KEDGE BUSINESS SCHOOL

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Sport Marketing & Communication

Course Code 2021_S02_STP_X_MKT_0002_E_L_MRS

Semester 2, *2020– 2021*

COORDINATOR	Jean-Philippe DANGLADE
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OFFICE HOURS	By Appointment

COURSE DELIVERABLE	DUE DATE	WEIGHT ON FINAL GRADE
Final Exam: Video and case study (Individual Assessment) Jean-	Session 10	60 %
In class case study (Group Assessment) L Maltese	Session 5	40%

Kedge Business School and its professors, encourage you to use your Pro-Acts, company projects and internships as privileged opportunities to apply the reflexions, theories, concepts and tools presented during this course

Sport Marketing & Communication

INTRODUCTION AND OBJECTIVES

Course Purpose & Objectives

This course is designed to provide students with a systematic means to analyse and develop communication and marketing-sponsorship strategies, using concepts and theories from general marketing, and apply them in a sports business context.

With the aim of improving the students' understanding of strategic and brand management concepts, the students will work on business plans and models for sports organisations in order to innovate and construct strong commercial brands.

Marketing decisions on brands and the deployment of communication supports will be at the heart of entrepreneurial choices to create sustainable performance for professional sport organisations. Students will use both logic and creativity to arrive at effective solutions.

Courses contribution to program objectives

Students will use both logic and creativity to arrive at effective solutions. At the end of the class, they should be able to:

- Analyse opportunities and alternatives in sports businesses in an open, honest manner
- Identify the customer and market segments that they have chosen and to be competitive in the sports business area
- Demonstrate causal relationships between the attributes of products and/or services, including their organisational image/ reputation.
- Reach conclusions based on demonstrable evidence and analysis to implement a sport marketing strategy

Course Contribution to Application of Critical/Ethical Thinking

Students should demonstrate a responsible attitude with respect to society by adopting ethical behaviour in dealing with sports business issues or problems. They should be able to include ethics in the decision-making process and to determine whether a decision is acceptable:

- To introduce students to a global comprehension of sports culture
- To give students a large vision of sports history through different examples
- To introduce students to Sport Marketing and Sponsorship activations
- To give students a strong vision of the media landscape and its role in sport development

Courses description

Analyse sports marketing situations and develop strategic decisions in sports marketing, sponsorship and brand communication.

This course will use a variety of professional methods including consulting and professional activities. There will be presentations of professional and personal works and projects in the sport business area from Jean-Philippe Danglade and Lionel Maltese.

COURSE MATERIAL

Detailed class files are provided in class. They contain slides for class presentation, cases or articles to read and prepare for class meetings.
Available on EBSCO (KedgeBS internal databases) and on demand with your professor.

SUPPLEMENTARY READINGS

BAUER H., SAUER N., SCHMITT P., « CUSTOMER BASED BRAND EQUITY IN THE TEAM SPORT INDUSTRY », EUROPEAN JOURNAL OF MARKETING, VOL. 39, N°5/6, P. 496-513, 2005.

BLUMRODT, J., BRYSON D., FLANAGAN J., « EUROPEAN FOOTBALL TEAMS CSR ENGAGEMENT IMPACTS ON CUSTOMER-BASED BRAND EQUITY », JOURNAL OF CONSUMER MARKETING, VOL. 29, N°7, P. 482-493, 2012.

BÜLHLER A., NUFER G., RELATIONSHIP MARKETING IN SPORTS, OXFORD, ELSEVIER/BUTTERWORTH-HEINEMANN, 2010.

COUVELAERE V., RICHELIEU A., « BRAND STRATEGY IN PROFESSIONAL SPORTS: THE CASE OF FRENCH SOCCER TEAMS », EUROPEAN SPORT MANAGEMENT QUARTERLY, VOL. 5, N°1, P.23-46, 2005.

CORNWELL T.B., MAIGNAN I., « AN INTERNATIONAL REVIEW OF SPONSORSHIP RESEARCH », JOURNAL OF ADVERTISING, VOL. 27, N°1, P. 1-21, 1998.

COVA B., CAYLA J., MALTESE L., « PARTY TIME: RECREATION RITUALS IN THE WORLD OF BTOB », JOURNAL OF MARKETING MANAGEMENT, VOL. 29, N°11/12, P. 1394-1421, 2013.

ERICKSON G.S., KUSHNER R.J., « PUBLIC EVENTS NETWORKS : AN APPLICATION OF MARKETING THEORY TO SPORTING EVENTS », EUROPEAN JOURNAL OF MARKETING, VOL. 33, N° 3-4, P. 348-359, 1999.

