

COURSE SYLLABUS



Camosun College campuses are located on the traditional territories of the Lək̓ʷəŋən 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 2024

COURSE CREDITS: 3.0

DELIVERY METHOD(S): In person; Tues (10:30am-11:50am, PISE 329B) & Fri (8:30am – 9:50am, CHW 341)

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.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) A notebook, computer, assigned readings or handouts, smart device and access to D2L are required for this course.
- (b) 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.
- (c) Microsoft 365 subscription strongly recommended. Canva is highly recommended.
- (d) 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.

Week	Tuesday 10:30am- 11:50am PISE 329B	Lecture Topic	Friday 8:30am – 9:50am CHW 341	Lecture Topic	Notes
1	Jan 9	Introduction to Course/Brainstorm	Jan 12	What is Project Management? In Class PM Quiz Hand out Assignment 1: Individual Market Research Report	
2	Jan 16	All about the Client/Project Opportunity/Research Client – Invictus Games	Jan 19	Idea Generation and Pitch Development	
3	Jan 23	Sports Agency Teams Formed Review Market Research and Marketing 4 P's Client Zoom Call In Class	Jan 26	Project Scope and Timelines – Project Management Fundamentals Hand out Assignment 2: Personal Project Pitch	Assignment 1 Individual Market Research Paper Due: Jan 28th
4	Jan 30	Budgeting and Resource Estimation	Feb 2	Assessing Risk / Developing the Project Schedule /Project Charter	

Week	Tuesday 10:30am- 11:50am PISE 329B	Lecture Topic	Friday 8:30am – 9:50am CHW 341	Lecture Topic	Notes
5	Feb 6	Stakeholder Assessment and Engagement Hand out Assignment 3: Project Charter	Feb 9	In Class team proposal presentations/project evaluation Groups Choose their final proposal	Assignment 2 Personal Pitch Due: Feb 8th
6	Feb 13	Brand Development	Feb 16	Project and SM KPIs / Metrics /Communications Planning (Potential Field Trip Day)	
7	Feb 20	Reading Break (closed)	Feb 23	Reading Break (closed)	
8	Feb 27	Sponsorship Asset Valuation	Mar 1	Hand out Assignment 4: Group Project Part 1 Discussion and Review Examples	Assignment 3 Group Charter Due: Mar 3
9	Mar 5	Sponsorship and Rights Management	Mar 8	FIELD PRACTICE – Mandatory Project Manager/ client check-in Team / Instructor Check-in	
10	Mar 12	Fundraising/Sponsorship Management Guest Speaker: Mark Defrias	Mar 15	Social Media/Digital Marketing tools & practices promotional tools/collateral/paid advertising	
11	Mar 19	Social Media – Video / Show Hand out Assignment 5: Group Project Part 2 -Show Examples of Video	Mar 22	Sports Agency Development Class	
12	Mar 26	PM / Instructor Check-in Presentation Strategies (Practicing the Pitch)	Mar 29	Good Friday (Closed)	Assignment 4 Group Project Part 1 Due: Mar 31
13	Apr 2	Project Client Presentations	Apr 5	Project Client Presentations	
14	Apr 9	Video Working Day	Apr 12	Final Video Viewing and Voting!	Assignment 5 Group Project Part 2 Due: Apr 11

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 can 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	DUE DATE	WEIGHTING
Assignment #1	Market Research Report (Individual)	Sun Jan 28	20%
Assignment #2	Project Pitch (Individual)	Thur Feb 8	10%
Assignment #3	Project Charter (Group)	Sun Mar 3	25%
Group Project Part 1	Sports Marketing Pitch Deck (Group)	Sun Mar 31	30%
Group Project Part 2	Viral Video (Group)	Thur Apr 11	15%
			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	http://camosun.ca/advising
Accessible Learning	http://camosun.ca/accessible-learning
Counselling	http://camosun.ca/counselling
Career Services	http://camosun.ca/coop
Financial Aid and Awards	http://camosun.ca/financialaid
Help Centres (Math/English/Science)	http://camosun.ca/help-centres
Indigenous Student Support	http://camosun.ca/indigenous
International Student Support	http://camosun.ca/international/
Learning Skills	http://camosun.ca/learningskills
Library	http://camosun.ca/services/library/
Office of Student Support	http://camosun.ca/oss
Ombudsperson	http://camosun.ca/ombuds
Registration	http://camosun.ca/registration
Technology Support	http://camosun.ca/its
Writing Centre	http://camosun.ca/writing-centre

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. To contact the Office of Student Support: 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.