



SPORT MARKETING & MANAGEMENT

CLASS TIME: Mondays and Wednesdays 1:00pm -4:00pm

COURSE INSTRUCTOR: **MARK FRANCIS, MBA, MA, DUT**
Instructor, Sport Marketing & Management Program
Center for Media Entertainment and Sports
UCLA Anderson School of Management
100 Westwood Plaza
Los Angeles, California 90095

OFFICE HOURS: **By Appointment**

The primary objective of this course is to provide the students with comprehensive exposure to key topical in Sport Marketing & Management

COURSE OBJECTIVES:

Through a wide range of class lectures, class discussions, relevant guest speakers and experiential learning opportunities, students will be exposed to multiple major topics affecting the exciting Sport Marketing & Management industry.

Students Will:

1. Become familiar with key concepts & terminology that are unique and relevant to the global sports business industry.
2. Understand and demonstrate the importance of both management and marketing principles as they pertain to global sports entities.
3. Gain an appreciation for the unique challenges involved in managing sports business enterprises in rapidly changing environments.
4. Initiate professional networking activities within the Sports Business industry by meeting and interacting with major industry executives.

ATTENDANCE:

- Given the interactive nature of this course it is imperative and required for students to attend all scheduled class sessions and examinations
- All students must complete all course requirements to receive a grade in this course
- Class sessions run 1:00-4:00 Mondays and Wednesdays. With guest speakers being scheduled for each class, it is imperative and required for students to arrive at least 5 minutes before classes begin to avoid interruption

CLASS PARTICIPATION:

Students in this course will be exposed to a significant amount of information in a compressed period. They will also be exposed daily, to the key leaders in the North American Sports Business industry. As such, it is incumbent upon each student to come to class prepared and ready to engage in informed and respectful discussion with fellow classmates, instructors and guests. Active participation provides for quality learning opportunities that students are advised to take advantage of. The instructor will reserve 10% of the course grade for each student to be assigned based on each student's level of participation throughout the course.

MOBILE PHONES / LAPTOP COMPUTERS/TABLETS:

The use of mobile phones and related devices are a major distraction in the classroom and the use of these devices will not be tolerated under any circumstance. All students will silence their devices **before** entering the classroom. This rule also applies during the off-sight experiential learning opportunities. Failure to honor this rule will result in negatively affected class-marks.

COURSE MATERIALS:

Text: Course Reader is available for purchase in digital and/or hard copy through university bookstore and is based on sections of the following texts:

- **Sports Business Management (SBM)– Foster, O'Reilly, Davila 2018**
 - **Sports Marketing 3rd Edition (SM) – Fullerton**
 - **Advanced Theory and Practice in Sports Marketing (Schwartz and Hunter) 3rd Edition**
 - **Sport Finance 4th Edition (Fried, DeSchrive and Mondello)**
- **Recommended Supplemental Resources:**
- **Smith & Streets Sports Business Journal**
 - **Blue Ocean Strategy**
 - **Blue Ocean Shift**

CLASSES:

Class topics and materials for each week of the course are as outlined on the attached course schedule. Given the pace and condensed nature of the course it is imperative to do the readings prior to class to provide you with the ability to make positive contributions to the class(s). Classes will consist of various forms of delivery including lectures, case studies, discussions, experiential opportunities and numerous presentations from senior executives throughout the sports industry. Preparation is critical, and all students are encouraged to be active learners throughout this course.

PROFESSIONAL CAPSTONE PROJECT:

To receive a grade in this course, you will be required to participate in a real-life Capstone Project with a recognized sports organization. Details of the project will be provided during the first week of the course.

CASE STUDY & ASSIGNMENT POLICY GUIDELINES:

The UCLA School of Management and MEMES are committed to academic honesty and integrity. As such, all cases of alleged plagiarism, cheating on examinations and similar forms of academic dishonesty will be reviewed by the appropriate disciplinary bodies. Students found to have engaged in academic dishonesty will fail the course in addition to any discipline imposed by the university.

Written assignments will follow APA guidelines for referencing any published materials.

COURSE GRADING SCHEME:

CLASS PARTICIPATION (ATTENDANCE, PARTICIPATION, BEHAVIOR)	20%
CAPSTONE PROJECT	20%
SPEAKER REACTION PAPERS	10%
MIDTERM CASE	25%
FINAL CASE	25%