



**Albers School of Business
and Economics – Sport
Business Leadership**

**SADL 5070 - Brand
Communication Strategies
and Analytics for Sport
Organizations**

**Course Syllabus
Fall 2018**



Instructor: Dr. Galen Trail Email: trailg@seattleu.edu Office: Pigott 528	Course Time: Thursday 6-9pm Location: Pigott 207
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Required text:

- Young, A. (2014). Brand Media Strategy: Integrated Communications Planning in the Digital Era (2nd ed.). Advertising Age.

Additional Readings posted on Canvas.

Scope of the Course: Communicating a sport brand effectively is extremely important for any sport organization. This course is intended to provide students with comprehensive coverage on how to develop a strategic and holistic communications plan for a sport organization that drives brand communications across platforms. Students will gain a clear understanding of how a well-thought-out strategic communication plan supports the building of a strong sports organization brand. Students will learn how the external, organizational, and customer environments impact insights and organizational goal, which in turn determine KPIs. Both the KPIs and insights interact with the market segments and existing content, to inform the Central Communication Idea (CCI). The CCI drives the moments of receptivity, campaign messaging, campaign architecture, and idea amplification. Based on these aspects the communication plan is implemented and then evaluated.

Course Objectives: After successfully completing this course, students will be able to do the following:

Objective	Learning Outcome	Evaluative Tool
1. Explain and delineate the importance of having a comprehensive media communications strategy to improving the brand of a sport organization.	Content Knowledge, Analysis, Synthesis, Communication, Leadership	Assignments & Communications Plan
2. Apply the theories and research paradigms to develop and evaluate a strategic communications plan.	Content Knowledge, Analysis, Synthesis, Communication,	Assignments & Communications Plan
3. Create a strategic communications plan that provides a synopsis and recommendations for a sport organization. Specifically the student will:		
a. Determine goals for communications plans based on insights	Content Knowledge, Analysis, Synthesis,	Assignments & Communications Plan
b. Develop KPIs based on	Content Knowledge, Analysis	Assignments &

organizational goals	& Synthesis	Communications Plan
c. Identify and create personas based on market segmentation	Content Knowledge, Analysis, Synthesis	Assignments & Communications Plan
d. Generate a CCI	Content Knowledge, Analysis & Synthesis	Assignments & Communications Plan
e. Identify moments of receptivity	Content Knowledge, Analysis & Synthesis	Assignments & Communications Plan
f. Develop campaign messages	Content Knowledge, Analysis, Synthesis	Assignments & Communications Plan
g. Create campaign architecture through connected touchpoints and relevant communication channels	Content Knowledge, Analysis, Synthesis	Assignments & Communications Plan
h. Amplify customer ideas	Content Knowledge, Analysis & Synthesis	Assignments & Communications Plan
i. Determine how to implement communication plans	Content Knowledge, Analysis, & Synthesis	Assignments & Communications Plan
j. Choose activities, materials, and appropriate social media tools.	Content Knowledge, Analysis, & Synthesis	Assignments & Communications Plan
k. Make recommendations for evaluating plans using appropriate KPIs	Content Knowledge, Analysis, Synthesis, & Communication	Assignments & Communications Plan
l. Provide a written and oral presentation of a plan	Synthesis, Communication, Leadership	Assignments & Communications Plan

Course Requirements and Assignments:

1. PowerPoint assignments (330 points)
2. Projects Assignments (360 points)
3. Written Communications Plan (300 points).
4. Oral presentation of Communications Plan (100 points).

Course Expectations:

To do well in this class, you will probably need to spend **at least** 10 hours per week **outside** of class on the readings, preparing for the quizzes, and doing the assignments. Please plan accordingly. Late assignments are accepted with a penalty of 10% per calendar day, starting immediately after the drop box closes.

Grading Scheme:

93.33%+ = A	80.00+% = B-	70.00+% = C-
90.00+% = A-	76.67+% = C+	60.00+% = D
86.67+% = B+	73.33+% = C	0.00+% = F
83.33+% = B		

