

## NEW COURSE PROPOSAL FORM

### 1. List School, Department, course number and course title

School: School of Economics and Business Administration (SEBA)

Department: Business Administration

Course: BUSAD 130: Sports Marketing

Upper division course rationale: This class meets all of the criteria because it has pre-requisites (see below), it requires an in-depth study of the subject matter and has rigorous reading/writing assignments, and it includes course objectives that entail high levels of cognitive achievement.

### 2. Justification for the course

A) JUSTIFICATION: Students majoring in Kinesiology with an emphasis in Sport & Recreation Management (SRM) take classes housed in the Department of Kinesiology as well as in Business Administration. This arrangement has allowed the Department of Kinesiology, which is smaller in both its number of students and faculty, access to a wide variety of classes and disciplinary expertise. One such class required for SRM majors has been BUSAD 124: Marketing. Upon reviewing the SRM curriculum, however, the Department of Kinesiology determined that its students would benefit greatly from a class focused specifically on the application of marketing to a sports context due to the unique nature of marketing sports as compared to traditional goods and services. For example, marketers of sports are able to rely on the emotional attachment that fans have to their favorite teams when faced with a losing season in a way that marketers of traditional goods and services cannot when faced with declining product quality. Furthermore, sports are a perishable product in that they are simultaneously produced and consumed. Accordingly, there is a great sense of urgency to sell tickets to games in order to reap the benefits of revenue sources unique to game attendance (e.g., concessions, merchandise, and parking). This creates a challenge unique to sports and entertainment properties. Adding a marketing class focused on sport will also make the major's requirements more congruent with recommendations set forth by the Commission on Sport Management Accreditation (COSMA), and will fill a glaring hole in the SRM curriculum.

This class will be housed in SEBA rather than SOLA as AACSB (The Association to Advance Collegiate Schools of Business) requires that all marketing-related courses fall under its direct purview as it is one of the primary core requirements of accredited business programs. This departmental location has the added benefit that students majoring in Business Administration may take Sports Marketing as an elective course to fulfill an upper-division requirement for their major or minor. Finally, the sports industry is of great interest to many students at Saint Mary's College and will thus provide an attractive course option. As an illustration of the interest in this topic of the 26 students enrolled in the course in Spring 2013, 16 were Business Administration majors, one was an Accounting major, and nine were Kinesiology majors. Dean Li of SEBA and the faculty in the marketing concentration of Business Administration fully support the addition of the course to the curriculum.

B) OBJECTIVES: At the completion of this course, students will be able to:

1. Identify the unique aspects of marketing in relation to sport, and develop an understanding of sport as industry and the fan as consumer
2. Describe, analyze, and apply key marketing concepts and strategies to collegiate or professional sports contexts
3. Comprehend the role of segmentation and target markets in the sport marketing planning process
4. Understand key consumer behavior concepts and their implications for sport behavior and sport marketing
5. Critically evaluate various sport promotional concepts
6. Apply marketing and branding strategies to a live event
7. Think critically about the field of sports marketing as well as communicate ideas effectively in both oral and written forms

C) RELATIONSHIP TO DEPARTMENT, SCHOOL, AND COLLEGE GOALS: At the core of the Undergraduate Business Program is a dedication to preparing students for “a world of commerce that is ever-changing and increasingly complex” (Saint Mary’s College Undergraduate Catalog of Courses, 2013-2014, p. 92). The enormity of the sports industry and its central role in the lives of many is most decidedly part of this picture. A course in sports marketing thus allows Business Administration majors the opportunity to apply their knowledge of marketing to the specific context of sports providing further depth to their content area knowledge. As mentioned above, the unique nature of sports marketing makes a separate course a necessity rather than simply adding its content to a general marketing course. Additionally, this course engages students in ethically conscious and socially responsible business practices (e.g., though class time dedicated to cause-related marketing, corporate social responsibility, and sports that frequently fall outside of mainstream interests), another departmental learning outcome.

Kinesiology students, for whom this course will be required, focus on the study of the human being in motion. Within the department of kinesiology lives the sub-discipline of sport and recreation management. For these students, a course in sports marketing, rather than general marketing, will more specifically prepare them for future careers in the sports industry. For example, this course will introduce students to trends in the sports industry (which may be similar to, or different than, general marketing trends) and expose them to sport management scholars’ research. The learning objectives of this course support Department of Kinesiology goals, especially as they relate to drawing connections between the marketing of sports and professional decision-making grounded in sound philosophical and theoretical principles.

