SELLING OF COLLEGIATE ATHLETICS/MMS 490

Fall Semester 2015

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The Selling of Collegiate Athletics
"Shaping the Image of the World of College Athletics"

This course will look at the ways college athletics departments raise money through advertising/sponsorships, fund-raising and ticket sales. The student will become familiar with how sponsorships are developed with companies in order to obtain advertising dollars and the differing ways college athletic departments obtain sponsorships including, print, radio, TV and signage. We will also look at how universities get money from national television networks as well as how fund raising offices are set up to raise money from individuals and corporations in annual giving programs as well as major gifts. The course provides research, case analysis, and other opportunities to learn of the effective principles, theories, practices, and methods involved with all aspects of sports sales.

Furthermore, through discussion topics the student will focus on reinforcing topics presented in the class as well as current event topics in sports. With current events the student will be asked to use the internet and publications to find topics about sport marketing. The internet is a powerful resource with sports in general. Through this course the student will be challenged to think outside the box to increase their knowledge of sports and marketing.

The student will also get a better understanding of career options within sports marketing. This will include discussions of internships and entry-level positions with athletic departments and affiliated groups. Students will learn from class readings, studying current trends and issues in the industry as well as online learning.

The course will focus on four basic sales areas and their innovative application in the business of sports. We will look closely at the myriad of ways a college athletic department brings in money.

1. Game Marketing and ticket sales.
2. Sponsorships/advertising, how they come together and why.
3. Individual and corporate giving programs at college athletic departments.
4. The affect of Digital Marketing/Technology.

READING

Required textbook is:
“What They Don’t Teach You in Harvard Business School”
By Mark McCormack
ISBN # 978-0553345834

We will also be reading stories from the Sports Business Journal

GRADING

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class Participation and attendance</td>
<td>10%</td>
</tr>
<tr>
<td>Fund Raising Project</td>
<td>20%</td>
</tr>
<tr>
<td>Mid-Term Money paper</td>
<td>30%</td>
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<tr>
<td>Ticket marketing project</td>
<td>20%</td>
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<tr>
<td>Sponsorship Proposal</td>
<td>20%</td>
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PROJECTS

Participants in the class will be expected to put together fund-raising, ticket sales/marketing and sponsorship proposals in written and in presentation form as a part of this class.