Course Calendar

Unit #	Date	Topic	Readings	In class Assignments	Assignments Due	Guest Speaker
1	10/2	Introduction and Overview	Young (2014) Intro, Chapter 1-3, & Ch. 5. Trail Ch. 1 on Canvas		PowerPoint Assignment #1	
2	10/9	Organizational Goals & KPIs	Young (2014) Ch. 4 & 13. Trail (2016) Ch. 2 on Canvas	Choose groups for Strategic Communication Plan	PowerPoint Assignment #2 Project Assignment #1 – External & Customer Insights	
3	10/16	Communicating the Campaign	Young (2014), Ch. 7, 11, & 8 Trail Ch. 3 on Canvas Readings on Canvas		PowerPoint Assignment #3 Project Assignment #2 – Internal Organizational Insights & KPIs	
4	10/23	Campaign Architecture	Young (2014) Ch. 9 Trail Ch. 4 on Canvas Readings on Canvas		PowerPoint Assignment #4 Project Assignment #3 – Communicating the Campaign	
5	10/30	Idea Amplification	Young (2014) Ch. 6 Trail Ch, 5 on Canvas Readings on Canvas:		PowerPoint Assignment #5 Project Assignment #4 – Campaign Architecture 2 questions for Carter Henderson	Carter Henderson – Associate Athletic Director Marketing & Communications
6	11/6	Social Media Techniques	Young (2014), Ch. 10 Trail Ch. 6 on Canvas Readings on Canvas.		PowerPoint Assignment #6 Project Assignment #5 – Amplifying the Campaign	Sarah Finney - Director of Communications SU Athletics
7	11/13	Plan Implementation	Re-read Young Ch. 11 Trail Ch. 7 on Canvas Readings on Canvas		PowerPoint Assignment #7 Project Assignment #6 – Choosing Social Media Tools	RANDY ADAMACK Seattle Mariners Senior Vice President, Communications Nathan Rauschenberg, Manager of Digital Marketing
8	11/20	Campaign Evaluation	Young (2014) Ch. 12 Trail Ch.8 on Canvas Canvas readings.		PowerPoint Assignment #8 Project Assignment #7 – Campaign Implementation	Justin Mitchell – Marketing Manager Seattle Seahawks
9	11/27	Presenting and Selling a Communication Plan	None		Project Assignment #8 – Campaign Evaluation	
10	12/4	Presentations		Oral Presentations	Project Assignment #7	

I reserve the right to modify this syllabus at any time.

MISSION STATEMENT:

Seattle University is dedicated to educating the whole person, to professional formation, and to empowering leaders for a just and humane world.

Vision

We will be the premier independent university of the Northwest in academic quality, Jesuit Catholic inspiration, and service to society.

Values

- **Care**
We put the good of students first.
- **Academic Excellence**
We value excellence in learning with great teachers who are active scholars.
- **Diversity**
We celebrate educational excellence achieved through diversity.
- **Faith**
We treasure our Jesuit Catholic ethos and the enrichment from many faiths of our university community.
- **Justice**
We foster a concern for justice and the competence to promote it.
- **Leadership**
We seek to develop responsible leaders committed to the common good.

Academic Resources:

- Library and Learning Commons (<http://www.seattleu.edu/learningcommons/>)
(This includes: Learning Assistance Programs, Research [Library] Services, Writing Center, Math Lab)
- Academic Integrity Tutorial (found on Canvas and SU Online)

Academic Policies on Registrar website (<https://www.seattleu.edu/redhawk-axis/academic-policies/>)

- Academic Integrity Policy
- Academic Grading Grievance Policy
- Professional Conduct Policy (only for those professional programs to which it applies)

Notice for students concerning Disabilities

If you have, or think you may have, a disability (including an ‘invisible disability’ such as a learning disability, a chronic health problem, or a mental health condition) that interferes with your performance as a student in this class, you are encouraged to arrange support services and/or accommodations through Disabilities Services staff located in **Loyola 100, (206) 296-5740**. Disability-based adjustments to course expectations can be arranged only through this process.

Office of Institutional Equity

Title IX of the Education Amendments of 1972 (Title IX) prohibits discrimination based on sex in educational programs or activities that receive Federal financial assistance. This prohibition includes sexual misconduct, which encompasses sexual harassment and sexual violence. Seattle U remains committed to providing a safe and equitable learning, living, and working environment. Seattle U offers emergency, medical, and other support resources, as well as assistance with safety and support measures, to community members who have experienced or been impacted by sexual misconduct.

Seattle U requires all faculty and staff to notify the University's Title IX Coordinator if they become aware of any incident of sexual misconduct experienced by a student.

For more information, please visit <https://www.seattleu.edu/equity/>. If you have any questions or concerns, you may also directly contact the Title IX Coordinator in the Office of Institutional Equity (**email:** oi@seattleu.edu; **phone:** 206.296.2824) University Resources and Policies