It is fitting that this class is offered within the School of Economics and Business Administration. As previously noted, one of AACSB’s primary core areas is marketing. As such a course in sports marketing fits naturally under the direction of this school.

At the College level, the Lasallian mission of social justice is embedded in this course’s learning outcomes related to 1) the role of segmentation and target markets in the sports marketing planning process as well as 2) consumer behavior concepts and their implications for sport behavior and sport marketing. When study target marketing, students learn about groups who have rarely been targeted

by sporting organizations (e.g., gay and lesbian fans), why this is the case, and the implications if change were to occur. And, when students study consumer behavior concepts related to sports, discussions related to access to sports, or lack thereof, surface in relation to fostering fandom through participation and spectatorship. The College's Liberal Arts tradition is incorporated into the classroom through readings from not only marketing literature, but also the history and sociology of sport. This broad approach to the topic allows students a better foundation from which to think critically about sports marketing and their role as future sports marketers.

D) EVALUATION: Evaluation for this class will include exams, quizzes, short research papers, and a cumulative team project. For example, short research papers included: a) a literature review of scholarly articles related to sports consumption motives, b) an analysis of socio-demographic trends impacting sports marketing, c) an evaluation of the branding efforts of select sports teams, and d) an investigation of sports-related sponsorships. In the cumulative team project, students created a marketing proposal for a special theme game for a Saint Mary's College athletic team. The pass/fail grading option will be granted to students upon request. Please see the syllabus starting on page 6 of this document for further information.

### 3. Student Population

This course is intended for students majoring in Kinesiology with a Sport & Recreation Management emphasis. When/if this class is granted permanent course status, SRM students will be required to take this class as part of the major, instead of BudAd 124: Marketing. Students majoring or minoring in Business Administration may take this class as one of the two upper-division, elective classes required for their degree completion. This class may be particularly appealing to students pursuing the Marketing Concentration within Business Administration.

The expected enrollment in this course is 25 and it will be offered once per year. Due to the anticipated popularity of this course (as evidenced by an enrollment of 26 in the Spring of 2013 when offered with only experimental status), enrollment in this class will need to be regulated so that SRM students are able to enroll in the course as it will be a required course as opposed to an elective for all other majors. As such, the Program Director of Business Administration, Barbara McGraw, has agreed to work with the Department of Kinesiology and the Office of the Registrar to ensure that slots in the course are reserved for Sport & Recreation Management students. The Department of Kinesiology anticipates that reserving 15 slots per semester should be sufficient to meet the demand of our majors.

### 4. Relationship to present College curriculum

The course will supplement the existing marketing offerings and expand the number of sport-specific classes that Kinesiology majors are able to take, thus providing depth to their degree. Kinesiology students are presently required to take BusAd 124: Marketing. This class is impacted and all sections of the course are consistently full. Kinesiology students will no longer enroll in BusAd 124, thus opening at least a few more slots for Business Administration students who were otherwise not able to enroll in the course during the desired semester. It will not affect other courses in either department or in the college.

#### 5. Any extraordinary implementation costs

There will be no special or additional equipment costs, or space needs for this course. Claire Williams, Ph.D., a tenure-track faculty member in the Department of Kinesiology, will teach the course as part of her regularly assigned contract.

#### 6. Library Resources

The Library Review is complete and a report has been submitted by Sarah Vital. A copy of the report can be found on pages 12-13 of this document.

#### 7. Course credit and grading options

This course will continue to be a 1.0 credit course and will meet during the traditional undergraduate (spring) semester (14 weeks). Students will meet two times a week (100 minutes per session), and during the week of finals (120 minutes). With the reduction of two missed classes over Easter Break, students will meet for a total of 2,720 minutes over the duration of the semester. The projected out-of-class time per week is an average of six hours (360 minutes). The format of the course will be that of lecture and discussion.

