

CMGT 546
Sports Media and Society
Spring, 2020
Th 6:30-9:20
ANN 209

Professor: Dr. Dan Durbin
Office Hours: TTH 1:00-2:00, T 5:00-6:00 and by appointment.
Office: ASCJ G21A
Phone: 213-821-6615
email: ddurbin@usc.edu

Course Overview: Sports media and marketing is one of the largest business enterprises in the world, pulling in an estimated two hundred billion dollars and more annually. The social and financial impact of sports is created through media. Thus, sports marketing intersects media in its various forms. This class will examine sports marketing and sports media as interrelated activities. We will discuss the various ways in which sports organizations, team, celebrities, and events are created and marketed through media.

Learning Objectives Include: 1.) become conversant in theories of sport, media and culture, 2.) become conversant in theory and application of sports research to the promotion and marketing of sports products, services and celebrity, 3.) be able to identify and analyze key issues in sports production and promotion, 4.) recognize and critically assess the intersection between sports and social concerns.

Required Reading:

Reid, Heather. Introduction to the Philosophy of Sport. Rowan and Littlefield 2012.

Pitts, Brenda G. and Stotlar, David K. Fundamentals of Sports Marketing: 4th Edition. Morgantown, WV: Fitness Information Technologies, Inc. 2013.

A brief note on your readings: Fundamentals of Sports Marketing is a basic text on the pragmatics of sports marketing. Now, frankly, anything over a year old is outdated in the marketing world. Pitts and Stotlar offer some excellent basics in the study of sports marketing. We will review these. But, the current marketing world is entrenched in online and social media. We will be discussing these in detail and I will, in particular, be quizzing you on the uses of online, viral and social media throughout the semester. So, keep up on what's going on in the sports world online.

Heather Reid's introduction to the field of sport's philosophy may seem like a weighty tome for a marketing class (though, in fact, it's a very easy read---it's an introduction, after all). But, it is seminal for understanding the peculiar appeal of sports. To say that sports (like entertainment, politics, grocery stores) is simply another field in which marketing occurs misunderstands the significance of sports in our lives and will not prepare you for creating the most impacting decisions in the business. It also will not

justify a class such as this. Reid’s introduction will give us a starting point to discuss how sports function as a form of public discourse and, hence, how they are (and can be) shaped to motivate us to see the world in a given way.

Class Assignments: You will be required to complete two research projects examining a particular sports organization or personality and the marketing strategies used to create and promote that subject. The first paper and presentation will offer a descriptive history of the campaigns that created the current audience for that organization or personality. The second paper will create a critical analysis of the marketing strategies employed in these campaigns. Drawing on class discussion, you will examine the strengths and weaknesses, successes and failures of the campaign. Both papers will also have an oral component. Early in the semester, you will offer an analysis of current marketing strategies used by your subject. Later in the semester, you will present a brief in-class marketing proposal based on your final paper. We will discuss your marketing strategies and goals and how well they meet the exigencies your papers identify in previous marketing.

Your final exam will be an essay exam that will focus on current trends in sports marketing.

Grade Percentage Breakdown:

Participation-----	10
Marketing Presentations-----	10
Initial Research Analysis-----	20
Final In-Class Presentation-----	15
Critical Analysis-----	20
Final Exam-----	<u>25</u>
Total	100

Papers and Participation: Your papers must follow either MLA or APA guidelines for academic papers. You will receive hand outs with complete explanations of paper assignments. Of course, all papers of any sort should be typed and double-spaced except when specifically noted. Your participation grade is based on both the quality and quantity of active participation in class discussions. Effective discussion of your marketing illustrations will directly impact your participation grade.

Disabilities Services: Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from

DSP. Be sure the letter is delivered to me as early in the semester as possible. DSP is located in STU 301 and is open 8:30 a.m. – 5:00 p.m., Monday through Friday. The phone number for DSP is (213) 740-0776.

Academic Integrity: The Annenberg School for Communication is committed to upholding the University’s Academic Integrity code as detailed in the Scampus guide. It is the policy of the School of Communication to report all violations of the code. Any serious violations or pattern of violations of the Academic Integrity Code will result in the student’s expulsion from the Communication major or minor.

Note: You will hand in your papers to your TAs. They will set specific times for you to hand the papers in. Don’t hand them in to me! I’d lose my head if it weren’t attached.

