AD536 Sport Branding

COURSE BRIEF

Course Description

Sport Branding is focused on creating and delivering meaningful brand content to increase fan engagement and loyalty. Topics in the course include the history of sports branding, the sports ecosystem, team-branding, athletes as brands, product branding, sponsorships, globalization, with a look at how consumer technology and social media platforms are changing the sports industry.

Course Rationale

Successful brands today cultivate a distinctive personality through their communications, often digital. Their goal is to represent the essence of their brand to target consumers. When done well, the personality and brand promise align with consumer motivations and interests. Sport branding is no different. The sports "product" is the fan experience. The more enjoyable the experience,

the more loyal fans become. This course details the process of developing a sports brand, with an emphasis on how digital technology is changing fan interactions.

Professor

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Online Office Hours F20

Email/Text anytime

PH Support: 8:00-5:00 pm M-SAT. Leave a message.

Other times as needed

AD 536 Learning Objectives

After completing this course, you should be able to:

1) Appreciate that the sport ecosystem is dynamic and includes more than just athletic teams;

2) Understand that digital technology and changing consumer behavior require new ways to engage fans;

3) Understand and apply the 5-step Brand Spiral to developing a successful sport branding strategy;

4) Apply the concepts of sport branding to real-world situations and to;

5) Discuss the future of sport branding.

Methodology

This course incorporates a variety of learning tools to maximize your online experience. We'll be using Blackboard for announcements, content, and grades. As with all online classes, you are responsible for scheduling your reading and making assignment deadlines. It's easier to put-off your work and that can create problems. Keep in mind that I'm your "coach," not your mom. Let's all be professional.

Course Prerequisites

RSA 521 – (3 hrs.) - Public Relations in Recreation & Sport

Books & Other Resources

1) REQUIRED BOOKS

a) Lee, Jason W. editor, Branded: Branding in Sport Business, 2nd Edition, 2018, Carolina Academic Press; ISBN 978-1611630282.

b) Quesenberry, Keith, Social Media Strategy: Marketing, Advertising and Public Relations in the Consumer Revolution, 2nd Edition, 2019, ISBN: 9781538101353.

c) Rein, Irving, Philip Kotler, and Ben Shields, The Elusive Fan: Reinventing Sports in a Crowded Marketplace, 2006, ISBN 0071454098.

OPTIONAL BOOK *(if you have interest in Personal Branding)*

Darlow, Jeremy, Athletes are Brands Too: How Brand Marketing Can Save Today's Athlete, Jack and June Publishing, 2018, ISBN: 978-0-996332-0-5

2) A free online "listening dashboard." http://www.netvibes.com/en is the best for our purposes.

A listening dashboard is a central location to aggregate "RSS Feeds" from a number of websites and social media platforms. Since people, media companies and brands are now generating their own content; it's wise to track what they have to say.

3) A free online Blog. http://wordpress.com is the best for our purposes.

Your online Blog will be used as a "content hub" to post several class assignments. The reason to do this is for you to get a feel for what it takes to create branded content. Personal branding is a great first step in understanding what branding really means.

Expectations

Your work should be of a high quality and suitable for inclusion into your personal website. Given the potential communication problems in an online class, please contact me with any issues that may be keeping you from doing your best work. I'd like this course to be both an educational and pleasant experience for you. It's such a great subject!

COURSE OUTLINE

Sport Branding covers five core topics. Each topic is supported with a Learning Module. Assignments are generally due by end-of-day Sundays and new LM's are posted first thing Mondays.

WEEKLY LM's INCLUDE:
I. OBJECTIVES *(learning goals for the week)*
II. CONTENT *(readings, slides, videos, websites)*
III. ASSESSMENT *(self-assessments, activities, quizzes, papers, projects)*

CONTENT OUTLINE
I. WEEK 9/7 - 9/13
INTRODUCTION
Sport Branding Overview - More than a Game.
Living in a Digital World
Basics of Transmedia Storytelling
Concept of RSS Feeds
Building a NetVibes Dashboard
Brand YOU - Personal Branding
Building a Website (Content Hub)

II. WEEKS 9/14 - 10/4
SPORT AS ENTERTAINMENT P1
REACHING THE ELUSIVE FAN
Chapter 1 TEF: The Fan Challenge
Chapter 2 TEF: Sports in Trouble
Chapter 3 TEF: How Fans Connect

SPORT AS ENTERTAINMENT P2
CONNECTING THE ELUSIVE FAN
Chapter 4 TEF: Reinventing the Sports Brand
Chapter 5 TEF: Generating the Sports Brand Transformation
Chapter 6 TEF: Implementing the Sports Brand Transformation
Chapter 7 TEF: Communicating the Sports Brand

