



CMGT 546: Sports Media and Society (Sports Marketing)
4 Units

Fall 2024 – Monday – 2:00pm

Location: ANN L101

Instructor: Eric Markgraf

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Course Description

In a world where everything is at your finger tips, in a world where you control what you watch and when, in a world where you get to ignore the very companies that bring you entertainment, LIVE SPORTS continues to break the mold. Sports provide hope, and create dreams. Sports illicit pride and bring people and countries together like nothing else in the world. And sports participation (with all the consumer products that go along with that) is a way people connect with one and other and form lifetime bonds, and at the same time sports provide metal as well as physical health benefits for life. In other words, the Sports Industry, Sports Media and Sports Marketing is totally HOT!!!!!!!!!!!!!!!

The business of Sports:

- In 2027, the **global sports market** is projected to exceed **\$623.63 billion in market value**.
- The **sports industry generated \$700 billion** in 2014, with sports apparel, equipment, and footwear dominating revenue share.
- The **Covid-19 outbreak caused a 15.4% downturn** in the sports industry in 2020.
- The **Participatory Sports** segment had a market value of over **\$280 billion in 2020**, emerging as the largest market contributor.
- The **North American** sports market generated over **\$71 billion in revenue** in 2018, making it one of the largest in the world.
- **Europe, Middle East, and Africa (EMEA)** had the highest market share in the sports industry, generating over **\$60 billion in revenue** in 2013.
- The **media rights market** saw an increase of **\$11.64 billion in revenue** from 2006 to 2018.
- **Sports betting and lottery** contributed **\$194 billion to the sports industry's revenue** in 2021.
- Companies pay **\$7 million** for a 30-second spot during the **Super Bowl**

With over [\\$512.14 billion in revenue](#) in 2023, the global sports market grew a compound annual growth rate (CAGR) of 5.2%, exceeding last year's \$486.61 billion revenue.

Here are the top 10 most profitable sports in the world that dominates the sports industry:

1. Soccer: \$50 billion a year
2. American Football: \$17 Billion revenue a year
3. Basketball: \$7 Billion a year
4. Cricket: \$3.5 Billion a year
5. Formula 1: \$1.4 Billion
6. Wrestling: \$1.27 Billion
7. Boxing: \$1 Billion
8. MMA: \$1.5 Billion
9. Tennis: \$700 Million
10. MotoGP: \$300 Million

In this class you will learn how the great sports brands in the world capture the attention and create emotional connections to their potential consumers. You will learn sports marketing strategies, and you will get the amazing experience of creating a sports franchise from the ground up, and all that goes along with that to make it successful in today's entertainment landscape and how it fits into today's fast changing society and new norms. And most importantly, you will learn the true ins and outs of what the sports industry is really all about and how to pursue a career in the sports world.

Student Learning Outcomes

- Demonstrated leadership and teamwork in small groups
- Execute creative briefs
- Construct advertising concepts and ideas that break through the noise
- Demonstrate an understanding and appreciation of the importance of diversity of thought and backgrounds in the creative process
- Translate strategy into creative messages that convince, advocate, and sell
- Evaluate creative and assess what is good and what does not work
- Demonstrate effective presentation skills that convey creative ideas

Policies and Procedures

a. Additional Policies

While it is expected that students will make every effort to attend every classes, it is recognized that personal circumstances will arise which preclude class attendance. In such circumstances, the student is responsible for obtaining the materials presented in missed classes and for making up coursework.

I would like to create a learning environment for my students that supports a diversity of thoughts, perspectives and experiences, and honors your identities (including race, gender, class, sexuality, religion, ability, etc.) To help accomplish this, if you have a name and/or set of pronouns that differ from those that appear in your official records, please let me know. If you feel like your performance in the class is being impacted by your experiences outside of class, please don't hesitate to come and talk with me. If anything is said in class to make you feel uncomfortable, please reach out to me, even anonymously.

b. Communication

Please contact the instructor outside of class and if you cannot come to office hours to arrange a meeting time by email. You can send a second email if I have not replied within 24 hours. Please allow more time on weekends.