GIROUX M., PONS F., MALTESE L., « BRAND PERSONALITY AS A BASIS OF SEGMENTATION: IMPACT ON PROMOTIONAL STRATEGIES OF PROFESSIONAL CLUBS », AMERICAN MARKETING ASSOCIATION (AMA) WINTER EDUCATORS PROCEEDINGS, NEW ORLEANS, SEPTEMBER, P. 9-11, 2013.

GLADDEN J., MANAGING SPORT BRANDS. SPORT MARKETING, H. KINETICS: 539, 2007.

GREYSER S.A., « THE BUSINESS OF SPORTS : A PERSPECTIVE FROM HARVARD », THE BUSINESS OF SPORTS, FOSTER G., GREYSER S.A., WALSH B (EDS), THOMSON SOUTH-WESTERN, P.11-24, 2006.

HOLT C., DOUGLAS B., « HOW CONSUMERS CONSUME: A TYPOLOGY OF CONSUMPTION PRACTICES », JOURNAL OF CONSUMER RESEARCH, VOL. 22, NO 1, P. 1-16, 1995.

HOWARD D.R., CROMPTON J.L., « TACTICS USED BY SPORTS ORGANIZATIONS IN THE UNITED STATES TO INCREASE TICKET SALES », MANAGING LEISURE, N° 9, P. 87-95, 2004.

JOUNY J., PHANUEL D., « LE PARRAINAGE SPORTIF DES PME : UN INSTRUMENT D'ENRACINEMENT

TERRITORIAL », RECHERCHE EN SCIENCES DE GESTION, N°102, P. 23-45, 2014.

MAZODIER M., MERUNKA D., « ACHIEVING BRAND LOYALTY THROUGH SPONSORSHIP : THE ROLE OF FIT AND SELF-CONGRUITY », JOURNAL OF ACADEMY MARKETING SCIENCE, N°40, P. 807-820, 2012.

MAZODIER M., QUESTER P., « THE ROLE OF SPONSORSHIP FIT FOR CHANGING BRAND AFFECT : A LATENT GROWTH MODELLING APPROACH », INTERNATIONAL JOURNAL OF RESEARCH IN MARKETING, VOL. 31, N° 1, P. 16-29, 2014.

MEENAGHAN T., O'SULLIVAN P., « METRICS IN SPONSORSHIP RESEARCH – IS CREDIBILITY AN ISSUE ? », PSYCHOLOGY & MARKETING, VOL. 30, N°5, P. 408-416, 2013.

PAPPU R., CORNWELL T.B., « CORPORATE SPONSORSHIP AS, AN IMAGE PLATFORM: UNDERSTANDING THE ROLES OF RELATIONSHIP FIT AND SPONSOR–SPONSEE SIMILARITY », JOURNAL OF THE ACADEMY OF MARKETING SCIENCE, VOL. 42, N° 5, P.490-510, 2015.

PARK S-H., MAHONY D. F., KIM Y. K., « THE ROLE OF SPORT FAN CURIOSITY: A NEW CONCEPTUAL APPROACH TO THE UNDERSTANDING OF SPORT FAN BEHAVIOR », JOURNAL OF SPORT MANAGEMENT, VOL. 25, N°1, P. 46-56, 2011.

PEARCE J.L., HUANG L., « TOWARD AN UNDERSTANDING OF WHAT ACTIONABLE RESEARCH IS », ACADEMY OF MANAGEMENT LEARNING AND EDUCATION, N°11, P. 300-301, 2012.

REIN I., KOTLER P., SHIELDS B., THE ELUSIVE FAN, NEW YORK, MCGRAW HILL, 2006.

RICHELIEU A., PONS F., « HOW STRONG IS MY SPORTS BRAND ? THE CASE OF THE MONTRÉAL CANADIENS HOCKEY CLUB », JOURNAL OF SPONSORSHIP, VOL. 4, N°4, P. 353-365, 2011.

SIMMONS C., BECKER-OLSEN K.L., « ACHIEVING MARKETING OBJECTIVES THROUGH SOCIAL SPONSORSHIPS », JOURNAL OF MARKETING, VOL. 70, N° 4, P. 154-169, 2006.

STEVENS A., MAXIMISING REVENUE FROM TICKETING AND CRM, LONDON , SPORTBUSINESS GROUP LTD, 2007.

TRAIL G.T., FINK, J.S., ANDERSON D.F., « SPORT SPECTATOR CONSUMPTION BEHAVIOR », SPORT MARKETING QUARTERLY, VOL. 12, N°1, P. 8-17, 2003.

UHRICH S., BENKENSTEIN M., « PHYSICAL AND SOCIAL ATMOSPHERIC EFFECTS IN HEDONIC SERVICE CONSUMPTION: CUSTOMERS' ROLES AT SPORTING EVENTS », THE SERVICE INDUSTRIES JOURNAL, VOL. 32, N°11, P. 1741-1757, 2012.

