

Fanshawe College

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Sport and Event Marketing

2018

FANS 01352 Sport and Event Marketing - CVS Application

Fanshawe College

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Ontario College Quality Assurance Service

Service de l'assurance de la qualité des
collèges de l'Ontario

Sport and Event Marketing

Fanshawe College | APS # FANS01352 | MAESD # 72204

Ontario College Graduate Certificate | Funding requested

Purpose

This graduate certificate program teaches students to leverage sports and events as an all-encompassing marketing communication medium. While the courses focus on sport as the learning catalyst, the skills learned also apply to other sectors such as arts, entertainment and non-profit broadening the employment landscape for business and marketing students. Students benefit from courses developed based on trending needs as identified by current industry leaders embedded in three terms that include advanced and management level skills in the Sport and Event Marketing world. These courses are offered through a delivery format of face-to-face courses and blended experiences as well as work-integrated learning during the final internship term. Digital platforms ensure students use the latest in forms and tools.

Admission

Admission Requirements

Ontario College Diploma, Ontario College Advanced Diploma or Degree, or equivalent

- OR -

Acceptable combination of related work experience and post-secondary education as judged by the College*

- OR -

Five years of work experience in the financial services industry as judged by the College to be equivalent*

NOTE:

*Applicants may be required to submit a résumé and cover letter that includes details of work experience.

English Language Requirements (Post-Secondary Diploma, Advanced Diploma or Certificate programs)

Applicants whose first language is not English will be required to demonstrate proficiency in English by one of the following methods:

- A Grade 12 College Stream or University Stream English credit from an Ontario Secondary School, or equivalent, depending on the program's Admission Requirements
- Test of English as a Foreign Language (TOEFL) test with a minimum score of 550 for the paper-based test (PBT), or 79 for the Internet-based test (iBT), with test results within the last two years
- International English Language Testing System (IELTS) test with an overall score of 6.0 with no score less than 5.5 in any of the four bands, with test results within the last two years
- Canadian Academic English Language (CAEL) test with an overall score of 60 with no score less than 50 in any of the four bands, with test results within the last two years

- An English Language Evaluation (ELE) at Fanshawe College with a minimum score of 70% in all sections of the test, with test results within the last two years

Refer to

<http://www.fanshawec.ca/admissions/how-apply/admission-requirements/english-language-requirements-for-current-requirements>

Occupational Areas

Graduates of this program could find careers in professional, scientific and technical services; religious, grant-making, civic and professional and similar organizations; performing arts, spectator sports and related industries; telecommunications; motion picture and sound recording industries; merchant wholesalers; heritage institutions; broadcasting (except internet); and federal government public administration. The prospects are quite broad. In the sport industry in Canada, there are jobs in amateur sports, college & university sports, sports facilities, sports and event partners, community sports and pro sports. The broad potential for employment with the advanced Sport Marketing skills suggest that there will be many employment opportunities for students in London, provincially, across the country and the world.

Laddering Opportunities

There are several programs at Fanshawe related to Business Marketing in particular, at all credential levels (Ontario College Certificate, Diploma, Advanced Diploma, Graduate Certificates and Degrees) offered through the Lawrence Kinlin School of Business; however, none of them are specific to the specialized Sport and Event Marketing and Management industry. These credentials will all become part of the laddering opportunities related to this program.

Program VLOs

1. Brand and market sports and event activities through web design, graphic design and dynamic social media strategies to meet strategic targets.
2. Develop integrated marketing and media plans using return on investment metrics (ROI) to ensure consumer oriented objectives, strategies and budgetary considerations are met.
3. Plan, execute and evaluate analytics strategies related to the promotion of sports and event-related activities to meet the needs of contracted not-for-profit or for-profit organizations.
4. Create, develop and evaluate sponsorship and partnership activation opportunities to support and enhance marketing strategies for sports and events.
5. Problem solve and recommend unique solutions to sport and event management business problems to ensure success for the proprietor, target audience, and sponsors of the sport or event.
6. Develop sales and marketing strategies where increasing participation, leveraging investment or encouraging the sale of sport and event management related products and services are required.
7. Plan and implement a marketing campaign that meets the needs of the various stakeholders.
8. Create and support sales and customer service opportunities and strategies in the sports and event management sectors to ensure strong and continued fan engagement.
9. Lead and manage a marketing team to accomplish the goals of the marketing department.

