

JMC 430
Sports Marketing and Campaigns
Spring 2021 Syllabus

Instructor: Dave Nobs
Contact Info: david.nobs@asu.edu
310.948.2004
Class Details: Mondays and Wednesdays; 4:00-5:50 pm
CRONK #352 or via Zoom: <https://asu.zoom.us/j/7164359595>
Office Hours: Office #404G or via Zoom; Wednesday, 5:50-6:20 pm (by appointment only)

COURSE DESCRIPTION

Create a real-world campaign to promote Sun Devil Athletics as a premiere national sports program, generating awareness of all ASU sports and increasing attendance and driving ticket sales for football, basketball (m/w), baseball and softball. Sun Devil Athletic executives will be involved in selecting the winning campaign.

- Students will be part of a team based on a combination of interests, areas of expertise and experience and will work within a group dynamic
- Immersive, hands-on experience creating a campaign in a real-time, real-life environment
- By semester's end, teams will develop a complete marketing\advertising\PR campaign from inception through ideation to ready-to-be-executed creative;
- Teams will work on their campaigns both inside and outside the classroom setting;
- Team members will present the final campaign to Sun Devil Athletic executives and possibly members of the Walter Cronkite School of Journalism and Mass Communication faculty and staff

COURSE OBJECTIVES

- Utilize and apply knowledge and skills learned in previous course work
- Learn from professionals with a proven track record of success as they provide insights in how they achieve results in the work environment
- Learn about professional opportunities in sports marketing, advertising, media
- Develop high-level public relations and marketing skills necessary for successful campaigns
- Develop work to significantly add to students' portfolios
- Develop a rolodex of industry leaders to assist in employment search

REQUIREMENTS

- Attend\participate in class and work effectively within a team dynamic
- Hit benchmarks and timelines without excuse
- Meet at assigned class hours and work outside classroom parameters as needed for successful completion of each aspect of the campaign
- Develop engaging, persuasive creative that is based on original concepts
- Produce work consistent with the Cronkite School's academic and professional standards.

ATTENDANCE

JMC 430 will be a real work setting with meetings (not classes) held twice per week. Like work, students are expected to attend every meeting and arrive on time, either via Zoom or in the classroom on your assigned days, with no excused absences or tardiness. The Cronkite School does not recognize excused absences and does not give makeup work. If you're absent and miss an in-class assignment, quiz or test,

you will receive a zero. If you miss more than two classes, you will see your final grade drop by half a grade or two steps (a B+ would become a B-, for example) for each additional absence. Tardiness is treated the same as an absence with five (5) minutes late being the cutoff.

PARAMETERS AFFECTING GRADING\EVALUATION

While an environment will be created fostering creativity and collaboration, we operate in the real work setting where results matter and people are ultimately held accountable by peers, managers and clients. To that end, you will be evaluated throughout the semester as follows:

Grading Scale

For the semester, students can earn a maximum score (not counting extra credit) of 1,000 points. Final grades will not be rounded up as students have opportunities to improve their grades through extra credit.

Above 970.00	A+
940.00-969.99	A
900.00-939.99	A-
870.00-899.99	B+
840.00-869.99	B
800.00-839.99	B-
760.00-799.99	C+
700.00-759.99	C
600.00-699.99	D
Below 599.99	E

Grading Parameters

Meeting Assignments / Accuracy	10%	100 points
Class/Meeting Participation	10%	100 points
Outreach Quizzes	10%	100 points
Periodic Assignments	30%	300 points
Group Contribution\Peer Assessment	10%	100 points
Final Campaign	<u>30%</u>	<u>300 points</u>
Total	100%	1,000 points

Meeting Assignments/Accuracy (100 Points)

Accuracy is the most important aspect of journalism, we will adhere to rigid standards. Any major error of fact – a misspelled proper name, an erroneous phone number, an incorrect address, a libelous statement or a misstatement of a major fact – in other words, anything that would require a printed correction if the story were to appear in a newspaper – will result in an E (55 percent) on that assignment. Misspellings or errors of grammar will bring your grade down. If you are careless, you will lose points.

Meeting Participation (100 Points)

Within meetings there will be ample occasion for lively, passionate debate about the topics discussed. You will be encouraged to speak your mind and eloquently state opinions on these topics. Your ability to contribute your insight to lectures, guest speakers and class discussions are an invaluable part of the experience and all students will be graded on their contributions on an ongoing basis.

