

# COURSE SYLLABUS



Camosun College campuses are located on the traditional territories of the Ləkʷəŋən and W̱SÁNEĆ peoples. We acknowledge their welcome and graciousness to the students who seek knowledge here.

Learn more about Camosun's [Territorial Acknowledgement](#).

COURSE TITLE: **SPMA 485 – Sport Marketing and Project Management**

CLASS SECTION: 001

TERM: Winter 2022

COURSE CREDITS: 3.0

DELIVERY METHOD(S): In person; Tues 12:30-1:50pm PISE 329B, Fri 12:30 – 1:50 PISE 329B

For COVID-19 information please visit <https://legacy.camosun.ca/covid19/index.html>.

---

*Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable explanation in advance, you will be removed from the course and the space offered to the next waitlisted student.*

## INSTRUCTOR DETAILS

---

NAME: Brianna Waldman, MA (she/her)

EMAIL: [waldmanb@camosun.bc.ca](mailto:waldmanb@camosun.bc.ca)

OFFICE: 306F

HOURS: By Appt Only (to set up appt, please email me)

*As your course instructor, I endeavour to provide an inclusive learning environment. However, if you experience barriers to learning in this course, do not hesitate to discuss them with me. Camosun College is committed to identifying and removing institutional and social barriers that prevent access and impede success.*

## CALENDAR DESCRIPTION

---

Students will learn and develop sport management and marketing-related competencies using project management practices. Through these practices, students will design, develop, implement and monitor a service-learning project, using cross-functional thinking, teamwork, communication and cultural sensitivity. Students will have the opportunity to work as part of a sport management marketing team, engaging with a sport agency or community association to apply project management practices to a specific client oriented initiative.

PREREQUISITE(S) or CO-REQUISITE (S): C in SPMA 260

## COURSE LEARNING OUTCOMES / OBJECTIVES

---

*Upon successful completion of this course students will be able to:*

- Identify and analyze marketing concepts and practices for sport organizations.
- Create and launch a sport marketing campaign using project management practices, tools and software.

- Create an effective communication and consultation plan with the client organization to generate ongoing support for the project objectives.
- Demonstrate effective management, teamwork, professionalism skills and problem analysis skills, related to sport marketing, event development and delivery.
- Report and present project findings.

#### REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

- (a) **Textbook:** Social Media Marketing Workbook: How to Use Social Media for Business – 2021/2022 Updated Edition. Written By: Jason McDonald PhD (PURCHASED THROUGH AMAZON.CA or past student) - <https://www.amazon.ca/Social-Media-Marketing-Workbook-Business-ebook/dp/B01HOWTR3W>
- (b) A notebook, computer, assigned readings or handouts, smart device and access to D2L are required for this course.
- (c) Video content is a key part of this course. Videos will be made available to students that do not have access to the major streaming platforms.
- (d) Microsoft 365 subscription strongly recommended.
- (e) Purchase of any additional desktop or mobile apps (at the student's discretion) for graphic design, photo and video editing.

#### COURSE SCHEDULE, TOPICS, AND ASSOCIATED PREPARATION / ACTIVITY / EVALUATION

The following schedule and course components are subject to change with reasonable advance notice, as deemed appropriate by the instructor.

*Class dates/Times: Tues 12:30-1:50pm PISE 329B, Fri 12:30 – 1:50 PISE 329B*

WEEK or DATE RANGE	ACTIVITY or TOPIC	ADDITIONAL DUE DATES
Tues Jan 11	Introduction to Course/Brainstorm	<b>Pre-Assignment – PM Skills Quiz</b> <b>Due: Jan 16th, 11:59pm</b>
Fri Jan 14	PM Guest Speaker w MARK 420 /PM Skills Quiz	
Tue Jan 18	Meet the Client/Project Opportunity/Research Client (Alexa Guest Speaker)	<b>Assignment 1: Individual Market Research Report</b> <b>Due Date: Tues Feb. 1</b>
Fri Jan 21	Idea Generation and Pitch Development	
Tue Jan 25	Project Teams formed/Assign PM Review Market Research and Marketing 4 P's	<b>Sports Agency Teams Formed</b> Bring copy of PM skills results
Fri Jan 28	Pitch Evaluation and Selection - Idea Generation and Pitch Development – Pitch hinges on Market Research?	
Tue Feb 1	Project Scope and Timelines – Project Management (Defining the Project - Breaking Down Project Activities)	<b>Assignment 2: Individual Project Pitch</b> <b>Due Date: February 8<sup>th</sup></b> <b>Due: Assignment 1</b>

