, 5th Edition by Mark R. Lyberger, Matthew D. Shank Supplemental Materials will be provides by instructors.</p>		
Grading	<ol style="list-style-type: none"> <li>1. Field study 30% (CPBL、Taishan sport complex、2020 知本溫泉公益馬拉松)(因疫情發展可調整) <ul style="list-style-type: none"> <li>● CPBL: 10/13 新莊棒球場 兄弟 V.S 富邦(game site)</li> <li>● Taishan sport complex:11/17</li> <li>● 2020 知本溫泉公益馬拉松(2020 Kids Run Marathon): 12/6</li> </ul> </li> <li>2. Case study for sport marketing campaign 50%。</li> <li>3. Attendance and participation 20%。</li> </ol>		

Weeks of materials				
Week	Date	Instructors	Descriptions	Assigned Papers
1	9/15	Lin, Yi-Hsiu	Course Overview & Introduction	
2	9/22	Lin, Yi-Hsiu	Chapter 1 Emergence of sports marketing	Gladden, J. M., & Funk, F. C. (2002). Developing an Understanding of Brand Associations in Team Sport: Empirical Evidence from Consumers of Professional Sport, <i>Journal of Sport Management</i> , 16,54-81.
3	9/29	Lin, Yi-Hsiu	Chapter 2 Contingency framework for strategic sports marketing	Rathonyi, G., & Rathonyi-Odor, K. (2015). Analyzing sporting goods manufacturers' environmental management tools. <i>Applied Studies in Agribusiness and Commerce</i> , 9(1), 23-30.
4	10/6	Lin, Yi-Hsiu	Chapter 3 Research tools for understanding sports consumers Chapter 4 Understanding participants as consumers	Hamari, J., & Sjöblom, M. (2017). What is eSports and why do people watch it? <i>Internet Research</i> , 27 (2), <a href="https://doi.org/10.1108/IntR-04-2016-008512">https://doi.org/10.1108/IntR-04-2016-008512</a> , 183-206.
5	<b>10/13</b>	<b>Lin, Yi-Hsiu</b>	<b>CPBL</b>	
6	10/20	Lin, Yi-Hsiu	Chapter 5 Understanding spectators as consumers Factors influencing attendance	Rimmer, J. H., Padalabalanarayanan, S., Malone, L. A., & Mehta, T. (2017). Fitness facilities still lack accessibility for people with disabilities. <i>Disability and Health Journal</i> , 10(2), 214-221.
7	10/27	Lin, Yi-Hsiu	Chapter 6 Segmentation, targeting, and positioning Segmentation	Kim, W., Jun, H. M., Walker, M., & Drane, D. (2015). Evaluating the perceived social impacts of hosting large-scale sport tourism events: Scale development and validation, <i>Tourism Management</i> , 48, 21-32.
8	11/3	Lin, Yi-Hsiu	Chapter 7 Sports product concepts	Kim, K., Byon, K. K., & Pedersen, P. M.(2019). Coping as a mediation mechanism between severity of spectator dysfunctional behavior and revisit intention: The moderating effects of self-construal in sport consumption.

				<i>Journal of Sport Management</i> , 1-15.
9	11/10	Lin, Yi-Hsiu	Chapter 8 Managing sports products	Katz, M., Heere, B., & Melton, E. N. (2019). Predicting fan behavior through egocentric network analysis: Examining season-ticket holder renewal. <i>Journal of Sport Management</i> , 1-12.
10	<b>11/17</b>	<b>Lin, Yi-Hsiu</b>	<b>Field observation(Taishan sport complex)for marketing campaign</b>	
11	11/24	Lin, Yi-Hsiu	Chapter 9 Promotion concepts	McLaren, C. D., & Spink, K. S. (2018). Examining Communication as Information Exchange as a Predictor of Task Cohesion in Sport Teams. <i>International Journal of Sport Communication</i> , 11(2), 149-162.
12	12/1	Lin, Yi-Hsiu	Chapter 10 Promotion mix elements	Zhang, J. J., Kim, E., Marstromartino., Qian, T. Y., & Nauright, J. (2018). The sport industry in growing economies: critical issues and challenges. <i>International Journal of Sports Marketing and Sponsorship</i> , 19(2), 110-126.
	<b>12/6</b>	<b>Lin, Yi-Hsiu</b>	<b>2020 Kids Run Marathon</b>	
13	12/8	Lin, Yi-Hsiu	Chapter 11 Sponsorship programs	Martin, T. G, Wallace, J., Suh, Y. I., & Harriell, K. (2018). Sport-Related-Concussions Pilot Study: Athletic Training Students' Media Use and Perceptions of Media Coverage, <i>International Journal of Sport Communication</i> , 11(4), 447-461.
14	12/15	Lin, Yi-Hsiu	Field study presentation	
15	12/22	Lin, Yi-Hsiu	Chapter 12 Pricing concepts and strategies	Mitchell, F. R., Santarossa, S., & Woodruff, S. J. (2018). Athletes as Advocates: Influencing Eating-Disorder Beliefs and Perceptions Through Social Media, <i>International Journal of Sport Communication</i> , 11(4), 433-446.
16	12/29	Lin, Yi-Hsiu	Chapter 13 Implementing and controlling the strategic sports marketing process	Cianfrone, B. A., Braunstein-Minkove, J. R., & Tavormina, A. L. (2018). Examining the Sport Daily Deal: An Assessment Across Industry Segments,

				International Journal of Sport Communication, 11(4), 462-481.
17	1/5	Lin, Yi-Hsiu	Final presentation Sport marketing campaign proposal	
18	1/12	Lin, Yi-Hsiu	Final presentation Sport marketing campaign proposal	