Periodic Assessments (300 Points)

There will be two (2) assignments to be handed in periodically throughout the semester. These will focus on recommended reading materials, classroom discussions and guest lecturers. The same rules for deadlines and accuracy apply to these assessments.

Deadlines: Since this is a journalism class, deadlines are important, and you are expected to meet them. Assignments submitted even one minute past the deadline will not be accepted; they will receive a zero.

Group Contribution/Peer Assessment (100 Points)

You are expected to contribute equally to the overall success of the group, and it is the group's combined effort that will ultimately be evaluated. Team members are expected to police themselves within their groups. If there is a persistent problem a group cannot solve, please bring it to my attention. At the end of the semester, team members will be asked to evaluate each member of the group and that feedback will decide this portion of the grade.

Scale of 1-20 on each category / total available 100	Points	Comments
Team Member Name:		
Contributed ideas to the overall campaign		
Contributed skills and expertise to the campaign		
Contributed time to the overall campaign		
Active in putting the presentation together		
Overall contribution		
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Contributed skills and expertise to the campaign		
Contributed time to the overall campaign		
Active in putting the presentation together		
Overall contribution		

Final Campaign (300 Points)

Final campaigns will represent the culmination of each group's semester-long efforts. Campaigns will be evaluated on, but not limited to, the following standards:

<u>Element</u>	<u>Max Points</u>	<u>Earned Points</u>
<u>Overall Marketing Strategy</u>		
Does campaign meet the objectives?	25	
How sound is the strategy?	25	
Does each media element fit into the overall strategy?	25	
<u>Creative Approach</u>		
Media elements	25	
Did the creative elements support the strategy?	25	
Was the concept innovative?	25	
Were there additional creative intergrations?	25	
<u>Feasibility / Accuracy of Materials Presented</u>		
Were the elements of the campaign executable?	25	
Was the information contained accurate?	25	
<u>Presentation</u>		
Did the student project well and command the room?	25	
Professional appearance?	25	
How well did the group handle the Q&A?	25	
Total Points	300	

EXTRA CREDIT

Extra Credit: You may earn one extra credit point for each “Must See Mondays” lecture you attend via Zoom over the course of the semester, up to a maximum of three points. These events feature prominent journalism and public relations professionals each Monday from 6 p.m. to 7 p.m. via Zoom. A schedule for the semester will be posted on the Cronkite website at <http://cronkite.asu.edu/events/speaker>.

You must blog on any event you attend (at least 150 words) within 48 hours at <http://cronkiteconversations.asu.edu> and send the comment url for your post to your instructor. To get the url, click on the date and time stamp, then copy the url you’re taken to and send that to your instructor. Students who contribute the most blogs over the course of the year will earn an invitation to the annual Cronkite Awards Luncheon.

Your instructor may offer other extra credit options, although the total extra credit points available cannot exceed 3 percent of your final grade. Any extra credit will be offered to the class as a whole, not to individual students seeking to bolster their grades.

SOCIAL MEDIA GUIDELINES

It’s important that you know how to use social media ethically and professionally. The Cronkite School has developed standards drawn from the Poynter Institute for Media Studies and the Society of Professional

Journalists. Those guidelines can be found at <https://cronkite.asu.edu/degree-programs/admissions/student-resources/social-media-guidelines>

ASU Sync (remote+in person): This course will be taught in the ASU Sync learning environment with simultaneous in-person instruction and remote learning. This course is synchronous, which means students are expected to attend at the designated class time, whether participating in person or remotely. The Attendance and Makeup Work policies apply to students attending in person or via Zoom. Students are expected to give their full, undivided attention during class time whether they are attending in person or via Zoom. Students joining class remotely while doing other things such as driving will be marked absent.

To enable social distancing in the classroom, each student who has chosen in-person instruction may be assigned to attend via Zoom for certain class sessions, in many cases alternating between attendance in the classroom one day and attendance via Zoom the next. Students will be notified about your schedule, and they always have the option of attending class via Zoom. If you do not feel well, please do not come to campus.

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Technology Requirements: Students attending class via Zoom must use a laptop or desktop computer and a web camera to participate via Zoom. Tablets and mobile devices will not work for proctored quizzes or exams, content production or some other class activities. Web cameras must remain on during class unless instructed otherwise.