#### 8. Prerequisites, corequisites (If applicable)

For all students: ACCTG 1 and ECON 3

For Kinesiology majors: KINES 10, 15, & 20 (or by permission of the instructor)

For Business Administration majors: BusAd 10 and 40

#### 9. Course description wording for the appropriate College catalog

This course explores basic marketing concepts as they are applied to sports organizations, both amateur and professional. It addresses unique challenges, limitations, and new trends in sports marketing, as well as the marketing of sports products and the use of sports to market non-sports products. Topics include the sports marketing mix, market segmentation, sports consumer behavior, branding, and sponsorship.

#### 10. Course content

Please see a syllabus (subject to change in 2014) starting on page 6 of this document.

#### 11. Review of experimental offering

This course was offered as an experimental course in Spring 2013. Twenty-six students enrolled in the course. Of the 26 students enrolled in the course, nine were Kinesiology majors, 16 were Business Administration majors, and one was an Accounting major. A number of Kinesiology majors (at least three) who had intended to enroll in the course were not able to do so. These majors were able to enroll in BusAd 124: Marketing instead, as is consistent with the present requirements of the major, or

were able to wait until the following year to take the course, however, they felt some frustration at having to do so. Although the disciplinary mix in the classroom provided a valuable experience for all involved, the need to formally reserve spots for Kinesiology majors became apparent, especially when Sports Marketing becomes a required part of the major. This will be a change made with permanent course status.

In its first iteration, the course received both positive and negative student reviews. Positive comments from the BusAd 130 Course Evaluations from Spring 2013 included: "Overall, [the] professor did a good job with the course and [included] some good course material" (p. 7); "I really enjoyed the class, it was a nice change to what I am used to studying" (p. 9); and "This was my first ever marketing class ever so I felt like I learned a lot" (p. 13). Another student wrote: "I have taken marketing, and this was similar with a twist to it. It should definitely be offered again because it gives BusAd students more options. I already feel like there aren't many electives to choose from, so this class was great" (p. 16).

On the negative side, at least a few students in the course had previously taken Introduction to Sport & Recreation Management and commented that there was overlap between that class and this class. With the implementation of a course dedicated to sports marketing, the overlap between the two courses will be significantly less (i.e., the emphasis on sports marketing in Introduction to Sport & Recreation Management will be reduced). A few students self-identified as marketing majors and one noted: "Not until the last two weeks of school have I learned anything that could be used in my marketing career. I feel this class only focused on different sports!" (p. 12).

From the instructor's perspective, the course went reasonably well, although there is clearly room for improvement as the overall rating of the course was 3.7/5.0. Making the content valuable and relevant for both Kinesiology majors and Business Administration majors will be a priority once adopted as a permanent course offering.

**BUSINESS ADMINISTRATION 130:**  
**SPORTS MARKETING**  
Saint Mary's College of California

<b>Professor:</b>	Claire Williams	<b>Credit:</b>	1
<b>Office:</b>	Saint Joseph Hall 106	<b>Class Location:</b>	Garaventa 130
<b>Office Hours:</b>	T & TH 11:30-1:00pm, or by appointment	<b>Meeting Time:</b>	T & TH 8:00-9:30am
<b>Email Address:</b>	cmw9@stmarys-ca.edu	<b>Semester/Year:</b>	Spring 2013
<b>Campus Phone:</b>	925-631-4812	<b>Course Website:</b>	<a href="http://gaelllearn.stmarys-ca.edu/">http://gaelllearn.stmarys-ca.edu/</a>

**Course Description**

This course explores basic marketing concepts as they are applied to sports organizations, both amateur and professional. It addresses unique challenges, limitations, and new trends in sports marketing, as well as the marketing of sports products and the use of sports to market non-sports products. Topics include the sports marketing mix, market segmentation, sports consumer behavior, branding, and sponsorship.

Required Prerequisites (including minimum grade):

- For all students: ACCTG 1, ECON 3
- For Kinesiology majors: KINES 10, 15, & 20 (or by permission of the instructor)
- For BUSAD majors: BUSAD 10 and BUSAD 40

**Learning Outcomes**

Upon completion of this course, students will be able to:

1. Identify the unique aspects of marketing in relation to sport, and develop an understanding of sport as industry and the fan as consumer
2. Describe, analyze, and apply key marketing concepts and strategies to collegiate or professional sports contexts
3. Comprehend the role of segmentation and target markets in the sport marketing planning process
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**Required Text(s):**

- Fetchko, M.J., Roy, D.P., & Clow, K.E. (2013). *Sports Marketing*. Boston, MA: Pearson Education, Inc. ISBN: 978-0-13-213546-7. One copy of the text can be found on reserve in the SMC Library.
- Additional readings and assignment descriptions will be available on GaelLearn.