SPORT AS ENTERTAINMENT P3
SURVIVING IN THE SPORTS FAN MARKETPLACE
Chapter 8 TEF: Sustaining the Fan Connection

Chapter 9 TEF: Successful Cases of Sport Branding
Chapter 10 TEF: The Future of Fan Connection

III. WEEKS 10/5 - 11/15
WHAT IS BRANDING? P1
History & Overview of Today's Branding
The Brand Spiral - general process
The Brand Blueprint - specific format

WHAT IS BRANDING? P2
01 An Overview of Social Media - SMS pgs. 1-49
Listening as Research
Other Types of Consumer Research
02 A Strategic Framework that Works - SMS pgs. 51-108
Branding Personas
Developing a Sports Branding Strategy

WHAT IS BRANDING? P3
03 Choose Social Options for Target, Message, and Idea - SMS p. 109-207
Transmedia Storytelling In-Depth
Owned/Earned/Paid Media - Implications

WHAT IS BRANDING? P4
Integrating Social Media Across Organizations - SMS pgs. 209-258
Fighting Consumer Attention Deficit
Content is the New Currency
Select Case Study

WHAT IS BRANDING? P5
Consumer Research & Media Trends
The Future Role of Social Media in Branding
How Sports Entertainment is Incorporating Social Media
Work on Case Study

WHAT IS BRANDING? P6
Wrap-Up Paid Media Amplification of Content
Putting it All Together - SMS pgs. 259-309
Tracking & Monitoring Success

IV. WEEK 11/16 - 11/22
THE FUTURE OF SPORT BRANDING
Branded: Branding in Sport Business
Chapter 1 Sport Branding
Special Topic - eGaming

WEEK 11/30 - 12/6
FINALIZING YOUR PROJECT
The Brand Blueprint revisited
Putting your plan together
Tips on formatting and design

GRADING
COURSE ASSESSMENTS
10 pts Building NetVibes Dashboard
15 pts Creating a free Wordpress Blog
25 pts 5 Blog or Forum Posts @ 5 pts each - 300 words minimum
75 pts Research Report on Case Study from Branded -
read/summarize/augment/update
100 pts Online Quizzes - 4 quizzes @ 25 pts each
100 pts Final Project
325 TOTAL POINTS

Grade Scale:
91 - 100 = A   81 - 90 = B   71 - 80 = C   61 - 70 = D
Unless otherwise negotiated, late work will result in penalty points. See
http://ecourses.wku.edu for more details about the class.

FINAL PROJECT – DUE BY MONDAY, 12/7/20
Your final project requires applying course concepts to create your own
Branding Plan for a sports entity of your choice. Possible clients include:
•*Sport*
•*Sporting Event*
•*Sports Team*
•*Product or Service for the Sports Market*
•*Sports Organization or Business*
•*Sports Athlete - Personal (RE)Branding*
•*Other with approval*
Look for more details about the final project in class.

Cultural Diversity

WKU and the AD Program are committed to providing an atmosphere of learning representing a variety of perspectives. In Advertising in a Digital World, you will have the opportunity to express and experience cultural diversity as we focus our research on issues such as: ethnicity and brand communications, gender stereotypes in the media, and cross-cultural communications. In addition, assignments are designed to encourage individuality and creative expression. You are encouraged to learn from the information and ideas shared by others.

University Plagiarism Policy

To represent ideas or interpretations taken from another source as one's own is plagiarism. Plagiarism is a serious offense! The academic work of a student must be his or her own. Students must give the author(s) credit for any source material used. To lift content directly from a source without giving credit is a flagrant act. To present a borrowed passage after having changed a few words, even if the source is cited, is also plagiarism. Students who commit any act of academic dishonesty may receive from the instructor a failing grade in that portion of the course work in which the act is detected or a failing grade in the course without possibility of withdrawal. The faculty member may also present the case to the University Disciplinary Committee through the Office of the Vice President for Student Affairs for disciplinary sanctions.

From the Office of Student Disability Services

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, 1074. SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at sarc.connect@wku.edu. Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.

Title IX Misconduct/Assault Statement

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's Title IX Sexual Misconduct/Assault Policy (#0.2070) and Discrimination and Harassment Policy (#0.2040).

Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Title IX Coordinator, Andrea Anderson, 270-745-

5398 or Title IX Investigators, Michael Crowe, 270-745-5429 or Joshua Hayes, 270-745-5121.

Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are "Responsible Employees" of the University and MUST report what you share to WKU's Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's Counseling and Testing Center at 270-745-3159.