



COURSE SYLLABUS

COURSE TITLE:	Sports Branding and the Olympic Games	COURSE CODE:	MKTG321
PREREQUISITES:	MKTG130	SEMESTER:	FALL 2020
INSTRUCTOR:	Morene Ach	CREDITS:	3
EMAIL:	mo.ach@orange.fr or mach@groupe-igs.fr	SCHEDULE:	Wednesday 15h30-18h30

COURSE DESCRIPTION:

About 3000 years ago, The Olympic Games originated in ancient Greece. It had only one event and was a direct result of deep values and beliefs regarding physical fitness and mental discipline; so as to honor the great god of gods Zeus. In 2016, TV companies paid more than 4 billion to screen the 19-day Rio 2016 games; and brought in over 9.3 billion in marketing revenues. A lot has happened to the sports industry since ancient Greeks championed the benefits of sport, and it has become one of the largest industries on the planet. Today the global sport industry is estimated at 1.3 trillion dollars. This course will explore the extraordinary evolution of sports branding and marketing throughout the ages and examine the different dimensions of a multi-faceted industry trickling down into many business sectors and highlighting the characteristics of media coverage, sponsorship, fan participation, local tourism and event management. The organization of Paris 2024 will serve as a foundation for the understanding of the power of this incredibly, far-sweeping institution captivating millions of people worldwide.

COURSE OBJECTIVES:

The objective of this class is to develop students' ability to understand the incredible evolution of the sporting industry and the dimensions and benefits of major sporting events such as Paris 2024; so as to highlight tourism/image, economic, urban regeneration, sports branding, sporting legacy; and social and cultural benefits.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Understand the history and evolution of the Olympics
- Trace how sport got so big
- Comprehend the spectator/participant as consumer



- Recognize the benefits of sport: socially, culturally and economically
- Understand the mechanics of mega-event management
- Recognize the relationship between tourism and sport and destination branding
- Follow the development of Paris2024
- Comprehend the power of sponsorship
- Identify the explosion over time of the sport industry: media rights, merchandising, marketing

MANDATORY TEXTBOOK: Selected Readings

EVALUATIONS:

The final grade will be determined as follows:

- Mid-Term Exam: **35%**
- Final Exam: **30%**
- Sincerity:(Classroom Workshops, assignments, presentations) **35%**

Presence in class is mandatory. More than 2 absences will lead to a failing grade.

COURSE SCHEDULE:

Dates	Reading/Homework	Session Content
Session 1 16 Sept	Value Dimensions of Sport	Origin and History of the <u>Olympic Games</u> How did Sport get So Big?
Session 2 23 Sept	Sports News Flash Keeping up with Sport Presentation 1(sincerity)	Understanding the dimensions of spectators and participants as consumers: THE FAN The Commercialization of Sport The Digitization of Stadiums: The millennials
Session 3 30 Sept	Research modern Olympics	The Power of Sponsorship: differentiating between sponsorship and marketing: naming rights, endorsements, signage THE NEW OLYMPICS
Session 4 7 Oct	Olympics Sponsorship Feature: Reading: <i>Why is the State involved? A modern perspective: from 1997 to the 2012 London Olympic Games</i>	The role of the State in Sport: The performing, supporting, bidding, selling, sharing, and teaching of sports
Session 5 14 Oct	Presentation 2(sincerity) Project: Olympics through the ages	Highlighting the evolution of the Olympics through the decades
Session 6 21 Oct	Mid-Term Exam 3 hours	
Session 7	Applying the multiplier effect	Mega Event Ideology: The science behind



28 Oct		event management: Destination Branding: Sports and Tourism: analyzing the potential of a destination (geography, climate, access, transport, history, attractions, accommodation)
Session 8 4 Nov	London 2012 Paris 2024	Sports events and facility management; Sports media and broadcasting
Session 9 18 Nov	Event Management Role-Play	Driving an Emerging Sport; Destination Branding; Sponsorships; Merchandising; Promotion
Session 10 2 Dec	Projects	Paris 2024
Session 11 9 Dec	Projects	Paris 2024
Session 12 16 Dec	Final In-Class Exam	Creating the win-win-win Event Management

The schedule of Final Exams will be confirmed and published by 31 October 2020. The last day of the semester is 18 December 2020. DO NOT PLAN ANY TRAVEL BEFORE THIS DATE AS THERE ARE NO MAKE-UP EXAMS.

