FEEDBACK TUTORIAL LETTER

1ST SEMESTER 2020

ASSIGNMENT 1

SPORT MARKETING

SMT611S
Centre for Open and Lifelong Learning

Feedback Tutorial Letter

1st Semester, Year 2020

Sports Marketing
SMT611S

Assignment 1

Marker/ Tutor: Maxwell Chufama
Dear Student

Thank you for the effort and congratulations on completing assignment One (1). You have managed to type your assignment, which made your work easy to mark and it is commendable at your level of study. This is creditable in terms of professional report writing.

On the assignment you were required to look closely into the material in the study guide and/ or slides on eLearning. These resources were going to give you a simple guide into answering all the questions. What you simply needed to do was to research in line with this and provide Namibian examples. In most cases, on the questions you needed not to be very brief, you needed to explain more as guided by the mark allocation on the questions.

I had the honors of awarding you marks on demonstrating that you were in the right direction showing that you really took time to understand the questions requirements, then excellent practical Namibian examples and also that you possess the potential.
GUIDE TO ANSWERING THE QUESTIONS

Question 1 (50 Marks)

With reference to the Namibian sporting sector, explain the different sport products or services being offered in Namibia, be guided by the below listed categories;

a) Sports entertainment (10 marks)
   • Spectator sports tickets
   • Pro and amateur sport events
   • Participation sports fees
   • Spectator sports concessions
   • Spectator sports souvenirs
   • Pari-mutual betting receipts
   • Sports museum
   • Related tourism

b) Sports products (20 marks)
   • Sporting goods
   • Sports related goods
   • Apparel
   • Footwear
   • Videos
   • Magazines
   • Licensed products
   • Sports investments
   • Construction
   • Facilities – Stadium, golf courses, ski resorts, swimming pools,
   • Net sports expo

c) Sports support organizations (20 marks)
   • Consulting firms
   • Advertising agencies
The Four domains of Sports marketing

- Marketing through sports
- Marketing of sports
- Theme based
- Product based
- Alignment based
- Sports based
- Traditional
- Sports sponsorship based
- Non-sports
- Sports

The theme based strategies: Employs traditional marketing strategies where the marketer can use sports related themes or advertises products using sports related media.

Product based strategies: The marketer tries to sell products using traditional strategic initiatives but doesn’t capitalise on an existing official relationship with another sports entity.

Alignment based strategies: A sponsor uses an association with a sports entity to effectively market non-sports products.

Question 2 (25 Marks)

According to Fullerton (2017), in sport marketing an organization is either ‘Marketing through sport or Marketing sport products’. Discuss the quoted statement, providing relevant Namibians examples.
Sports based strategies: Are characterised by official sponsor of a sports property who are selling other sports products

Question 3 (25 Marks)

Giving practical examples and showing suitability in the sport marketing industry, describe how you would segment target markets into more manageable smaller markets.

Market segmentation involves dividing a market into smaller groups of buyers with distinct needs, characteristics or behaviors who might require separate products or marketing mixes. The firm identifies different ways to segment the market and develop profiles of the resulting market segments.

1. Geographic segmentation
   • Nations,
   • Regions,
   • States,
   • Counties
   • Cities
   • Climate
   • Topography

2. Psychographic segmentation
   • Social Class,
   • Lifestyle,
   • Personality Traits

3. Demographic segmentation
   • Age,
   • Gender,
   • Family Size,
   • Family Life Cycle,
   • Income,
   • Occupation,
   • Education,
• Religion,
• Race,
• Generation,
• Nationality

4. Behavioral segmentation
• Knowledge,
• Attitudes,
• Uses, or
• Responses To A Product: Occasions, Benefits sought, User status, Usage rate, Loyalty status

END OF FEEDBACK TUTORIAL LETTER 1
Dear Student

It is a pleasure to welcome you to the Sport Marketing. This course is meant for aspiring sports marketers, researchers and managers who need to understand and create effective or competitive sports marketing products and strategies.