If you do not have access to a computer and/or a dependable internet connect, you may borrow a computer or WiFi hotspot through the ASU Library here: <https://lib.asu.edu/laptops-and-hotspots>. Please be sure to note that you are a Cronkite student and request a Mac laptop.

Y Grades: This semester, students have the option of a Y grade for courses in determining their final course grade. The Y grade signifies “satisfactory” completion of the course and is considered to be the equivalent of a C or above. Y grades allow students to earn course credit but

do not affect the GPA. Students opting for the Y-grade who do not achieve a “satisfactory” level (70 percent or above) will receive a D or an E, depending on their grades on assignments during the course. Students must notify the instructor of a decision to select the Y grade option before the close of the drop/add period (Aug. 26) and cannot change their selection after the drop/add period.

For Students Participating from Other Time Zones: This class will meet at the designated day and time according to Arizona Time. Please be aware that Arizona does not observe daylight saving time. We are effectively in Pacific Time (PDT) until November 1, when we will align with other states in Mountain Time (MST). You may find [this time converter](#) helpful to be sure you join class on time.

If you are using the Canvas mobile app to check your calendar and assignments, be aware that the mobile app converts the due date to *your* time zone. Please log in to Canvas on a computer to verify the correct due date.

Classroom Etiquette: Cell phones and all other mobile devices must be turned off during class. Classroom computers are to be used exclusively for classroom work, not for surfing the internet or texting friends. Food and drink are not allowed in the classroom. Please arrive on time and listen respectfully while the instructor, guest lecturer or other students are speaking. Students attending via Zoom should mute their microphones when they are not speaking.

Rounding up Grades: Final grades will not be rounded up. Students have plenty of opportunities to improve their grades through extra credit.

Collaborations: All in-class and out-of-class assignments must be your own work – from concept to execution, unless some type of collaboration is specified by the instructor. Even in those cases where you are assigned to a team, not all elements of the assignment may be team-based. For instance, the assignment may call for a team discussion of a topic, but a writing assignment based on the discussion must be your individual work.

Use of Outside Work: All work, including photos, text, video and other images, submitted for this class must be your original work. You may not submit work done for any other class.

Equipment Checkout: Students will be allowed to check out Cronkite equipment after completing a field reporting training module in Canvas. After completing the module and receiving approval from the instructor for a specific field reporting assignment, students must place an online equipment reservation in advance and pick up equipment from Room 608 at an assigned time. Students are required to disinfect all equipment before and after each use. Disinfecting wipes will be provided when students check out gear. Students must return equipment at an assigned time from the engineering room on the sixth floor (signage will be provided).

You can lose your checkout privileges if you miss your assigned checkout or return window or if you do not maintain and clean equipment properly.

All equipment and all content captured by the equipment is the sole property of ASU and the Cronkite School. Equipment must be used for the sole purpose of meeting the goals and objectives of this course and may not be used for other purposes. Content captured via Cronkite School equipment cannot be distributed or sold without the express consent of the instructor or authorized administrator. Any violation of the video usage guidelines or the Cronkite School Equipment Checkout Agreement is subject to referral to the school's Standards Committee for possible disciplinary action.

Adobe Access: The Cronkite School provides free access to the Adobe Creative Suite via workstations in the Cronkite building and free Adobe Creative Cloud access for students to use remotely on their own computers. To access Creative Cloud and download Adobe programs, please complete these steps:

1. Go to <https://creativecloud.adobe.com/>.
3. Log in with your [ASUrite]@asu.edu email and follow [these instructions](#). You must use your [ASUrite]@asu.edu email for Adobe access; your alternate email address (for example, [firstname.lastname8]@asu.edu) will not work.

If you run into trouble, please call the Cronkite School IT support team at 602-496-6891, or email csit@asu.edu. Remember, this Adobe access is free to you; you should not provide payment information.

Additional Cronkite policies, including the Academic Integrity Policy, are included on the Canvas page for this class. These policies apply to all students in all classes.

ABOUT THE INSTRUCTOR

DAVID NOBS

Managing Director, LAVIDGE

Dave Nobs heads sales and marketing for LAVIDGE, a full-service advertising, digital and public relations agency in Phoenix, responsible for business development and overall revenue growth since 2010.