Curriculum

- 1. MKTG-1093 - Sport Marketing For Sport and Recreation Management** (Semester 1)

This course exposes students to the growing field of sports and event marketing with a focus on the theory and practice. This course explores the planning and marketing of sports and events. Students learn about the planning, promotion and evaluation of special events within these specific industries. While focusing on the practical application of theory, students will study topics such as sport consumer motivation, brand awareness, public relations, ambush marketing, legal aspects of sport marketing promotions, licensing athletes and/or performers. Students will complete the semester with completing a sport marketing plan.
- 2. MGMT-5074 - Google Analytics** (Semester 1)

Website analytics help organizations understand where their internet traffic is coming from and how engaged that traffic is with their sites content. This information should guide decisions related to paid search program management, search engine optimization, and content redesign. While there are many web analytics programs available, Google Analytics (GA) is a free tool available to anyone with a website. Consequently, it is the most widely used website statistics service in use today. In this course, students will learn how core website traffic statistics are calculated such as time on site, avg. page views, number of visits, bounce rate, etc. Students will also learn to interpret trends and make recommendations. Students will become familiar with the GA interface and its reporting capabilities.
- 3. MKTG-6XX1 - Marketing Design** (Semester 1)

In an environment that continues to evolve at an almost exponential rate, the modern marketer plays a key role in the design, construction, and maintenance of a web presence. In this course, students will learn to create and dissect a website, along with techniques associated with effective SMO (Social Media Optimization) marketing and analytics. Basic to advanced construction techniques and coding language will be taught using a text-based application and the WordPress.org platform, along with a variety of other techniques that demonstrate to the student how to create accessible and relevant page content. Basic graphic optimization skills will be taught for the purpose of enhancing page design using Adobe Photoshop. Various proven and recent optimization techniques will be demonstrated in relation to the WordPress platform with a focus on Google Analytics and Social Media platforms as a primary means to dynamically track user behavior.
- 4. COMM-6019 - Professional Communications** (Semester 1)

This course focuses on refining and advancing students' workplace communication abilities. The advanced communication documents and strategies covered include presentation skills, research skills, business document writing, meeting and management team strategies, business etiquette, and advanced employment communications. Additionally, students learn about interpersonal and intercultural communication (high/low and monochromic/polychromic context) concepts and strategies.
- 5. MKTG-6015 - Non-Profit Event Marketing** (Semester 1)

This course will explore the interrelationships between a non-profit organization's marketing strategies and its overall mission, values, goals, capabilities, and environment. Students will also develop an understanding on how the use of experiential marketing and events can enhance customer relationships and generate new customer leads. Topics include the attitudes and behaviours of clients, influencing target audience behaviours, fundraising and resource development, recruiting and working with volunteers, corporate and non-profit sector partnerships, business to consumer and business to business events. Students will gain practical marketing experience through the completion of an event and marketing plan for a client in the community.
- 6. MKTG-6XX2 - Leadership in Sport & Event Marketing** (Semester 1)

In this course, students examine the skills required to be effective sport leaders. Students explore

a variety of topics and develop concrete leadership skills. Topics include personal leadership skills, conflict management, crisis management, learning the role and function of mentoring others, supervisory task such as planning, organizing and supervision of groups, and working with a not-for-profit governance model.