Class Grades

Final class grades will be determined according to the following scale:

A	94-100
A-	91-93
B+	88-90
B	84-87
B-	80-83
C+	77-79
C	74-76
C-	70-73
D+	67-69
D	64-66
D-	60-63
F	59 and below

USC Statement on Academic Conduct and Support Systems

Academic Conduct:

Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in SCampus in Part B, Section 11, “Behavior Violating University Standards” policy.usc.edu/scampus-part-b. Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, <http://policy.usc.edu/scientific-misconduct>.

Support Systems:

Student Counseling Services (SCS) – (213) 740-7711 – 24/7 on call

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

engemannshc.usc.edu/counseling

National Suicide Prevention Lifeline – 1 (800) 273-8255

Provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week. www.suicidepreventionlifeline.org

Relationship and Sexual Violence Prevention Services (RSVP) – (213) 740-4900 – 24/7 on call
Free and confidential therapy services, workshops, and training for situations related to gender-based harm. engemannshc.usc.edu/rsvp

Sexual Assault Resource Center

For more information about how to get help or help a survivor, rights, reporting options, and additional resources, visit the website: sarc.usc.edu

Office of Equity and Diversity (OED)/Title IX Compliance – (213) 740-5086

Works with faculty, staff, visitors, applicants, and students around issues of protected class. equity.usc.edu

Bias Assessment Response and Support

Incidents of bias, hate crimes and microaggressions need to be reported allowing for appropriate investigation and response. studentaffairs.usc.edu/bias-assessment-response-support

The Office of Disability Services and Programs

Provides certification for students with disabilities and helps arrange relevant accommodations. dsp.usc.edu

Student Support and Advocacy – (213) 821-4710

Assists students and families in resolving complex issues adversely affecting their success as a student EX: personal, financial, and academic. studentaffairs.usc.edu/ssa

Diversity at USC

Information on events, programs and training, the Diversity Task Force (including representatives for each school), chronology, participation, and various resources for students. diversity.usc.edu

USC Emergency Information

Provides safety and other updates, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible. emergency.usc.edu

USC Department of Public Safety – UPC: (213) 740-4321 – HSC: (323) 442-1000 – 24-hour emergency or to report a crime. Provides overall safety to USC community. dps.usc.edu

Reading and Assignment Due Dates and Discussion Topics

As always, this is tentative and subject to change as the semester progresses.

Week One

1/14 Course Introduction

We will discuss the course, its goals, topics, assignments, future discussion topics, and readings. We will also introduce some fundamental concepts regarding sports and public discourse.

Week Two

1/21 Sports and How they Function

We will discuss what I call the functionalist approach to sport. This is the approach taken by the bulk of scholars in the philosophy of sport. These approaches trace the function and meaning of sports in our culture. We will touch also on Marxist approaches later in the semester. *Required Readings:* Reid, Introduction, Chs. 1-7, (pp. xi-94).

Week Three

1/28 Sports as Performative Public Discourse

We will discuss some of my work on sport as a peculiarly rhetorical phenomenon. You will read a couple of my recent articles on the subject as well as readings on ethical issues involving sport. *Required Readings:* Durbin, "The Rules of Sport and the Rule of Rhetoric: Sport as Performative Public Discourse," "Unwritten Rules and the Press of Social Conventions," Reid, Chs. 8-11 (pp. 95-142).

Week Four

2/4 Social Issues and Sport

Given our discussion so far, you should have a pretty good idea why sports function as a stage on which we contest social values (as the late Robert Simon wrote). Given this social function, it is little surprise that sports have been the landing point for controversies involving gender, race, sexual identity and so on. We will discuss both the challenging history of these issues in sport and the current near obsession concerning these subjects within sports organizations. *Required Readings:* Reid, Chs. 12-15 (pp. 143-251).

Week Five

2/11 The Industry of Sports Marketing and Media

Lawrence A. Wenner called this the “mediated sports complex.” We will discuss the various ways this complex works to create a vivid audience experience and to sell sport as a commodity. *Required Readings:* Pitts and Stotlar, Ch. 1 and 3 (pp. 1-35, 61-78).

Discussion of Sports Reports.