WEEK or DATE RANGE	ACTIVITY or TOPIC	ADDITIONAL DUE DATES
Fri Feb 4	Social Media/Digital Marketing tools & practices promotional tools/collateral/paid advertising	
Tue Feb 8	Social Media KPIs / Metrics /Communications Planning	<b><u>Due: Assignment 2 - Project Pitch</u></b>
Fri Feb 11	Assessing Risk / Developing the Project Schedule - Team proposal presentations	<b>Project Proposal approved by client/ instructor</b>  <b>Groups choose proposal from the three.</b>  <b>Assignment 3: Group Project Plan Due Date: Feb 18th</b>
Tue Feb 15	Budgeting and Resource Estimation – cost of all things you will do. (As you research, building cost)	
Fri Feb 18	Stakeholder Assessment and Engagement  Working Class: Project Work/Check In	<b><u>Due Date: Assignment 3 – Group Project Plan</u></b>  <b>Hand out: Group Project – Part 1 / 2 Due: Apr 5/12</b>
Tue Feb 22	Reading Break	
Fri Feb 25	Reading Break	
Tue Mar 1	Brand Development	
Fri Mar 4	Sponsorship and Rights Management –Sponsor Asset Valuation/ Sport Marketing Metrics	Apply concepts to client project
Tue Mar 8	<b>Guest Speaker: Mark Defrias - Fundraising/Sponsorship Management</b>	<b>Guest Speaker: Mark Defrias</b>
Fri Mar 11	Program Design for Funding – The art of taking a program and tying it to cause to get more funding	
Tue Mar 15	Executing the Project – What does game day look like?	Present all tasks for FIELD PRACTICE
Fri Mar 18	FIELD PRACTICE Mandatory Project Manager/ client check-in	
Tue Mar 22	Controlling the Project Outcome – Assess success and metrics based on what happened? Contingency planning Team / Instructor Check-in	
Fri Mar 25	PM / Instructor Check-in	
Tue Mar 29	Presentation Strategies (Practicing the Pitch)	
Fri Apr 1	Work on Team Project Report & Presentation	

WEEK or DATE RANGE	ACTIVITY or TOPIC	ADDITIONAL DUE DATES
Tue Apr 5	Project Client Presentations	<b>Group Project Part 1 Due</b>
Fri Apr 8	Project Client Presentations	
Tues Apr 12	All Project Reports due to D2L Assignments folder by 12:30 PM	<b>Group Project – Part 2 Due</b>

Students registered with the Centre for Accessible Learning (CAL) who complete quizzes, tests, and exams with academic accommodations have booking procedures and deadlines with CAL where advanced noticed is required. Deadlines scan be reviewed on the [CAL exams page](http://camosun.ca/services/accessible-learning/exams.html). <http://camosun.ca/services/accessible-learning/exams.html>

## EVALUATION OF LEARNING

ASSESSMENT	TITLE	DESCRIPTION	DUE DATE	WEIGHTING
Pre-Assignment	PM Skills Quiz (Individual)	To gain understanding of strengths and weakness regarding PM skills and awareness. Results will be used in part to form teams.	Sun Jan 16	5%
Assignment #1	Market Research Report (Individual)	To gain understanding and knowledge of components of market research required to communicate and deliver an effective marketing project.	Tues Feb 1	15%
Assignment #2	Project Pitch (Individual)	Identify a program, initiative, a brand partner or event for the Pacific FC (anything) that you would like to pitch to the class to lead a marketing campaign for	Tue Feb 8	10%
Assignment #3	Project Plan (Group)	As a group, create a waterfall-style project plan in Microsoft Excel for your assigned project (from inception through execution through evaluation post-completion of the event / campaign).	Fri Feb 18	10%
Group Project Part 1	Sports Marketing Pitch Deck (Group)	With your group, present your project and provide details of the concept and an overview of the project scope, key activities, deliverables, timelines, roles and responsibilities, assumptions and budget. Also, prepare and present all of your online content as part of the campaign. (Pacific FC) - how to pitch awareness around atopic. There will be a PRIZE for the winning team.	Tue Apr 5	30%

