

# 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 2025

COURSE CREDITS: 3.0

DELIVERY METHOD(S): In person

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

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## INSTRUCTOR DETAILS

NAME: Brianna Waldman, MA (she/her)

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

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- (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 (tools to create videos can be found in the makers lounge @ Camosun).
- (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

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

Week	Tuesday 2:30pm- 3:50pm PISE 329B	Lecture Topic	Friday 10:30am- 11:50am PISE 329A	Lecture Topic	Notes
1	Jan 7	Introduction to Course/Brainstorm  Hand out Assignment 1: Individual Market Research Report	Jan 10	What is Project Management?  In Class PM Quiz	
2	Jan 14	Understanding the Client and Market Research – <b>Triathlon Canada Guests</b>	Jan 17	Idea Generation and Pitch Development	
3	Jan 21	Forming Sports Agency Teams & Marketing Fundamentals	Jan 24	Project Scope and Timelines  Hand out Assignment 2: Personal Project Pitch	Assignment 1 Individual Market Research Paper Due: Jan 26th – 11:59pm
4	Jan 28	Budgeting and Resource Estimation	Jan 31	Risk Management  Hand out Assignment 3: Project Charter	

Week	Tuesday 2:30pm- 3:50pm PISE 329B	Lecture Topic	Friday 10:30am- 11:50am PISE 329A	Lecture Topic	Notes
5	Feb 4	Stakeholder Assessment and Engagement	Feb 7	In Class team proposal presentations/project evaluation  Groups Choose their final proposal	Assignment 2: Personal Pitch Due: <b>Feb 7th @9am</b>
6	Feb 11	Brand Development in Sports Marketing	Feb 14	Key Performance Indicators (KPIs) and Metrics  <b>Hand out Assignment 4: Group Project Part 1 (show samples)</b>	
7	Feb 18	<b>Reading Break (closed)</b>	Feb 21	<b>Reading Break (closed)</b>	
8	Feb 25	Sponsorship, Rights and Partnership Management	Feb 28	<b>Guest Speaker – Micah Collins</b>	Assignment 3 Group Charter Due: <b>Mar 2<sup>nd</sup> @ 11:59pm</b>
9	Mar 4	Sponsorship Asset Valuation	Mar 7	<b>Guest Speaker: Mark Defrias</b>	
10	Mar 11	Social Media and Content Creation in Sports  All about Canva	Mar 14	Social Media/Digital Marketing tools & practices promotional tools/collateral/paid advertising	
11	Mar 18	<b>Guest Speaker – Tami Tate and Brynn</b>	Mar 21	Viral Marketing and Video Strategy in Sports  <b>Hand out Assignment 5: Group Project Part 2 -Show Examples of Video</b>	
12	Mar 25	Pitch Preparation and presentation strategies	Mar 28	PM / Instructor Check-in - Practicing the Pitch	Assignment 4 Group Project Part 1 Due: <b>Mar 28<sup>th</sup> @ 11:59pm</b>
13	Apr 1	Practice Presentations	Apr 4	Project Client Presentations <b>(3 hr class)</b> <b>Triathlon Canada Guests</b>	
14	Apr 8	Video Working Day – <b>The videos are due April 10<sup>th</sup> @ 11:59pm</b>	Apr 11	Final Video Viewing and Voting!	Assignment 5 Group Project Part 2 Due: <b>Apr 10</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 notice 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

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ASSESSMENT	TITLE	DUE DATE	WEIGHTING
Assignment #1	Market Research Report (Individual)	Sun Jan. 26	20%
Assignment #2	Project Pitch (Individual)	Fri Feb 7	10%
Assignment #3	Project Charter (Group)	Sun Mar 2	25%
Group Project Part 1	Sports Marketing Pitch Deck (Group)	Sun Mar 28	30%
Group Project Part 2	Viral Video (Group)	Thur Apr 10	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>

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## COURSE GUIDELINES & EXPECTATIONS

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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

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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

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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>

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.

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

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### 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.