Week Six

2/18 The Growth of the Sports Media Complex

We will discuss the history and evolution of sports media as a field for promotion, marketing, and public pseudo-events. Before tackling specific marketing theory and strategies, we will examine a variety of key media and their importance in creating the target audience, values, and interests for sports marketers. *Readings:* Pitts and Stotlar, Ch. 2 (pp. 37-60).

Week Seven

2/25 Sports Marketing Theory and Research---Initial Research Reports Due

We will discuss approaches to sports marketing throughout the mediated sports complex. You will also be presenting your initial findings regarding your research subject. *Required Readings:* Pitts and Stotlar, Chs. 4-5 (pp. 79-122).

Week Eight

3/3 Sports Marketing: Targeting, Branding, Media Exploitation

We will examine the ways sports marketers can exploit communication technologies to create and build their product. *Required Readings:* Pitts and Stotlar, Chs. 6-8 (pp. 123-176). Paper One Due.

Week Nine

3/10 Sports Marketing: Strategies

We will look at key strategies for creating a successful marketing campaign. *Required Readings:* Pitts and Stotlar Chs. 9-10 (pp. 177-220).

March 17, Spring Break (and St. Patrick’s Day)---No Classes

Week Ten

3/17 Sports Marketing: Distribution and Promotion

We will discuss the means for distribution and promotion of sports produce. *Required Readings:* Pitts and Stotlar Chs. 11-12 (pp. 221-259).

Week 11

3/25 Sports Media II

Following our discussion of marketing tools for sport, we will return to the subject of sports media and the strategic ways in which to protect your organization, team, athlete, product, etc, within the evolving media market. We will also discuss ways to exploit that market to further your subject's interests. *Required Readings:* Pitts and Stotlar Ch. 13 (259-271).

Week 12

4/7 Marketing Sports Personalities, Brands and Teams

We will discuss marketing sports personalities through both sports and entertainment media. We will also discuss the relationship between personalities, sports media, and sports cultures. *Required Readings:* Pitts and Stotlar Chs. 14-15 (pp. 271-300).

4/14 The Rise and Challenges of the Web and Social Media

As we will discuss, countless complications have arisen from the rise of web-based marketing and promotion and the often pernicious influence of social media. We will discuss notions such as "spreadability," "stickiness," ideological siloes, web mobs and other challenges and opportunities new media create for sports as a business. This discussion will range well beyond your readings. *Required Readings:* Pitts and Stotlar Ch. 16, Appendices (pp. 301-393)

4/21 Class Presentations---Sports Marketing Strategies

Students will present marketing proposals that form the basis of their final papers.

4/28 Conclusions and Wrap-Up

We will finish any work that needs to be completed, discuss the final exam, and get ready for the summer. Final Paper Due.

May 7 Final Exam Period, 7-9

CMGT 546-Sports, Media, and Society Marketing Presentation and Research Analysis Due February 25

For your second assignment, you will develop a marketing plan for a particular sports organization, franchise, media body, athlete, or other entity in some way engaged in the sports industry. You will need to choose your subject tonight and commit to it so that we don't have more than one person working on a specific subject.

The first step in creating a new marketing plan is to know your product and its current marketing plan. Your first assignment is relatively simple. You are to develop a multimedia presentation examining the current marketing and media strategies employed to build the brand of the subject you are researching. Your presentation will be centered on a Powerpoint that structures and illustrates your discussion.

You will need to produce a 1-2 page typed full sentence outline and make copies of it for everyone in class. This outline will present your findings in a clear, analytic form that we can follow as you present your Powerpoint discussion. Your Powerpoint **had better NOT** simply reproduce your outline. Your outline should not be on your Powerpoint at all. Your Powerpoint should have pictures, links, video illustrations, and so on (there's a reason they call them "slides") with only key words identifying key points being shown in the outline.

Your presentation should run five to seven minutes and have numerous illustrations of advertising and branding. Slides of billboard ads, pictures, advertising articles, embedded video, links to web pages, and all other branding should fully illustrate the approaches being taken to market your subject. Think of your Powerpoint as a press book offering a comprehensive overview of the promotional material used to brand your subject.

Your presentation should explain all the approaches, their target audiences, their rhetorical, branding, and marketing devices, and how those devices are being used to sell the subject to that target audience.