WOLFE R.A., WEICK K.E., USHER J.M., TERBORG J.R., POPPO L., MURRELL A.J., DUKERICH J.M., CORE D.C., DICKSON K.E., JOURDA, J.S., « SPORT AND ORGANIZATIONAL STUDIES: EXPLORING SYNERGY », JOURNAL OF MANAGEMENT INQUIRY, VOL. 14, N°2, P. 182–210, 2005.

COURSE CONTENTS AND TIMETABLE

Session	Date	Time	Topic	Notes
1	14/06/2021	1-2:30PM Live +Asynchronous	Sponsorship Markets and Businesses	L Maltese
2	15/06/2021	1-2:30PM Live +Asynchronous	Sponsorship Activations Method	L Maltese
3	16/06/2021	1-4PM Live	Cause Related Marketing and exam preparation on Activations	L Maltese
4	17/06/2021	1-2:30PM Live +Asynchronous	Cause Related Marketing and exam preparation on Activations	L Maltese
5	18/06/2021	1-2:30PM Live +Asynchronous	Group assessment Sponsorship Activations	Assessment by groups L Maltese
6	21/06/2021	1-2:30PM Live +Asynchronous	Global introduction Assessment procedure The specificities of sport in terms of branding	JP Danglade
7	22/06/2021	1-2:30PM Live +Asynchronous	Endorsement & Celebrity Branding	JP Danglade
8	23/06/2021	1-2:30PM Live +Asynchronous	Brand extensions and cobranding	JP Danglade
9	24/06/2021	1-2:30PM Live +Asynchronous	Brand extensions and cobranding	JP Danglade
10	25/06/2021	1-2:30PM Live +Asynchronous	Individual assessment	Assessment JP Danglade

TEACHING APPROACH/ INSTRUCTIONAL METHODS

A Word of Advice

Students are advised to carefully prepare each session in order to be able to discuss and acquire the required competences.

Organization of the sessions

Professors present the session's material and provide in-depth and practical explanation of the main concepts of the course content presented here above.EVALUATION OF STUDENT PERFORMANCE

COURSE DELIVERABLE	DUE DATE	WEIGHT ON FINAL GRADE
Final Exam: Video and case study (Individual Assessment)	Session 10	60 %
In class case study (Group Assessment)	Session 5	40%

Individual Assignments (60%)

Final Exam: Video and case study - *"New York Cosmos" past and present*

Each student will develop an introspective account of a memorable brand experience. Everyone is asked to focus on the internal states they experienced during this brand experience. This account has to be written out in a given chronological order (before, during and after the brand experience) and to cover both what he/she went through individually as well as her/his interactions with the other persons present.

Evaluation grid: Methods Used to Evaluate Student Performance

Variable	*Marks*	*Criteria*
Originality	20 %	Description of a brand experience which is able to contribute by its originality to the collective overview
Reflection	60 %	Ability to develop more the emotions and feelings you went through than just the facts that occurred during the brand experience
Ethnography	20 %	Ability to avoid any kind of post-rationalization of the brand experience

Group Assignments (40%)

Each team will choose a project for the course. Several options are possible and will be discussed on the first day of class. Themes and methods are very open but are to be discussed with the professor. This project is open for discussion during our first two meetings. Each group will present his project to the class on the last day (20 minutes presentation) and turn in power point deck.

Group work with coaching session : Case Study and essay on creation or development of sports organizations: Strategic RoadMap

Evaluation grid: Methods Used to Evaluate Student Performance

Evaluation grid : Criteria	Marks
Form (presentation – slides – time)	3
Assets identification	2
Assets evaluation with the VRIO framework	2
Macro and Micro environment diagnostic	2
Linkages between resources and competences	2
Modelling resources combinations	2
Businsess model analysis and explanation	2
Sensesemaking in final marketing choices and innovation	5
Mark	/20

ASSESSMENT RUBRIC

	Criteria 1	Criteria 2	Criteria 3	Criteria 4
	Identify strategic assets	Evaluate resources and competencies potential	Implement assets combinations to create sustainable performance	Sport marketing recomandations to innovate each season
Superior	Very good identification of the strategic assets	Very good evaluation of resources and competencies potential	Very good reporting in implementing assets combinations	Very good sensemaking and fit with the global analysis with the proposition of sport marketing recommendations
Good enough	Correct good identification of the strategic assets	Correct evaluation of resources and competencies potential	Good reporting in implementing assets combinations	Correct sensemaking and fit with the global anlysis with the proposition of sport marketing recommendations
Not good enough	Some mistakes or oversights in the identification of the strategic assets	Bad understanding of evaluation of resources and competencies potential	Incomplete or false reporting of in implementing assets combinations	Non sensemaking and fit with the global anlysis with the proposition of sport marketing recommendations

Jean-Philippe DANGLADE

Dr Danglade is Assistant Professor of Marketing at Kedge Business School (Marseille, France). He earned a Master in Political Sciences (Sciences Po Aix-en-Provence), a Specialized Master in Sports Management (Kedge Business School, Marseille) and a Phd in marketing from University Paul Cézanne (Aix-en-Provence, France).