The course aims at equipping students with a vast array of sports marketing expertise and skill sets that will allow them to interact and connect with various audiences through broadcasting, branding, print and digital campaigns, as well as analysing consumer behaviour. To learn operational marketing tools that will promote sports events and teams as well as sporting products and services to improve results as a sport marketing professional.

The course is intended for people who have a love and passion for sports and would like to see growth and improvement in this field through the implementation and application of different tools in the practice and marketing of sports. It is for those who have a background and interest in marketing and would like to link that to the world of sports.

The course focuses on the Foundations of Sport Marketing in the Sports industry, Market selection decisions, Marketing mix in the Sports industry and Marketing of Sports products.

Course Name: SPORT MARKETING
Course Code: SMT611S
Department: MARKETING AND LOGISTICS
Course Duration: ONE SEMESTER
NQF Level and Credit: NQF LEVEL 7, 12 CREDITS

Your marker-tutor for SPORT MARKETING IS:
MR MAXWELL CHUFAMA
Tel.: 061 207 2469; 081 688 7087
E-mail: mchufama@nust.na
STATEMENT ABOUT ACADEMIC HONESTY AND INTEGRITY

All staff and students of Namibia University of Science and Technology (NUST), upon signing their employment contracts and registration forms, commit themselves to abide by the policies and rules of the institution. The core activity of NUST is learning and in this respect academic honesty and integrity is very important to ensure that learning is valid, reliable and credible.

NUST therefore does not condone any form of academic dishonesty, including plagiarism and cheating on tests and assessments, amongst other such practices. NUST requires students to always do their own assignments and to produce their own academic work, unless given a group assignment.

Academic Dishonesty includes, but is not limited to:

- Using the ideas, words, works or inventions of someone else as if it is your own work.
- Using the direct words of someone else without quotation marks, even if it is referenced.
- Copying from writings (books, articles, webpages, other students' assignments, etc.), published or unpublished, without referencing.
- Syndication of a piece of work, all or part of an assignment, by a group of students, unless the assignment was a legitimate group assignment.
- The borrowing and use of another person's assignment, with or without their knowledge or permission.
- Infringing copyright, including documents copied or cut and pasted from the internet.
- Asking someone else to prepare an assignment for you or to write or sit an assessment for you, whether this is against payment or not.
- Re-submitting work done already for another course or programme as new work, so-called self-plagiarism.
- Bringing notes into an examination or test venue, regardless of whether the notes were used to copy or not.
- Receiving any outside assistance in any form or shape during an examination or test.

All forms of academic dishonesty are viewed as misconduct under NUST Student Rules and Regulations. Students who make themselves guilty of academic dishonesty will be brought before a Disciplinary Committee and may be suspended from studying for a certain time or may be expelled. All students who are found guilty of academic dishonesty shall have an appropriate endorsement on their academic record, which will never be erased.

I, ......................................................................................................................... (full name and surname), hereby acknowledge that I have read and understood the Statement about Academic Honesty and Integrity and that I will abide by the rules and regulations as outlined within the statement.

Signature of the student: .................................................. Date: ..................................................
ASSIGNMENT 1

Due date for Assignment 01:

This assignment covers the following units:

Unit 1 & 2

The objectives of the assignment are as follows:

- To understand the different sporting products and services
- To describe strategies of marketing through sport and marketing sport products
- To demonstrate ways of segmenting sport consumer markets

ASSIGNMENT 01 [100 MARKS]

**Question 1 (50 Marks)**

With reference to the Namibian sporting sector, explain the different sport products or services being offered in Namibia, be guided by the below listed categories:

a) Sports entertainment
   - (10 marks)

b) Sports products
   - (20 marks)

c) Sports support organizations
   - (20 marks)

**Question 2 (25 Marks)**

According to Fullerton (2017), in sport marketing an organisation is either 'Marketing through sport or Marketing sport products'. Discuss the quoted statement, providing relevant Namibians examples.
Question 2 (50 Marks)
With the aid of Namibian examples, describe the below listed forms of sport sponsorship. Make an analysis of the effectiveness of these sponsorship forms and provide suggestions for improvements.