ASSESSMENT	TITLE	DESCRIPTION	DUE DATE	WEIGHTING
		Classmate voting.		
Group Project Part 2	Marketing Strategy Report (Group)	The final report that will bring together the previous group portions. An item that can be submitted to the client as your final strategy of your product/campaign.	Tues April 12	20%
General	Attendance / Participation	Mark awarded for class participation and attendance. School-excused absences exempt. *There will be ongoing peer review elements through that the year which will be incorporated into your attendance/participation portion.	All Semester	10%
				100%

If you have a concern about a grade you have received for an evaluation, please come and see me as soon as possible. Refer to the [Grade Review and Appeals](http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf) policy for more information.  
<http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf>

---

## COURSE GUIDELINES & EXPECTATIONS

---

Please note: In order to satisfy the Learning Outcomes for the course, **all assignments and presentations** must be completed to receive a final grade.

**Attendance:** Students are expected to attend all classes, labs, and exams. Students are responsible for getting their own notes from class as well as information pertaining to changes in the course outline, readings, assignments, and information pertaining to any tests or exams. Lab attendance is mandatory unless you have a medical reason for missing it, in which case you should email the instructor ahead of time to make note of your reason for missing class. Failure to attend the laboratory component could result in failure of the course.

An **excused** absence includes:

- a) a medical certificate
- b) an intercollegiate trip
- c) permission of instructor prior to absence
- d) compassionate reasons
- e) signs & symptoms of COVID-19

*Absences from Campus due to COVID-19:*

If a student is feeling unwell, they should inform their instructor that they will be unable to participate in any in-person classes. Where possible, alternative means of participating in the learning will be arranged. Students will not be academically penalized for such absences.

**Late Assignments:** Late assignments will receive a deduction of 20% per day.

**Missed Exams:** Exams must be written on the date scheduled. If a student is unable to write an exam through no fault of their own for medical or other reasons, valid documentation must be provided and discussed with the instructor. If a student who is absent has not made arrangements with the instructor in advance, he or she will receive a zero. Final Exams may be scheduled at any time during the final exam block; therefore, students should avoid making travel plans, professional or personal commitments for the duration of the exam period.

**Office hours:** While office hours are noted on the course outline, students are free to make an appointment

with their instructor at a time that is mutually convenient. Another option is to email your question. Questions sent by email must be brief (think the length of a tweet). If it is impossible to reply with a brief response (due to the nature of the question) then you will be asked to make an appointment. Your instructor will respond to emails as quickly as possible, however, please keep in mind that this reply may be delayed when the instructor is tied up with other courses or if it is outside of work hours.

## STUDENT RESPONSIBILITY

---

Enrolment at Camosun assumes that the student will become a responsible member of the College community. As such, each student will display a positive work ethic, assist in the preservation of College property, and assume responsibility for their education by researching academic requirements and policies; demonstrating courtesy and respect toward others; and respecting expectations concerning attendance, assignments, deadlines, and appointments.

## SUPPORTS AND SERVICES FOR STUDENTS

---

Camosun College offers a number of services to help you succeed in and out of the classroom. For a detailed overview of the supports and services visit <http://camosun.ca/students/>.