Required Readings and Supplementary Materials

Shoe Dog by Phil Knight

The Business of Sports by Mark Conrad

The Ultimate Guide to Sports Marketing by Stedman Graham

Description and Assessment of Assignments

Final Project Campaign: 50% of grade

Your final project will be you and your teammate's creation of a SPORTS FRANCHISE from the ground up and all the strategies and marketing needed to launch that franchise. You will choose to create a new Major League Soccer(MLS) Team, or a Women's National Basketball Association(WNBA) Team, or a National Women's Soccer League(NWSL) Team, or a United Football League(UFL) Team, or a National Lacrosse League(NLL) Team. First you will pick your league and pick a city that works based on your market research. Once that is established you will

create a Team Name, Team Logo, Team uniform, an overall Strategy Document, a Mission Statement, pick a Team Sponsor that aligns with the Team’s Values, and a local charity in your city to partner with. You will have to pick a Playing Venue in the city of where to play that makes sense. And you will be allowed to steal 1 existing player from any other team in your chosen league to develop marketing around them. Your launch marketing campaign in your city will consist of 2 television commercials, 2 radio spots, a community event, a ticket promotion, an event marketing idea, 2 outdoor boards, 3 print ads, and a promotion for the fans that happens in-game. You will set ticket prices, tickets sales goals and revenue goals and create and develop a merchandising plan, NIL plan, and explain how you will achieve your given targets.

Oral presentation of final project: 10% of grade

The oral presentation will be given to the so called other owners in your league and the league’s board of directors. You will lay out why you want to join the league and the plan for your franchise, (the who, what and why) and you will preview your marketing plan and show creative examples to the league and show how your team will help the overall health and revenue of the league.

Active Participation in Class: 10% of grade

Assignment 1: Individual Oral Presentation: 5% of grade

You will be asked to pick your favorite sports television commercial and present it to the class and tell us why it is your favorite, what the message is, and why it emotional connected with you.

Assignment 2: Group Oral Presentation: 5% of grade

You will be asked to create a fake press conference to launch your franchise. One person will be up on stage answering the questions and the other teammates will be asking the questions to convey your launch message. You will give an opening statement and then answer at least 5 planted questions from your teammates and then be prepared to answer other questions from the class.

Assignment 3: Individual Written Paper: 10% of grade

You will be asked to write a 3 page paper that discusses the argument against sports and sports in our society and what negatives and pitfalls the sports industry in general faces moving forward.

Assignment 4: A :30 recorded radio spot created with your class partner: 10% of grade

You will be asked to write and record a teaser spot to announce the launch of your team in your market.

Breakdown of Grade

Assignment	% of Grade
Final Project	50
Final Presentation	10
Participation	10
Individual Assignments	30
TOTAL	100%

Grading Scale

95% to 100% A	80% to 83%: B-	67% to 69%: D+
90% to 94% A-	77% to 79%: C+	64% to 66%: D
87% to 89%: B+	74% to 76%: C	60% to 63%: D-
84% to 86%: B	70% to 73%: C-	0% to 59%: F

Grading Standards

Letter Grade	Description
A	Excellent; demonstrates extraordinarily high achievement; comprehensive knowledge and understanding of subject matter; all expectations met and exceeded.
B	Good; moderately broad knowledge and understanding of subject matter; explicitly or implicitly demonstrates good, if not thorough understanding; only minor substantive shortcomings.
C	Satisfactory/Fair; reasonable knowledge and understanding of subject matter; most expectations are met; despite any shortcomings, demonstrates basic level of understanding.
D	Marginal; minimal knowledge and understanding of subject matter; more than one significant shortcoming; deficiencies indicate only the most rudimentary level of understanding.
F	Failing; unacceptably low level of knowledge and understanding of subject matter; deficiencies indicate lack of understanding.

Grading Timeline

For effective learning, students should receive timely feedback on assignments and exams. Therefore, every attempt will be made to grade assignments/exams and post grades within two weeks. You are responsible for notifying the Instructor **within one (1) week** of a score posting if you think a score is missing or inaccurate. Moreover, you only have this period of time to contest a score on an assignment/exam. If you fail to inquire/notify us of any discrepancy, missing score, or contest a score within one week of the date the score is posted, no further changes will be made.

Assignment Submission Policy

A. All assignments are due on the dates specified. Lacking prior discussion and agreement with the instructor, late assignments will automatically be given a grade of F.

Course Schedule: A Weekly Breakdown

Important note to students: Be advised that this syllabus is subject to change - and probably will change - based on the progress of the class, news events, and/or guest speaker availability.

	Topics/Daily Activities	Readings/Homework	Homework Due at Class
Week 1 Date: 8/26	<ol style="list-style-type: none"> 1. Introductions 2. Explanation of the class 3. Review of curriculum 4. Review of the best sports marketing examples and the meaning behind them 5. Lecture on the writing of a creative brief 		
Week 3 Date: 9/9	<ol style="list-style-type: none"> 1. Oral presentation of your favorite sports commercial. 2. Introduce your creative partner 3. Discuss Brand Building 4. Discuss details of final project 	Read Shoe Dog by Phil Knight	<p>Pick your favorite sports commercial and share with class.</p> <p>Pick a creative partner for the semester's project</p>
Week 4 Date: 9/16	<ol style="list-style-type: none"> 1. Review of what you learned the week before 2. Discuss NIKE 3. Oral presentation of press conference announcing your team. 		Work with your creative partner and be prepared to present your team, name and logo in a Press Conference