WRITING ASSIGNMENT RUBRIC

HOLISTIC SCORING

Score 6: A

A 6 paper commands attention because of its insightful development and mature style. It presents a cogent analysis of or response to the issue, elaborating that response with well-chosen examples and persuasive reasoning. The 6 paper shows that its writer can usually choose words aptly, use sophisticated sentences effectively, and master the conventions of written English. Ample supporting evidence is provided and detailed in sophisticated language and description.

Score 5: B

A 5 paper is clearly competent. It presents a solid analysis of or response to the issue, elaborating that response with appropriate material and sensible reasoning. A 5 paper typically has a less fluent and complex style than a 6, but does show that its writer can usually choose words accurately, vary sentences effectively, and observe the conventions of written English. Supporting evidence is more limited and exemplification is less demonstrative.



Score 4: C/C+

A 4 paper is satisfactory, sometimes marginally so. It presents an adequate analysis of or response to the issue, elaborating that response with some superficial basic knowledge and acceptable logic. Just as examples and reasoning, will ordinarily be less developed than those in 5 papers, so will the 4 paper's style be less effective. Nevertheless, a 4 paper shows that its writer can usually choose words of sufficient precision, control sentences of reasonable variety, and observe the conventions of written English. Listing and non-elaboration of theme.

Score 3: C-

A 3 paper is unsatisfactory in one or more of the following ways. It may analyze or respond to the issue illogically; it may lack coherent structure or elaboration with examples; it may reflect an incomplete understanding of the text or the topic. Its prose is usually characterized by at least one of the following: frequently imprecise word choice; little sentence variety; occasional major errors in grammar and usage, or frequent minor errors.

Score 2: D

A 2 paper shows serious weaknesses, ordinarily of several kinds. It frequently presents a simplistic, inappropriate, or incoherent analysis of or response to the issue, one that may suggest some significant misunderstanding of the text or the topic. Its prose is usually characterized by at least one of the following: simplistic or inaccurate word choice; monotonous or fragmented sentence structure; many repeated errors in grammar and usage.

Score 1: F

A 1 paper suggests severe difficulties in reading and writing conventional English. It may disregard the topic's demands, or it may lack any appropriate pattern of structure or development. It may be inappropriately brief. It often has a pervasive pattern of errors in word choice, sentence structure, grammar, and usage.



ORAL PRESENTATION SCORING RUBRIC

Category	Scoring Criteria	Total Points	Score
Organization (15 points)	The type of presentation is appropriate for the topic and audience.	5	
	Information is presented in a logical sequence.	5	
	Presentation appropriately cites requisite number of references.	5	
Content (45 points)	Introduction is attention-getting, lays out the problem well, and establishes a framework for the rest of the presentation.	5	
	Technical terms are well-defined in language appropriate for the target audience.	5	
	Presentation contains accurate information.	10	
	Material included is relevant to the overall message/purpose.	10	
	Appropriate amount of material is prepared, and points made reflect well their relative importance.	10	
	There is an obvious conclusion summarizing the presentation.	5	
Presentation (40 points)	Speaker maintains good eye contact with the audience and is Appropriately animated (e.g., gestures, moving around, etc.).	5	
	Speaker uses a clear, audible voice.	5	
	Delivery is poised, controlled, and smooth.	5	
	Good language skills and pronunciation are used.	5	
	Visual aids are well prepared, informative, effective, and not distracting.	5	
	Length of presentation is within the assigned time limits.	5	
	Information was well communicated.	10	
Score	Total Points	100	