Support Service	Website
Academic Advising	<a href="http://camosun.ca/advising">http://camosun.ca/advising</a>
Accessible Learning	<a href="http://camosun.ca/accessible-learning">http://camosun.ca/accessible-learning</a>
Counselling	<a href="http://camosun.ca/counselling">http://camosun.ca/counselling</a>
Career Services	<a href="http://camosun.ca/coop">http://camosun.ca/coop</a>
Financial Aid and Awards	<a href="http://camosun.ca/financialaid">http://camosun.ca/financialaid</a>
Help Centres (Math/English/Science)	<a href="http://camosun.ca/help-centres">http://camosun.ca/help-centres</a>
Indigenous Student Support	<a href="http://camosun.ca/indigenous">http://camosun.ca/indigenous</a>
International Student Support	<a href="http://camosun.ca/international/">http://camosun.ca/international/</a>
Learning Skills	<a href="http://camosun.ca/learningskills">http://camosun.ca/learningskills</a>
Library	<a href="http://camosun.ca/services/library/">http://camosun.ca/services/library/</a>
Office of Student Support	<a href="http://camosun.ca/oss">http://camosun.ca/oss</a>
Ombudsperson	<a href="http://camosun.ca/ombuds">http://camosun.ca/ombuds</a>
Registration	<a href="http://camosun.ca/registration">http://camosun.ca/registration</a>
Technology Support	<a href="http://camosun.ca/its">http://camosun.ca/its</a>
Writing Centre	<a href="http://camosun.ca/writing-centre">http://camosun.ca/writing-centre</a>

If you have a mental health concern, please contact Counselling to arrange an appointment as soon as possible. Counselling sessions are available at both campuses during business hours. If you need urgent support after-hours, please contact the Vancouver Island Crisis Line at 1-888-494-3888 or call 911.

## COLLEGE-WIDE POLICIES, PROCEDURES, REQUIREMENTS, AND STANDARDS

---

### Academic Accommodations for Students with Disabilities

The College is committed to providing appropriate and reasonable academic accommodations to students with disabilities (i.e. physical, depression, learning, etc). If you have a disability, the [Centre for Accessible Learning](#) (CAL) can help you document your needs, and where disability-related barriers to access in your courses exist, create an accommodation plan. By making a plan through CAL, you can ensure you have the appropriate academic accommodations you need without disclosing your diagnosis or condition to course instructors. Please visit the CAL website for contacts and to learn how to get started:

<http://camosun.ca/services/accessible-learning/>

### Academic Integrity

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.13.pdf> for policy regarding academic expectations and details for addressing and resolving matters of academic misconduct.

### Academic Progress

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.1.pdf> for further details on how Camosun College monitors students' academic progress and what steps can be taken if a student is at risk of not meeting the College's academic progress standards.

### Course Withdrawals Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <http://camosun.ca/learn/fees/#deadlines>.

### Grading Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf> for further details about grading.

### Grade Review and Appeals

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

### Mandatory Attendance for First Class Meeting of Each Course

Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable reason in advance, you will be removed from the course and the space offered to the next waitlisted student. For more information, please see the "Attendance" section under "Registration Policies and Procedures"

(<http://camosun.ca/learn/calendar/current/procedures.html>) and the Grading Policy at <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf>.

### Medical / Compassionate Withdrawals

Students who are incapacitated and unable to complete or succeed in their studies by virtue of serious and demonstrated exceptional circumstances may be eligible for a medical/compassionate withdrawal. Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.8.pdf> to learn more about the process involved in a medical/compassionate withdrawal.

### Sexual Violence and Misconduct

Camosun is committed to creating a campus culture of safety, respect, and consent. Camosun's Office of Student Support is responsible for offering support to students impacted by sexual violence. Regardless of when or where the sexual violence or misconduct occurred, students can access support at Camosun. The Office of Student Support will make sure students have a safe and private place to talk and will help them understand what supports are available and their options for next steps. The Office of Student Support respects a student's right to choose what is right for them. For more information see Camosun's Sexualized Violence and Misconduct Policy: <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.9.pdf> and [camosun.ca/sexual-violence](http://camosun.ca/sexual-violence). To contact the Office of Student Support: [oss@camosun.ca](mailto:oss@camosun.ca) or by phone: 250-370-3046 or 250-3703841

### Student Misconduct (Non-Academic)

Camosun College is committed to building the academic competency of all students, seeks to empower students to become agents of their own learning, and promotes academic belonging for everyone. Camosun also expects that all students to conduct themselves in a manner that contributes to a positive, supportive, and safe learning environment. Please review Camosun College's Student Misconduct Policy at <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.5.pdf> to understand the College's expectations of academic integrity and student behavioural conduct.

**Changes to this Syllabus:** Every effort has been made to ensure that information in this syllabus is accurate at the time of publication. The College reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.