

The foundations of branding in sport
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I. COURSE DESCRIPTION

Today, brands and branding have become key catalysts of growth for organizations, at both the national and international levels. This also holds true for sport teams and organizations: indeed, these evolve in a very competitive environment to attract both the disposable income of consumers and their loyalty. In this context, this course aims to analyze brand management by studying different concepts which have become seminal for sport managers, from a strategic perspective.

With this idea in mind, this seminar should enable students to deepen their conceptual and managerial knowledge on the following dimensions, around which the course is structured:

- 1) Unveiling the mysteries of branding
 - a. What is a brand?
 - b. Brand personality, brand attributes and symbols
 - c. Brand equity: organizations and consumers' perspective
 - d. Strategic brand management
 - e. Some key rules on branding
 - f. Risks associated with branding
 - g. Synthesis of syntheses

- 2) Branding in sport
 - a. Why a sports team brand?
 - b. Sports marketing and branding in the "sportainment" industry
 - c. How to build and manage a sports team brand?
 - d. Europe vs. North America: similarities, differences and major trends.
 - e. Globalization and internationalization of sports: The next frontier in branding?
 - f. Sports marketing: today and tomorrow
 - g. Synthesis of syntheses

Other topics could be covered, if time permits.

From a pedagogical point of view, the seminar intends to develop three types of competencies among students (e.g. analysis, synthesis and evaluation), as underlined by Bloom' taxonomy. Students are expected to be highly involved in the learning process through their participation in class. We shall combine both a theoretical and practical approach, with the use of concrete examples and case studies.

II. EVALUATION OF STUDENTS' LEARNINIGS

Students will be marked on:

1. Their active and constructive participation in class: 20% (throughout the seminar).
2. The oral presentation of a research project on branding in sport: 40% (December 17 or 18).
3. A final exam which will cover all the material seen in class during the seminar: 40% (at a date to be confirmed).

These evaluation modes are now detailed as follows:

The active and constructive participation of each student in class (20%).

What am I looking for? As we intend to make this class a true seminar, students' participation is instrumental in the dynamics of the course and their learning process. This means that students are expected to be physically and psychologically present in class and participate in a constructive way. In this regard, I will take into account the attendance, as well as the frequency and quality of interventions.

The oral presentation of a research project on branding (40%).

What does the work involve. In teams of three, four or five, students will be asked to look at the strategic construction of a sports brand of their choice, as long as this brand has an international appeal. This could be a team, an athlete, a league, an event, a sponsor, an equipment maker, etc. Students will look at the strategic construction of the brand at both the domestic and international stages. Students will build their report on the knowledge acquired in this class, as well as on the research and analysis they will undergo by acquiring primary and secondary data. The project will be real. No two teams could use the same topic.

Students will have 20 minutes to make their respective presentation. Presentations will take place on December 17 or 18.

Evaluation criteria. The mark for the oral presentation will be based on the following four elements:

- The content of the presentation: The clarity of the main ideas and recommendations you bring forward in the oral presentation; The research and analysis efforts; The structure of your presentation (12 points).
- The format of the presentation: The oral abilities of the team members; The capacity to convey a convincing message in a lively and professional way; The respect of the time allocated to you (8 points).
- The content of the power point: The illustration of the main ideas and recommendations on the power point; The presence of a clear link between ideas on the power point; Does your power point reinforce your message or does it dilute it? (12 points).
- The format of the power point: The originality in the creation of the power point; The efforts made to have an aesthetic visual presentation (creative and polished work); Does your power point make your presentation stand out as professional? (8 points).

What to hand in to the professor. In addition to the oral presentation, students will be asked to hand in a written document that will include:

- A copy of their slides (a black and white copy will do);
- A list of references used to prepare the written document and the presentation.

Students will also hand in their presentation on a USB flash port in Power Point format. The written document and the electronic copy of the presentation will be handed in to the professor the day of the presentation.

Group dynamics and logistics. All members of a team will obtain the same mark unless unexpected circumstances arise. These should be brought to the professor's attention quickly and honestly by the team members. The teams and the order in which the presentations will be carried out must be finalized by the end of the first day of seminar.

A final exam (40%).

Content and format. The final exam will be held at a date to be determined as soon as possible. The final exam will cover all the material presented in class from the beginning of the seminar, including all presentations. The final exam will be made up of short answer and essay-type questions. In this way, I will assess the students' knowledge and understanding of fundamental concepts underlined in class and their ability to apply these concepts to branding in sport.

III. READINGS (to be done by the end of the seminar)

Part 1: Branding

- Anonymous (2012). "The rise of no-name designers". *The Economist*, October 27, online edition. <http://www.economist.com/news/business/21565256-new-breed-offers-luxury-cheap-rise-no-name-designers>. [Accessed November 12, 2012].
- Bastos, W. and S. J. Levy (2012). "A history of the concept of branding: Practice and theory". *Journal of Historical Research in Marketing*, 4(3): 347-368.
- Hakala, U., J. Svensson and Z. Vincze (2012). "Consumer-based brand equity and top-of-mind awareness: A cross-country analysis". *Journal of Product & Brand Management*, 21 (6): 439–451.
- Keel, A. and R. Natarajan (2012). "Celebrity endorsements and beyond: New avenues for celebrity branding". *Psychology & Marketing*, 29(9): 690-703.
- Kyung, H. K., J. J. Byung, S. J. Hong, W. Lu and J. Jones (2012). "Effective employment brand equity through sustainable competitive advantage, marketing strategy, and corporate image". *Journal of Business Research*, 65(11): 1612-1617.
- Laforet, S. and J. Chen (2012). "Chinese and British consumers' evaluation of Chinese and international brands and factors affecting their choice". *Journal of World Business*, 47(1): 54-63.
- Pînzaru, F. (2012). "From conjunctural urban storytelling to city branding: An empirical model for Bucharest". *Management Research and Practice*, 4(2): 33-44.
- Tas, A. and A. E. Elif (2012). "Key factors for student recruitment: The issue of university branding". *International Business Research*, 5(10): 146-153.

Part 2: Branding in sport

- Abosag, I., S. Roper and D. Hind (2012). "Examining the relationship between brand emotion and brand extension among supporters of professional football clubs". *European Journal of Marketing*, 46 (9): 1233-1251.
- Blumrod, J., D. Bryson and J. Flanagan (2012). "European football teams' CSR engagement impacts on customer-based brand equity". *Journal of Consumer Marketing*, 29 (7): 482-493.
- Esson, D. J. (2012). "Winter sport under a summer sun: The marketing of Sun Valley ski resort in the 1930s". *Journal of Historical Research in Marketing*, 4 (4): 554-577.
- Hutchinson, M. and G. Bennett (2012). "Core values brand building in sport: Stakeholder attitudes towards intercollegiate athletics and university brand congruency". *Sport Management Review*, 15(4): 434-447.

- Lee, A. L. (2010). "Did the Olympics help the nation branding of China?". *Place Branding and Public Diplomacy*, 6 (3): 207-227.
- Messner, M. and M.-A. Reinhard (2012). "Effects of strategic exiting from sponsorship after negative event publicity". *Psychology & Marketing*, 29(4): 240-256.
- Minowa, Y. and T. H. Witkowski (2012). "Spectator consumption practices at the Roman games". *Journal of Historical Research in Marketing*, 4 (4): 510-531.
- Yoshida, M. and B. Gordon (2012). "Who is more influenced by customer equity drivers? A moderator analysis in a professional soccer context". *Sport Management Review*, 15(4): 389-403.
- Web site on sports marketing: www.andrerichelieu-sportsmarketing.com