Week 5 Date: 9/23	<ol style="list-style-type: none"> 1. Guest Lecture 2. Discuss Book 	Read The Business of Sports by Mark Conrad	
Week 6 Date: 9/30	<ol style="list-style-type: none"> 1. Review of what the sports industry faces moving forward. 2. Lecture on writing strategy brief 3. In class assignment 	Read The Ultimate Guide to Sports Marketing by Stedman Graham	Paper due on all the negatives the sports industry faces moving forward.
Week 7 Date: 10/7			
Week 8 Date: 10/14	<ol style="list-style-type: none"> 1. Discuss Readings 2. Play and discuss radio spot homework 3. Final project check-ins 		Write and record a :30 teaser radio spot to announce your Franchise
Week 9 Date: 10/21	Guest Lecture		
Week 10 Date: 10/28			
Week 11 Date: 11/4	Guest Lecture		
Week 12 Date: 11/11	Preparing final project and presentations with partner in class		
Week 13 Date: 11/18	Preparing final project and presentations with partner in class		
Week 14 Date: 11/25			Final Presentations

Week 15 Date: 12/2			Final Presentations
STUDY DAYS Dates: 12/7-12/10			
FINAL EXAM PERIOD Dates: 12/11-12/18	Final Project Due		Date: For the date and time of the final for this class please consult spring schedule

Policies and Procedures

Statement on Academic Conduct and Support Systems

Academic Integrity

The University of Southern California is foremost a learning community committed to fostering successful scholars and researchers dedicated to the pursuit of knowledge and the transmission of ideas. Academic misconduct is in contrast to the university's mission to educate students through a broad array of first-rank academic, professional, and extracurricular programs and includes any act of dishonesty in the submission of academic work (either in draft or final form).

This course will follow the expectations for academic integrity as stated in the [USC Student Handbook](#). All students are expected to submit assignments that are original work and prepared specifically for the course/section in this academic term. You may not submit work written by others or "recycle" work prepared for other courses without obtaining written permission from the instructor(s). Students suspected of engaging in academic misconduct will be reported to the Office of Academic Integrity.

Other violations of academic misconduct include, but are not limited to, cheating, plagiarism, fabrication (e.g., falsifying data), knowingly assisting others in acts of academic dishonesty, and any act that gains or is intended to gain an unfair academic advantage.

The impact of academic dishonesty is far-reaching and is considered a serious offense against the university and could result in outcomes such as failure on the assignment, failure in the course, suspension, or even expulsion from the university.

For more information about academic integrity see the [student handbook](#) or the [Office of Academic Integrity's website](#), and university policies on [Research and Scholarship Misconduct](#)

The School of Communication maintains a commitment to the highest standards of ethical conduct and academic excellence. Any student found responsible for plagiarism, fabrication, cheating on examinations, or purchasing papers or other assignments will be reported to the Office of Student Judicial Affairs and Community Standards and may be dismissed from the School of Communication. There are no exceptions to the school's policy.

In addition, it is assumed that the work you submit for this course is work you have produced entirely by yourself and has not been previously produced by you for submission in another course or Learning Lab, without approval of the instructor.

Course Content Distribution and Synchronous Session Recordings Policies

USC has policies that prohibit recording and distribution of any synchronous and asynchronous course content outside of the learning environment.

Recording a university class is prohibited without the express permission of the instructor and announcement to the class, or unless conducted pursuant to an Office of Student Accessibility Services (OSAS) accommodation. Recording can inhibit free discussion in the future, and thus infringe on the academic freedom of other students as well as the instructor. ([Living our Unifying Values: The USC Student Handbook](#), page 13).

Distribution or use of notes, recordings, exams, or other intellectual property, based on university classes or lectures without the express permission of the instructor for purposes other than individual or group study is also prohibited. This includes but is not limited to providing materials for distribution by services publishing course materials. This restriction on unauthorized use also applies to all information, which had been distributed to students or in any way had been displayed for use in relationship to the class, whether obtained in class, via email, on the internet, or via any other media. ([Living our Unifying Values: The USC Student Handbook](#), page 13).

AI USE:

AI tools can be used in the final project to help design print ads and commercial story boards to look nice.

AI tools CAN NOT USED TO DEVELOP CONCEPTS OR IDEAS!

