

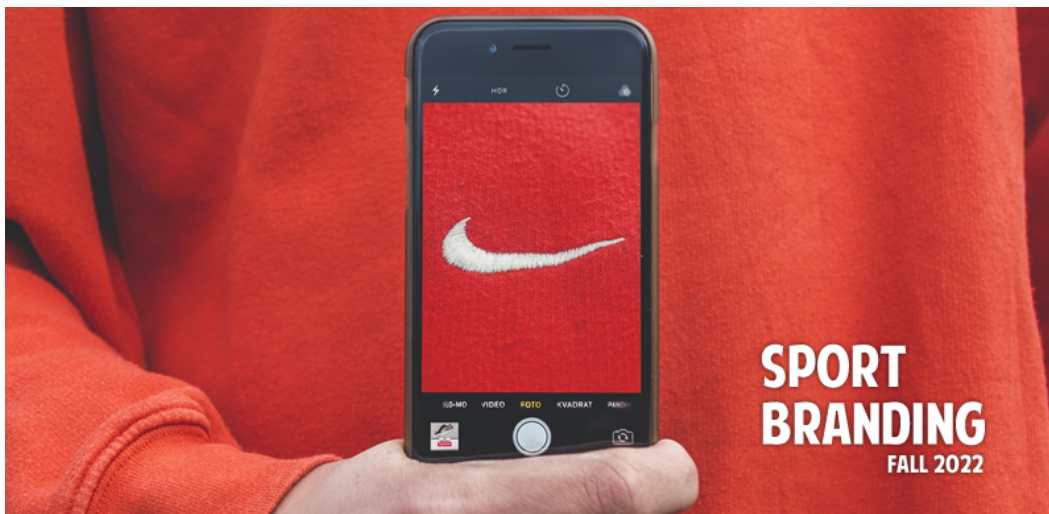
AD 536 Sport Branding

Fall 2022.1
Professor Cliff Shaluta

COURSE BRIEF

Course Description

Sport Branding is focused on creating and delivering meaningful brand experiences to increase fan engagement and loyalty. Topics in this course include the history of sports branding, the sports ecosystem, team-branding, athletes as brands, product branding, sponsorships, globalization, and how consumer technology & 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 Fall 22

Email/Text anytime · Phone Support: 8:00-5:00 pm M-SAT. Leave a message.

In FAC #233: MW 8:00 - 9:00 am. 11:15 -12:00 pm.

Via Zoom by Appointment.

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. Along with the course textbooks and your personal Blog, we'll use the Blackboard learning platform for announcements, content, and grades.

Course Prerequisites

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

Books & Other Resources**1) TEXTBOOKS**

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, 3rd Edition, 2020, ISBN: 9781538138175.

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 (*A Historical Reference*)

OPTIONAL BOOK (*if you have interest in athletes as brands*)

Darlow, Jeremy, Impact Beyond the Game: How Athletes Can Build Influence, Monetize Their Brand, and Create a Legacy, Prolific Publishing, 2020, ISBN: 978-1544507361

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.

<https://wordpress.com/free/#plans> & <https://www.weebly.com/pricing> are good options.

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. Your personal branding is a great first step in understanding what branding is really about.

Expectations

As with all online classes, you are responsible for scheduling your reading and making assignment deadlines. But, please contact me with any issues that may be keeping you from doing your best work. I want this course to be both a challenging and pleasant experience for you. I'm here to help.

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 9/6 - 9/11

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 - Name, Image and Likeness (NIL)
Building a Website

II. WEEKS 9/12 - 10/2

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 10/3 - 11/13

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. 1-77

Listening as Research

Other Types of Consumer Research

02 A Strategic Framework for Social Media - SMS pgs. 79-163

Branding Personas

Developing a Compelling Brand Personality

WHAT IS BRANDING? P3

03 Choose Social Options for Target, Message, and Idea - SMS . 165-280

Transmedia Storytelling In-Depth

Owned/Earned/Paid Media - Implications

WHAT IS BRANDING? P4

04 Integrating Social Media Across Organizations - SMS pgs. 282-361

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

05 Pulling it All Together - SMS pgs. 363-427

Tracking & Monitoring Success

IV. WEEK 11/14 - 11/20**THE FUTURE OF SPORT BRANDING****Branded: Branding in Sport Business**

Chapter 1 Sport Branding

Special Topic - eGaming

WEEK 11/28 - 12/4**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 NOON MONDAY, 12/5/22**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 clients with approval*

Look for more details about the final project in class.

Regular and Substantive Interaction

The U.S. Department of Education requires that distance education courses must include regular and substantive interaction between students and faculty. For more information about Regular and Substantive Interaction at WKU, please visit the Regular and Substantive Interaction in Online and Distance Learning webpage.

In this course, regular and substantive interaction will take place in the following ways:

Weekly synchronous sessions with faculty and students,

Faculty participation in weekly discussion boards,

Weekly announcements, and

Timely and detailed feedback on assignments provided within one week of submission.

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.

Special COVID Statement

All students are strongly encouraged to [get the COVID-19 vaccine](#). In accordance with WKU policy, all students must call the WKU COVID-19 Assistance Line at 270-745-2019 within 4 hours of testing positive for COVID-19 or being identified as a close contact to someone who has tested positive. The COVID Assistance Line is available to answer questions regarding any COVID-19 related issue. This guidance is subject to change based on requirements set forth by federal, state, and local public health entities. Please refer to the Healthy on the Hill website for the most current information. www.wku.edu/healthyonthehill