Dave has managed and held senior executive positions at some of the world's largest multinational firms, leading boutique agencies, and ran his own consultancy. Before joining LAVIDGE, Nobs was managing director of Ruder Finn and general manager of Weber Shandwick and Rogers & Cowan in Los Angeles, responsible for the growth of those respective offices and managing each agency's worldwide consumer, sports and entertainment marketing practices. He's also held senior management posts at Cohn & Wolfe, Earle Palmer Brown and Cone Communications.

Throughout his career, Nobs has directed a number of high-profile campaigns for a variety of clients such as the award-winning launch of Vanilla Coke and other new product launches, sports and entertainment sponsorships for Coca-Cola; rebranding the National Hockey League after its labor lockout; broadcast, new media and entertainment programming for NASCAR; youth, sports and entertainment marketing for Vans; integrated advertising, marketing and promotional campaigns for Heineken; and Reebok's highly publicized "Dan & Dave" campaign, Olympic sponsorships, women's fitness and human rights initiatives.

Nobs has served on the Board of Directors for several organizations, both past and present, including the Arizona State University Sports Business Association, Arizona Sports & Entertainment Commission, Paralysis Project of America, and Giving Back Fund. Dave is a graduate of Westminster College in Pennsylvania and a Distinguished Alumni Award recipient. He graduated from Brentwood High School in Pittsburgh and was inducted into the school's Hall of Fame in 2012.

<https://www.linkedin.com/in/david-nobs/>

OUTLINE OF JMC430 SPRING 2021 POTENTIAL SEMESTER TOPICS

Subject to Change

<u>Week #</u>	<u>Class #</u>	<u>Date</u>	<u>Subject</u>
Week 1	1	1/11	Topic: Welcome to the Class-Introductions
	2	1/13	INITIAL CLIENT MEETING: Becky Parke (ASU)
Week 2	3	1/18	Topic: Sports Marketing Industry Overview
	4	1/20	Topic: Local Sports Marketing Scene GUEST SPEAKER: Ray Artigue (The Artigue Agency)
Week 3	5	1/25	Topic: Strategy & Planning
	6	1/27	Topic: Marketing Plan Development GUEST SPEAKER: Tim Trull (LAVIDGE)
Week 4	7	2/1	Topic: Research GUEST SPEAKER: Scott Horowitz (YouGov)
	8	2/3	Topic: A Brand is Not a Logo
Week 5	9	2/8	Topic: PR & Social Media
	10	2/10	Topic: Sports PR GUEST SPEAKER: Brett Hanson (Fox Sports Arizona)
Week 6	11	2/15	Topic: Sports Journalism GUEST SPEAKER: Brandon Brown (Phoenix Business Journal)
	12	2/17	Teams Announced QUIZ #1 ASSIGNMENT #1 ISSUED
Week 7	13	2/22	Topic: Creative Strategies GUEST SPEAKER: Bob Case (Lavidge)
	14	2/24	Topic: How to Differentiate your Creative Team Creative Brief/Brainstorm Sessions
Week 8	15	3/1	Topic: Sponsorship Sales GUEST SPEAKER: Scott Rovn (Phoenix Raceway)
	16	3/3	Topic: Sponsorship Activation ASSIGNMENT #1 DUE ASSIGNMENT #2 ISSUED
Week 9	17	3/8	Documentary film, class discussion
	18	3/10	MID-TERM CLIENT CHECK IN (Becky Parke)

Sun Devil Athletics Field Trip

Week 10	19	3/15	Topic: Digital Marketing
	20	3/17	Topic: Sports in the Digital Age GUEST SPEAKER: Jeramie McPeck (McPeck Communications)
Week 11	21	3/22	Topic: Media Planning & Buying
	22	3/24	Topic: eSports GUEST SPEAKER: John Pierce (Player 2)
Week 12	23	3/29	ASSIGNMENT #2 DUE Assignment 2 Class Presentations (part 1)
	24	3/31	Assignment 2 Class Presentations (part 2)
Week 13	25	4/5	Topic: Marketing the Game Experience GUEST SPEAKER: Tom Hoof (Ottawa Senators)
	26	4/7	Topic: Careers in Sports Marketing GUEST SPEAKER: Mark Tudi (SportSearch)
Week 14	27	4/12	QUIZ #2
	28	4/14	Final presentation rehearsals (part 1)
Week 15	29	4/19	Final presentation rehearsals (part 2)
	30	4/21	FINAL CLIENT PRESENTATION