Before his academic career, Jean-Philippe worked for several sports companies including Dunlop Sports and Décathlon. While completing his Phd he also conducted consultancy activities for sports organizations including Olympique de Marseille and Open 13.

His research interests include branding strategies, CSR strategies and entertainment marketing. He is particularly interested in how brands communicate through emotional, entertaining objects such as sport, cinema or personalities. His research has appeared in such publications as the *Revue Française du Marketing* or *Revue Sciences de Gestion* and he has presented papers at more than 10 international conferences. He has also contributed to several books (Sport&CSR, Managing Services Innovations, and Watch Ambassadors) and published *Marketing des célébrités* (2013, Dunod ed., Paris).

Jean-Philippe is also head of the Marketing department at Kedge Business School.

Lionel Maltese

Professor Lionel Maltese holds a PhD in Management Science from IAE Aix-en-Provence, Aix Marseille University (2004). He has been an Associate Professor at Kedge Business School, teaching and conducting research in Sport Event Management and Marketing since 2006.

He is also an Assistant Professor (Maître de Conférences) at Aix Marseille University – IUT Marseille, teaching in Strategic Management and Organizational Behaviour. He has been Head of the Professional Bachelor in New Technologies of Information and Communication since 2005 and DUT GEA2.

His research focus is on Strategic Management and resource-based approaches, Reputation Management, Sponsorship Activation, Event Management, Sport Marketing and Management.

He is a consulting expert for BNP Paribas (Hospitality Business Marketing), and for French tennis ATP tournaments (Open13 Marseille – Open Nice Côte d'Azur - BNP Paribas Masters Paris FFT – WTA Bussels Open), advising on issues including:

- Event Organization
- Strategic Asset Management and Planning
- Entertainment & New Technologies Management
- Ticketing Strategy and Hospitality Management
- Sponsorship activations
- Cause Related Marketing

He has also worked as a Consulting expert for the professional football clubs, PSG, working on the Fan Experience and Marketing Strategy, and Olympic of Marseille, working on Business Marketing Assets.

Website: lionelmaltese.fr

ACADEMIC FRAUD

Definition

Academic fraud is a breach of ethics.

"Is achieved using unfair means or deception, to obtain material or undue moral advantage, or with the intent to avoid the enforcement of laws". (Translated from the original source: Dictionnaire Juridique des Lois, 2010, available at: www.dictionnaire-juridique.com/definition/fraude/php)

Plagiarism consists of attributing authorship by (partial or total) copying, imitation or misappropriation.

The act of fraud is committed by one or more students/participants when they:

- appropriate written or oral work to themselves when they are not the author (in whole or in part) of the work, by omitting any references or quotations to the author or to the owner of the work;
- present any data that has been falsified or invented in any way;
- use the identity of the author, attributing the contents of and/or a resource to him/her, but without explicitly mentioning that they are not the author;
- appropriate the creative work of someone else and present it as their own;
- acquire exerts of texts, images, results etc. from external sources by including them in their own work without mentioning the origins of the exerts;
- summarise the original idea of an author by expressing it in their own words but omit quoting the source;
- cheat in an academic evaluation.

Plagiarism can occur in:

- an academic article or book;
- an exercise or a case study;
- a study or a report;
- a dissertation or a thesis;
- any document of which the student/participant is not, but purports to be the author.

Sanctions

Any student/participant having committed academic fraud, or having participated in it, will be sanctioned by the professor in charge of the course. The professor can apply 1st and 2nd level sanctions (detailed below). The professor will send a copy of the sanction to the student's/participant's programme. The student/participant will be informed/and or convoked by the programme director (or his/her representative) to a hearing prior to the possible convening of the Kedge Business School Disciplinary Council. In the case of a hearing of the Disciplinary Council, they can decide to apply 3rd and 4th level of sanctions.

Any student/participant guilty of academic fraud will receive one of the following sanctions:

- Applied by the professor in charge of the course, Kedge Business School faculty member (1st and 2nd level):
  - A grade of zero for the work concerned and a formal warning;
  - A grade of zero for the course or module concerned and a formal warning.
- Applied by Kedge Business School's Disciplinary Council (3rd and 4th level):
  - Suspension from the programme for one or two semesters;
  - Exclusion from the programme.

N.B.: Plagiarism within a partner institution can result in these sanctions being applied by Kedge Business School, notwithstanding partner's decision.