



Albers School of Business
and Economics – Sport
Business Leadership

SADL 5140 - Sport Consumer
Behavior

Course Syllabus
Fall 2018



Instructor: Dr. Galen Trail	Office: Pigott 528 Email: trailg@seattleu.edu
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Texts required:

[Trail, G. T. \(2018\). *Sport Consumer Behavior \(3rd ed\)*. Seattle, WA: Sport Consumer Research Consultants LLC.](#) (You will need this for SADL 5170 as well).

Scope of the Course: Sport spectating is an extremely popular activity in the United States and little is known about the theoretical nuances that determine spectator behavior in sport. This course is intended to provide students with comprehensive coverage of sport spectator consumer behavior with an emphasis on theory development, review of research, and marketing applications. Various models and paradigms relevant to sport spectator consumption behavior will be examined.

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

Objective	Learning Outcome	Evaluative Tool
1. Explain and delineate theories relevant to sport spectator behavior.	Content Knowledge, Analysis, Synthesis, Communication, Leadership	PowerPoint assignments and Market Research Proposal
2. Explain why understanding sport consumers is foundational to creating marketing and communications plans.	Content Knowledge, Analysis, Synthesis, Communication, Leadership	Assignments and Market Research Proposal.
3. Apply the theories and research paradigms to develop and evaluate marketing proposals.	Analysis, Synthesis, Communication, Leadership	Assignments and Market Research Proposal
4. Create a consumer market research proposal that provides an overview for what you can do for a sport organization. Specifically, you will:		
a. Collect information on the sport organization’s external environment, socialization agents, internal organizational environment, and brand associations.	Content Knowledge, Analysis, Synthesis, Communication	Sport Consumer Behavior Projects
b. Identify the marketing department’s problem, needs, and wants.	Analysis, Synthesis,	Sport Consumer Behavior Projects, Market Research Proposal
c. Propose acceptable methodology to the marketing dept. for doing the market research.	Analysis, Synthesis, Communication	Market Research Proposal

d. Discuss with the marketing dept. how to collect the data and from whom.	Analysis, Synthesis, Communication	Market Research Proposal,
e. Provide the marketing dept. a menu of options of types of information you can collect	Communication	Market Research Proposal
f. List the types of statistical analyses that may be used to analyze the data.	Communication	Market Research Proposal
g. Detail examples of how the results will be presented back to the marketing dept.	Analysis, Synthesis, Communication	Market Research Proposal

Course Requirements and Assignments:

1. PowerPoint Assignments (473 points)
2. Project Assignments (416 points)
3. Market Research Proposal Assignments (140)
4. Written Proposal (200 points)
5. Oral presentation of proposal in class or to Client (50 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, doing the PowerPoint Assignments, and doing the Project 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	Assignments Due before class	Work on in class
1	9/27	Introduction to Sport Consumer Behavior	Ch.1	PowerPoint Assignment for Chapter #1 - Introduction	
2	10/4	Theories of Consumer Behavior	Ch.2	PowerPoint Assignment for Chapter #2 - Theories of Consumer Behavior	
3	10/11	External Environment & Fan Socialization	Ch.3 & Ch.4	PowerPoint Assignment for Chapter #3 - The External Environment & PowerPoint Assignment for Chapter #4 - Fan Socialization	Sport Consumer Behavior Project Overview Sport Consumer Behavior Project Assignment #1 - External Environment & Sport Consumer Behavior Project Assignment #2 - Socialization into Fandom
4	10/18	Internal Organizational Environment	Ch.5	PowerPoint Assignment for Chapter #5 - Internal Organizational Environment & Sport Consumer Behavior Project	Sport Consumer Behavior Project Assignment #3 - Internal Organizational Insights

				Assignment #1 - External Environment	
5	10/25	Brand Associations & Organizational Constraints	Ch.6	PowerPoint Assignment for Chapter #6 - Brand Associations & Organizational Constraints & Sport Consumer Behavior Project Assignment #2 - Socialization into Fandom & Sport Consumer Behavior Project Assignment #3 - Internal Organizational Insights	Sport Consumer Behavior Project Assignment #4 - Brand Associations and Organizational Constraints
6	11/1	Personal Needs and Values	Ch.7	PowerPoint Assignment for Chapter #7 - Personal Needs and Values & Sport Consumer Behavior Project Assignment #4 - Brand Associations and Organizational Constraints	Proposal Assignment #1
7	11/8	Internal Constraints & Demographics	Ch.8 & Ch.9	PowerPoint Assignment for Chapter #8 - Internal Constraints & PowerPoint Assignment for Chapter #9 – Demographics & Proposal Assignment #1	Proposal Assignment #2
8	11/15	Brand Attitude & the Consumer Pathway	Ch.10	PowerPoint Assignment for Chapter #10 - Brand Attitude & Consumer Pathway & Proposal Assignment #2	Proposal Assignment #3
No Class	11/22	No class	None	Eat Turkey or Tofurkey	
9	11/29	Expectancy (Dis)Confirmation & Satisfaction Self-esteem Behaviors and Behavioral Intentions	Ch.11 & Ch.12	PowerPoint Assignment for Chapter #11 - Expectancy (Dis)confirmation & Satisfaction & PowerPoint Assignment for Chapter #12 - Self-esteem Behaviors & Behavioral Intentions & Proposal Assignment #3	Proposal Assignment #4
10	12/6	Market Segmentation	Ch.13	PowerPoint Assignment for Chapter #13 - Market Segmentation & Proposal Assignment #4	Written Market Research Proposal Assignment & Oral Market Research Proposal Assignment
11	12/13	Oral Proposal Presentations	6-8 PM	Written Proposal, PowerPoint Slides for Oral Proposal	Oral Presentations

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:** oiie@seattleu.edu; **phone:** 206.296.2824) University Resources and Policies