## Grades and Evaluation

### ***Fans v. Consumers***

**5 points**

As an introduction to sports marketing, students will be asked to describe the differences between fans and consumers without conducting research or consulting others. This assignment should be no more than two, typed, double-spaced pages. Late assignments will **not** be accepted.

### ***Sports Marketing in Action***

**4 of 5 @ 25 points each**

Students must complete FOUR out of the FIVE available sports marketing in action assignments. The options include: sports consumption, marketing environment, branding fit, sporting event analysis, and/or current events and the sports marketing mix. Five points per day will be deducted for each day that the assignment is late. Further details about each assignment will be provided in class.

### ***Quizzes***

**7 @ 10 points each**

Unannounced quizzes will be given at the beginning of class and will cover only material assigned for that day's class. Students who read carefully and closely should have little difficulty excelling in this area. Students may **not** make up missed quizzes.

### ***Exams***

**2 @ 100 points each**

The exams will include essay-style questions. The exams must be taken/completed on the day assigned and will strongly emphasize critical thinking and the application of the materials covered in class. Exams will be closed-book and closed-note. A study guide will be provided for each exam.

### ***Special Game Day Marketing Plan & Presentation***

**125 points**

In groups of four, students will be responsible for developing a marketing proposal for the St. Mary's College athletic department (based on information and guidelines provided in the assignment instructions). Each group will be expected to integrate ideas and concepts learned throughout the semester into their plan. Furthermore, each group will be expected to provide a rationale for each component of the plan. Each group will prepare a written, 20 page proposal and deliver a 15-minute oral presentation to the class at the end of the semester. Further details will be provided in class.

### **Grading Scale (500 points total)**

A = 450 – 500 pts.
B = 400 – 449 pts.
C = 350 – 399 pts.
D = 300 – 349 pts.
F = <229 pts.

### **Attendance**

Your classmates and I value your attendance and participation. Please come to class on time and prepared. The attendance policy for this course is as follows: you may miss two classes with no penalty

(except missing that day's material, which you must get from a classmate); the third absence will lower your final grade by one-third of a letter, the fourth by two-thirds, and so on.

### **Academic Integrity**

Saint Mary's College expects every member of its community to abide by the Academic Honor Code. According to the Code, "Academic dishonesty is a serious violation of College policy because, among other things, it undermines the bonds of trust and honesty between members of the community." Violations of the Code include but are not limited to acts of plagiarism. For more information, please consult the *Student Handbook* at <http://www.stmarys-ca.edu/your-safety-resources/student-handbook>. Accordingly, all papers and responses must be your own work and must be original for this course. All sources that you use (either directly or indirectly) must be cited in a consistent manner.

To help ensure adherence to the SMC Honor Code we will be using turnitin.com in this class. This means that students will be responsible for submitting all course projects into turnitin.com accessible through our GaelLearn site. Assignments not submitted to turnitin.com will not be graded and students will not be given credit for completing the assignment until this process is complete.

### **Diversity Statement**

The School of Liberal Arts at Saint Mary's College has three educational purposes: 1) to free the mind from ignorance and error; 2) to foster self-discovery and personal development; and 3) to promote understanding of the world and one's place in it. In accordance with these goals and in compliance with applicable laws and its own policy, Saint Mary's College prohibits discrimination against any member of the school's community on the basis of race, color, religion, national origin, age, sex/gender/marital status, ancestry, sexual orientation, medical condition or physical or mental disability. Furthermore, the curriculum is designed, implemented, and evaluated in a manner that promotes the acquisition and application of knowledge, skills, and dispositions necessary to help *all* students learn.

### **Student Disability Services**

Student Disability Services extends reasonable and appropriate accommodations that take into account the context of the course and its essential elements for individuals with qualifying disabilities. Students with disabilities are encouraged to contact the Student Disability Services Office at (925) 631-4358 to set up a confidential appointment to discuss accommodation guidelines and available services. Additional information regarding the services available may be found at the following address on the Saint Mary's website: <http://www.stmarys-ca.edu/sds>.