7. **SFTY-1056 - Health & Safety** (Semester 1)
Ontario Law requires all students who participate in unpaid placements in workplaces to complete the same mandatory training as paid employees. This course covers two of these mandatory topics; Workplace Hazardous Material Information Systems/Global Harmonized System and Worker Health and Safety Awareness.
8. **MKTG-6XX4 - Festivals, Sports & Events Management** (Semester 2)
Students will learn the process of conducting a business analysis of a Festival including business planning, funding, fundraising, marketing and promotional strategies. Students will develop a business plan for a Community Festival to include specific recommendations on marketing and promotions strategies
9. **MKTG-6XX5 - Ethics, Issues and Trends in Sport & Event Marketing** (Semester 2)
Sport Marketing is an ever-evolving profession. Trends will come and go however successful sport marketing is built on a sound marketing strategies. This course will engage students in planning for and applying the most current online and traditional media to optimize customer engagement. Students will critically assess the appropriateness of current marketing trends, evaluate how these can translate into value for the customer and provide recommendations for applying these strategies today and in the future. Students will also be exposed to a variety of industry experts and guest lecturers throughout the term
10. **MKTG-6XX6 - Sport & Community Marketing in Canada** (Semester 2)
How do we get volunteers to help organize little league baseball for girls? This course will help students use management principles in the non-profit sport sector. Students will take the 4 P's of marketing into small towns, rural Ontario and develop community content marketing. Learn how to promote your sport in a non-profit world. Students will dip into topics such as recruiting/motivating volunteers, analysis of organization performance, grant funding, and board governance.
11. **MKTG-6XX7 - Sponsorship Activation & Analysis** (Semester 2)
This course features an examination of corporate sponsorship, its growing role and importance in the corporate/brand marketing mix; importance to event and property producers/organizers, participants, athletes, entertainers, communities and the media. Additionally, an overview of the industry and instruction on effective methods to plan, price, organize, acquire, implement, measure, and evaluate sponsorships including the development of a corporate sponsorship plan. Topics to be covered include measurement and empirical analysis, commercial returns (ROI/ROO), measurement techniques and metrics, and analysis of results.
12. **MKTG-6XX8 - Sport Media & Public Relations** (Semester 2)
This course combines in-class learning with actual work experience in sport industry. The students will acquire an internship that requires them to utilize the knowledge and skills that they have learned in other courses. During the internship, students work closely with a placement supervisor to develop necessary job skills that are needed for future employment success. Internship is concurrent with course work and requires students to work a minimum of 200 hours or eight weeks.
13. **MKTG-6XX3 - International Sport Marketing** (Semester 2)
This course exposes students to the concepts and theories related to marketing in international sports organizations. The course adopts an applied approach and emphasizes both professional and Olympic sport, focusing on the practical application of theory. Topics include sport agents, marketing world sporting events, financing, marketing sport facilities, ambush marketing, and anti-doping.

14. MKTG-6XX9 - Sport and Event Marketing Management Internship (Semester 3)

This course combines in-class learning with actual work experience in sport industry. The students will acquire an internship that requires them to utilize the knowledge and skills that they have learned in other courses. During the internship, students work closely with a placement supervisor to develop necessary job skills that are needed for future employment success. Internship is concurrent with course work and requires students to work a minimum of 490 hours or 14 weeks.

VLO Mapping

| Code | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
|-------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| MKTG-1093 | X | X | | X | X | X | | X | X |
| MGMT-5074 | X | | X | X | X | | | | |
| MKTG-6XX1 | X | X | | X | X | | X | | |
| COMM-6019 | | | | | X | | | | |
| MKTG-6015 | X | X | X | X | X | X | | X | X |
| MKTG-6XX2 | X | | | X | X | X | | X | X |
| SFTY-1056 | | | | | | | | | |
| MKTG-6XX4 | X | X | | X | X | X | | X | |
| MKTG-6XX5 | X | | | X | X | | | X | X |
| MKTG-6XX6 | X | X | | X | X | X | X | X | X |
| MKTG-6XX7 | X | X | | X | X | X | X | X | X |
| MKTG-6XX8 | X | X | X | X | X | X | | | X |
| MKTG-6XX3 | X | X | | X | X | X | | X | X |
| MKTG-6XX9 | X | X | X | X | X | X | X | X | X |

Certification/Accreditation

Certification type:

There is a voluntary (i.e., not required by legislation) licensing or certification for entry to practice in the profession or trade (Voluntary recognition is NOT being sought)

Details

Reason:

Voluntary recognition will be sought but the organizations do not license or certify. The plan is to initiate contact with both the North American Society for Sport Management (NASSM) and the Sport Marketing Association (SMA) upon the official launch of the program. This is the preference of both organizations - to ensure that a program actually exists and is running before they recognize it.

Attachments

None

Contact Information

Patti Kaye, Curriculum Consultant

T: 519-452-4430;4078 | E: pkaye@fanshawec.ca