a) Equipment (10 marks)
b) Signature (10 marks)
c) Licensing (10 marks)
d) Endorsement (10 marks)
e) Venue naming rights (10 marks)

TOTAL MARKS FOR ASSIGNMENT 02: 100 MARKS

END OF TUTORIAL LETTER
Centre for Open and Lifelong Learning

Feedback Tutorial Letter

1st Semester, Year 2020

Sports Marketing
SMT611S

Assignment 1 & 2

Marker/ Tutor: Maxwell Chufama
Dear Student

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GUIDE TO ANSWERING THE QUESTIONS ON ASSIGNMENT 1

Question 1 (50 Marks)

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- Consulting firms
- Advertising agencies
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![Diagram: The Four domains of Sports marketing]

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Sports based strategies: Are characterised by official sponsor of a sports property who are selling other sports products

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Market segmentation Involves dividing a market into smaller groups of buyers with distinct needs, characteristics or behaviors who might require separate products or marketing mixes. The firm identifies different ways to segment the market and develop profiles of the resulting market segments.

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- Nationality

4. **Behavioral segmentation**
- Knowledge,
- Attitudes,
- Uses, or
- Responses To A Product: Occasions, Benefits sought, User status, Usage rate, Loyalty status
GUIDE TO ANSWERING THE QUESTIONS ON ASSIGNMENT 2

Question 1  (50 Marks)

Using the promotional planning model outlined below, design a promotion plan for any Namibian-based sport marketing firm of your choice. Be comprehensive and your creativity is required in all the steps articulated in the promotional planning model.

<table>
<thead>
<tr>
<th>a) Define problem/ Assess marketing communication opportunities (5 marks)</th>
<th>Identify the current marketing communication problem/ issue or opportunity, describe the problem or opportunity, in this case you could give an example, for instance, failure by an organization to make audience or customers aware of their products, if you have identified a problem or opportunity you would have to go down through other steps building on the current problem or opportunity.</th>
</tr>
</thead>
<tbody>
<tr>
<td>b) Identify audience to be reached (5 marks)</td>
<td>Determining the target audience, people that are affected or people that your organization intend to reach, you can include demographic aspects such as the population size, age, gender, location, class, literacy, etc, using the above example identify and describe the people or customers you want to make aware of a product</td>
</tr>
<tr>
<td>c) Determine communication channels to use (3 marks)</td>
<td>Communications can use vehicles such as the television, radio, print media and nowadays social media platforms are becoming more powerful, on the one(s) you would have chosen justify it in line with your target audiences</td>
</tr>
</tbody>
</table>
| d) Set promotional objectives (5 marks) | Promotional objectives are targets or aims in line with the problem or opportunity identified earlier on, promotional objectives breaks up and make up the broader problem or opportunity achievable, in other words the objectives must be SMART – Specific, Measurable, Achievable, Realistic and Time-bound, i.e. in line with awareness;  
- To ensure 50% of the population is aware of our brand by Dec2020,  
- To ensure 50% of the people aware of our product knows how to fully operate or use the product without assistance |
| e) Design the promotion mix (10 marks) | The promotional mix comprise elements such as personal selling, advertising, publicity, public relations, sales promotions which you do not necessary need to use all but whichever choices one has they must be integrated or connected, and they may be used to consolidate with the communication channel option identified earlier on |
| f) Develop promotional message (5 marks) | Design a template of message(s) that you would use in line with your problem or objectives or channels, you can decide on it to be textual, audio, visual, with various figure or forms, the promotional message must be effective in achieving the objective, must be able to draw peoples’ attention, etc |
| g) Develop the promotion budget (2 marks) | This is certainly based on creativity and a student understanding of cost structures or cost items |
that can be encountered in various marketing communications, realistic estimates will be ideal to prove an understanding that firms encounter internal and external costs in communications.