### **Technology Policies**

To avoid distraction of your colleagues and the professor, you are prohibited from using personal technology devices for anything other than instructor assigned tasks during class. Your desk must be clear of all personal electronic devices, including cell phones. For each infraction of this policy, your final grade may be reduced by one letter grade for each incident.



Students are expected to check their SMC email accounts on a daily basis. If you prefer not to use your SMC email account, please forward your email to a different account. SMC email is considered an official form of communication.

When emailing me, do not use “text language.” Instead, every email should include a short and accurate subject header, a proper salutation (i.e., Professor Williams), a clear message written in complete sentences, and an appropriate closing. Reread your emails for proper grammar and spelling before sending.

**Class Schedule (subject to change)**

Week	Dates	Topic	Readings & Assignments
1	February 12	Introductions & Syllabus	Visit and familiarize yourself with GaelLearn Buy textbook
	February 14	Sports Fans	The Fan Challenge (Rein, Kotler, & Shields, 2006) In-class film: <i>America's Parking Lot</i> (70 min) <b>DUE: Fans v. Consumers</b>
2	February 19	Sports & Marketing	Chapter 1 (pp. 2-25)
	February 21		The Material Culture of Sport (Hardy, Loy, & Booth, 2009)
3	February 26	Examining Sports Entertainment Consumption	Chapter 2 (pp. 26-53)
	February 28		Marketing Murderball (Byon, Cottingham, & Carroll, 2010) <i>Murderball</i> (DVD) @ SMC Library on reserve (88 min.) <b>DUE: Marketing in Action Option #1</b>
4	March 5	Understanding the Market	Chapter 3 (pp. 54-85)
	March 7		Savannah Sand Gnats (Lachowetz, Dees, Todd, & Ryan, 2009) Coca-Cola vs. PepsiCo. (McKelvey, 2006)
5	March 12	Segmenting	Chapter 4 (pp. 86-115)
	March 14		Girl Power (Bradish, Lanthrop, & Sedgwick, 2001) The Role of Involvement in Sports & Sport Spectatorship in Sponsor's Brand Use (Bennett, Ferreira, Lee, & Polite, 2009) <b>DUE: Marketing in Action Option #2</b>
6	March 19	Working in Sports Marketing	Chapter 14 (pp. 362-374) <i>Guest Speaker:</i> Leilani Wager, SMC Asst. AD for Marketing & Promotions
	March 21	EXAM #1	<b>EXAM #1</b>
7	March 26 & 28		<b>SPRING BREAK</b>
8	April 2	Branding	Branding 101 (Twitchell, 2004) What's in a Name (Banowetz, 2009)

	April 4		Chapter 5 (pp. 116-145) <i>Guest Speaker:</i> Helen Gould, Principal, BrandStuff
9	April 9	Corporate Social Responsibility & Cause-Related Marketing	Corporate Social Responsibility in Sport (Godfrey, 2009) More than Just a Game? (Babiak & Wolfe, 2006)
	April 11		Nike's Corporate Interest Lives Strong (McGlone & Martin, 2006) Maybe It Is About the Bike (Sparevo, Warner, & Pratt, 2012) In-class film: <i>No Logo</i> (42 minutes) <b>DUE: Marketing in Action Option #3</b>
10	April 16	Product	Chapter 6 (pp. 146-173) The Selling of Candace Parker (Glock, 2009)
	April 18	Platform/Place	Place or Product Distribution (Mullin, Hardy, & Sutton, 2007) Location, Location, Location (Schneider & Bradish, 2006)
11	April 23	Promotion	Event Promotion (Helitzer, 2006) In-class film: <i>Disco Demolition</i> (60 minutes)
	April 25	Profit/Price	Developing a Pricing Strategy for the LA Dodgers (Parris, Drayer, & Shapiro, 2012) Tactics Used by Sports Organizations in the US (Howard & Crompton, 2004) <b>DUE: Marketing in Action Option #4</b>
12	April 30	Experiential Marketing	Chapter 7 (pp. 174-203)
	May 2		Sportscape Factors Influencing Spectator Attendance (Lambrecht, Kaefer, & Ramenofsky, 2009) Relationship Marketing and Interactive Fan Festivals (Jowdy & McDonald, 2002)
13	May 7	Sponsorship	Chapter 11 (pp. 284-313) Sponsorship and Gay Sport (Jarvis, 2002)
	May 9	EXAM #2	<b>EXAM #2</b>
14	May 14	Future of Sports Marketing	What You'll See in 2013 (Fisher, 2013) <b>DUE: Marketing in Action Option #5</b>
	May 16	Wrap-up	No reading!
EXAM WEEK	Tuesday, May 21	<b>DUE: Special Game Day Marketing Plans &amp; Presentations (9:00-11:00am)</b>	