Students and Disability Accommodations

USC welcomes students with disabilities into all of the University's educational programs. [The Office of Student Accessibility Services](#) (OSAS) is responsible for the determination of appropriate accommodations for students who encounter disability-related barriers. Once a student has completed the OSAS process (registration, initial appointment, and submitted documentation) and accommodations are determined to be reasonable and appropriate, a Letter of Accommodation (LOA) will be available to generate for each course. The LOA must be given to each course instructor by the student and followed up with a discussion. This should be done as early in the semester as possible as accommodations are not retroactive. More information can be found at osas.usc.edu. You may contact OSAS at (213) 740-0776 or via email at osasfrontdesk@usc.edu.

Support Systems

[Annenberg Student Success Fund](#)

The Annenberg Student Success Fund is a donor-funded financial aid account available to USC Annenberg undergraduate and graduate students for non-tuition expenses related to extra- and co-curricular programs and opportunities.

[Annenberg Student Emergency Aid Fund](#)

Awards are distributed to students experiencing unforeseen circumstances and emergencies impacting their ability to pay tuition or cover everyday living expenses. These awards are not intended to cover full-tuition expenses, but rather serve as bridge funding to guarantee students' continued enrollment at USC until other resources, such as scholarships or loans, become available. Students are encouraged to provide as much information in their application, as well as contact their academic advisor directly with questions about additional resources available to them.

[Counseling and Mental Health](#) - (213) 740-9355 – 24/7 on call

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

[988 Suicide and Crisis Lifeline](#) - 988 for both calls and text messages – 24/7 on call

The 988 Suicide and Crisis Lifeline (formerly known as the National Suicide Prevention Lifeline) provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week, across the United States. The Lifeline is comprised of a national network of over 200 local crisis centers, combining custom local care and resources with national standards and best practices. The new, shorter phone number makes it easier for people to remember and access mental health crisis services (though the previous 1 (800) 273-8255 number will continue to function indefinitely) and represents a continued commitment to those in crisis.

[Relationship and Sexual Violence Prevention Services \(RSVP\)](#) - (213) 740-9355(WELL) – 24/7 on call

Free and confidential therapy services, workshops, and training for situations related to gender- and power-based harm (including sexual assault, intimate partner violence, and stalking).

[Office for Equity, Equal Opportunity, and Title IX \(EEO-TIX\)](#) - (213) 740-5086

Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants.

[Reporting Incidents of Bias or Harassment](#) - (213) 740-5086 or (213) 821-8298

Avenue to report incidents of bias, hate crimes, and microaggressions to the Office for Equity, Equal Opportunity, and Title for appropriate investigation, supportive measures, and response.

[The Office of Student Accessibility Services \(OSAS\)](#) - (213) 740-0776

OSAS ensures equal access for students with disabilities through providing academic accommodations and auxiliary aids in accordance with federal laws and university policy.

[USC Campus Support and Intervention](#) - (213) 740-0411

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

[Diversity, Equity and Inclusion](#) - (213) 740-2101

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

[USC Emergency](#) - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

[USC Department of Public Safety](#) - UPC: (213) 740-6000, HSC: (323) 442-1200 – 24/7 on call

Non-emergency assistance or information.

[Office of the Ombuds](#) - (213) 821-9556 (UPC) / (323-442-0382 (HSC)

A safe and confidential place to share your USC-related issues with a University Ombuds who will work with you to explore options or paths to manage your concern.

[Occupational Therapy Faculty Practice](#) - (323) 442-2850 or otfp@med.usc.edu

Confidential Lifestyle Redesign services for USC students to support health promoting habits and routines that enhance quality of life and academic performance.

[TrojansAlert](#)

TrojansAlert is an alert system that allows university officials to contact you during an emergency. It is your connection to real-time updates, instructions on where to go, what to do, or what not to do, who to contact and other important information. Visit the website to sign up.

Emergency Preparedness/Course Continuity in a Crisis

In case of a declared emergency if travel to campus is not feasible, USC executive leadership will announce an electronic way for instructors to teach students in their residence halls or homes using a combination of Blackboard, teleconferencing, and other technologies. See the university's site on [Campus Safety and Emergency Preparedness](#).

[ITS Customer Support Center \(CSC\)](#): (213) 740-5555

The ITS Customer Support Center (CSC) provides support to the USC community for connecting to the USC Network and using supported applications. For help with network connectivity and software, contact CSC. Walk-in support is available in Leavey Library's Information Commons.

[Violence-Free Campus](#)

Visit the website to read more about prohibited behaviors, reporting responsibilities and where to report.

Student-Athlete Travel Excuse Letters

Prior to a university-sponsored away competition, Student-Athletes are responsible for providing their Instructor with a Competition Excuse Letter (provided by their academic counselor) for the classes missed while on the road (i.e., excused absence). It is the responsibility of the Student-Athlete to provide the letter prior to leaving on their trip and to make arrangements for a make-up of any missed assignments or exams. Please refer to the [SAAS site](#) where they detail travel and travel excuse letters