A clear and strong outline and Powerpoint should make this a slam dunk assignment. Your outline and Powerpoint should carry you through the presentation, guide discussion, and inform your audience.

Research Analysis-Along with your outline, you are to hand me a 10-12 page portfolio of marketing illustrations along with brief analyses of those illustrations. Your outline can count as the first two pages of this paper. The remainder should be printed illustrations of current marketing images (billboards, web pages, facebook pages, twitter runs, and so on) along with your critical comments on the strengths and weaknesses of each. This really will be press book with critical analysis. Place this assignment in a folder.

Remember to double-space your outline, to attach a cited references page clearly citing any source material you use, to follow appropriate formatting, and to put your name on your work. Presentations will be graded on comprehensiveness, clarity of explanation, and demonstrated understanding of class concepts.

Good luck and let me know if you have any questions.

CMGT 546
Critical Analysis and Marketing Strategy
Due April 21

You have now (hopefully) completed a comprehensive review of the marketing strategies of some sports organization, public relations firm, manufacturer, or other entity using sports to sell some sort of produce. In this paper, you will draw on your first paper to create a critical analysis of the marketing strategies you simply reviewed in that paper and to develop an initial marketing strategy for pushing the product, service, or sports figure into a new market with a new target audience.

In your first presentation, you should have identified the macro-market being targeted and the micro-market strategy employed. If you did your job well, you drew clear distinctions between the two in identifying how the marketers exploited media to impact their target audience. You are to choose representative strategies you discussed in your presentation and, drawing on class discussion both earlier in the semester and after tonight, critically assess their appeal to cultural values and, consequently, their impact on their audience.

How well did the strategists recognize and respond to audience expectations? How well did they appeal to specific social values? How well did the marketers place their work in sports production, performance, or promotion? How well did the agents or promoters use the available media outlets? What media did they emphasize and was this a wise choice? Given their media choices, what was their target audience? How well did they appeal to that target audience? How effective were the pseudo-events they created to capture audience attention and brand their product or service? How did they shape the image of their produce? Were they effective? Were they effective in dealing with external factors that could damage that image?

We will discuss various issues involving the segmentation of the market, targeting audiences, price and perceived value over the next weeks. So, I don't expect you to have a concept formalized this week. Draw directly on (and show that you are doing so--- show your homework) class theory and ideas to explore these issues.

The quality of your overview presentation will directly impact the quality of your final paper. It will also impact the degree of difficulty in writing the final paper. If you produced an outstanding review, your job for the final paper should be much (much) easier. If you produced a less-than-stellar overview, your job will be significantly more challenging.

The second half of your paper will offer a marketing strategy for targeting a new audience through an unused means (media, resources, sales). You will need to identify your target audience and explain why your subject has not targeted that audience and why it is still an important audience to move. You are to briefly develop a marketing program that exploits whatever media we have studied this semester. This approach should grow from your analysis and criticism of the current marketing program. Your criticism should

identify several things they've missed in effectively marketing their produce. You will now offer to fill the void.

You are to provide a *systematic* way to exploit a particular media to promote the subject. This should not simply be a scattershot set of ideas concerning the subject but a thought out approach to expanding the market for the produce they have to offer. This will involve identifying the specific target audience you think under-represented, the reasons for targeting that audience, and a workable approach for doing so using under used media (note: this does **not** mean you are to find a totally new media---if a specific brand has targeted men using men's magazines, targeting women using women's magazines would be a new media approach to a new audience---c'mon, that's cheating).

Your paper should run no more than twelve pages and should be written as a business proposal. So, you need to be brief and very clear in your discussion. You should complete your critical analysis in no more than six pages. Your marketing strategy should take from 4-6 pages.

You are required to employ MLA or APA guidelines in CMGT courses. Failure to do so will leave you with an extra paper to reformat at the end of the semester. Properly paginate your work. Properly cite sources. Properly format the body of the paper. If you do not have a style book, you can look up pretty much all you need to know about the MLA rules online.

As part of this assignment, you will present a five minute in class proposal from your paper. You will develop a Powerpoint presentation that promotes your proposed plan and will present that to the class as you would in a professional meeting. You have exactly five minutes to convince us. So, you need to be clear, concise, know your material, and make a strong case. This presentation will account for 15% of your grade on this assignment. So, prepare it well.

Let me know if you have any questions.