| h) Determine how to measure campaign effectiveness/ Monitoring and Evaluation (5 marks) | Using the identified objectives a control mechanism can be set, control in this instance is feedback control though feedforward and process control is acceptable, with regard to the identified problem and objectives – one can decide to take a survey and find out for instance if 50% of any sample selected is now aware of the brand at a predetermined time, etc |

*using a Namibian example, creativity, linking stages/ coherence of promotional plan (10 marks)

**Question 2 (50 Marks)**

With the aid of Namibian examples, describe the below listed forms of sport sponsorship. Make an analysis of the effectiveness of these sponsorship forms and provide suggestions for improvements.

a) **Equipment**

The most common and probably most popular form of sponsorship is the branding of sporting equipment which the athletes use during their sporting activities. It includes sports wear and sports gear. Equipment sponsorship can be branding the sponsor’s logo on the sporting equipment. Nowadays the branding of sporting equipment is often regulated by sporting bodies. During the Olympic of FIFA World Cup, branding of jerseys, pants or any other sporting
equipment is not allowed at all. The reasons are licensing rights or to protect the integrity of the competition

b) Signature

Another important and popular component of sponsorship is the use of signage. Signage is a sponsorship plan component that provides recognition for the sponsor that may be viewed by the fans who are attending an event or TV viewers throughout the market. Similar to the equipment, sponsorship displayed in the form of signage has a wide visibility and its effectiveness has been studied intensely. The visibility therefore, the value are dependent on several factors (the size of the sign, how many signs should be at the venue, where exactly the signs should be displayed, and whether it is a physical or computer-generated sign. Nowadays electronic signs with LED are also used, it is agreed how long a certain sponsor sign shows until it moves to the next sponsor. Nowadays sponsors also prefer exclusivity therefore sports marketers should understand how many other sponsors should be displayed.

c) Licensing

Licensing is the act of granting to another party the right to use a protected logo, design, or trademark. A sponsor pays for the right to produce and sell merchandise with the trademark of the sports entity. Most sports leagues, teams, events or sports organizations have trademarks or logos, through licensing sponsors gain the right to use the trademark or logo to link their products or brands with the sports entity, thus increasing brand visibility. The level of sponsorship, which generally refers to how much the sponsor paid, can also determine the variety of rights and extent of using the trademark. Officially licensed merchandise could vary from clothing, sports equipment, banners, coffee mugs, food products, decorative items, etc. Licensing plays an important role in sports sponsorship, since it is assumed that a fan tends to prefer to purchase the products of the sponsor instead of competitors.
d) Endorsement

Also called personal sponsorship or personality sponsorship. Endorsement involves a payment to a sponsored spokesperson who will recommend and encourage the purchase of a marketer’s product. The key character of endorsement is that the spokesperson is a celebrity and more likely recognized by consumers therefore it is easier to create an association with the product. Endorsement by athletes hereby can involve sports and non-sports products. (identify athletes that have been used to endorse sports and non-sports products globally). The endorser acts as an opinion leader for the product, where the most effective endorsements are those with the endorser sharing similar values and attitudes with customers. To minimize risk of bad publicity, endorsers (athletes or coaches) are under strict contract clauses like not being allowed to wear another manufacturer’s products or to produce any scandal (let us discuss the Suarez ‘haters’ advert).

e) Venue naming rights

Venue naming rights is also referred to as building sponsorship, is a special form of sponsorship based upon the marketer’s ability to have its name attached to a physical facility. For the corporate sponsor the naming right for a sport venue is a strategic initiative that can support the company in achieving corporate marketing objectives. If a stadium is named after its sponsor, it gives the sponsor a platform for exposure, and benefits such as increased awareness, improved image, sustainable competitive advantage, hospitality opportunities and increased sales. On the other hand, if the sports organization such as a sport club owns the sports venue or facilities, this form of sponsorship can be a great chance to monetize their asset.