## Review of Library Resources

### **New Course Proposal: BUSAD 130: Sports Marketing**

For the 2013-2014 budget year, the materials allocation for Business is \$33,344.49. From this, materials to support the entire scope of curricular needs of the School of Economics and Business Administration (i.e., marketing, global business, management) are purchased. The 2013-2014 materials allocation for Kinesiology is \$10,962.01. This amount is used to purchase new monographs and video resources in the various physical education and coaching, sports and recreation management, and health and human performance topics taught at Saint Mary's College for the undergraduate and graduate majors, as well as all students taking Kinesiology courses as electives. Both of these allocations contribute to purchase materials related to sport management and marketing.

### **Books**

The following is a sample of book titles selected from the whole collection that are related to the stated topics of interest to the course (i.e. market analysis, segmentation, consumer behavior, sponsorship, and branding):

- *Handbook of Sports Marketing Research* / eds. Kennedy & Markula (2012)
- *Developing Successful Sport Marketing Plans* / Stotlar (2009)
- *Consumer Behavior Knowledge for Effective Sports and Event Marketing* / ed. Kahle (2011)
- *Sports Entrepreneurship: Theory and Practice* / eds. Ciletti & Chadwick (2012)
- *Advanced Theory and Practice in Sport Marketing* / Schwartz (2013)

A better idea of the collection can be had by looking through our holdings in a few of the appropriate subject headings. In Sports—Marketing, we currently have 23 titles; in Sports—Economic Aspects, we have 49 titles. Happily, the majority of the titles in the area of our collection are published within the last 10 years. The Business and Kinesiology librarians will continue to work with the instructor of this proposed course to add more relevant titles and resources.

### **Databases and Periodical Literature**

Many existing online periodical literature databases will provide support for this course, including

- *Business Source Premier*
- *ABI / Inform*
- *Emerald*
- *Physical Education Index*

These databases provide indexing, and in most cases full-text, for both popular and scholarly articles on in the field of marketing and the business environment in sports and recreation. Either through these databases, one of our other 160+ databases, or traditional individual subscription, the Library provides access to thousands of key journals in the marketing field. Specifically, our collection includes five of the six top journals as defined in J. Richard Shannon's<sup>i</sup> examination of the academic publishing field in sports marketing:

- *Sport Marketing Quarterly* ((2000- present)
- *Journal of Sport Behavior* (1980- present)
- *Journal of Sport and Social Issues* (1977- present)
- *Journal of Sport Management* (1987- present)
- *Journal of Services Marketing* (1987- present)

(Note: The title listed in that article that we do not have access to is *Cyber-Journal of Sports Marketing*, a small online journal that has since ceased publication.)

Providing for the unique marketing, industry, and demographic data need for the assignments proposed in this course, we also offer access to

- *Plunkett Research Online*
- *Mintel*
- *Euromonitor's Passport GMID*

### **Information Literacy Instruction**

This upper division course has a research assignment component, and such courses usually include a visit from a Librarian. Students in the Kinesiology major who enroll in this class are required to have first taken KINES 10 (Introduction to Kinesiology) and KINES 15 (Measurement and Evaluation in Kinesiology), both courses with intensive information literacy instruction already in place. The requirements for students with Business majors are BUSAD 10 and BUSAD 40; neither of these courses have any information literacy program in place at this point. The Business librarian will work with the Sports Marketing instructor to plan a library instruction session to introduce the unique needs, resources, and strategies in business-related research, which will not have been covered in KINES 10 or 15, and which would be new to any Business majors.

Respectfully submitted,

Sarah Vital

Assistant Librarian

September 9, 2013

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<sup>i</sup> Shannon, J.R. (1999). Sports marketing: an examination of academic marketing publication. *Journal of Services Marketing*, 13(6), 517-535.