



Sungkyunkwan University (SKKU) International Summer Semester (ISS) 2017  
"New Experience, New Engagement"

## **Marketing and Consuming Culture: Sports, Entertainment, and Technology**

**Prof. Julie Pennington, University of Tampa, USA**

### **SHORT COURSE DESCRIPTION**

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Culture is a social institution through which all social activities including consumption. Behavior are shaped. People buy things that represent their cultures and the consumption in turn reinforces the cultural values and norms. Businesses have become aware of the cultural elements in consumption and the effort to incorporate culture in their marketing has gained attention in the last decade. Why would someone pay a premium price for a ticket to watch his/her favorite soccer team play their archrival? Why would someone rush to the computer as soon as his/her favorite band's new album is released? Why would someone stand in line for hours to get the new smartphone that is just released? If we know the answers to these questions, it would give businesses a strong boost in promoting their products and services by connecting to the cultural trends before their competitors.

This course is designed to look into the role of culture in consumption behavior. It focuses on three major cultural consumption categories: sports, entertainment, and technology.

Specifically, we will discuss the following topics related to the categories.

- Sports
  - The role sports play in our lives and how it is different among various countries
  - How sports consumption represents and shape the cultural values and norms
  - How business can take advantage of sports in its marketing in a responsible way
- Entertainment
  - The differences among music and movies across different cultures
  - The key ingredients in music and movies for appealing to other cultures
  - What businesses should learn from the trends in music and movie consumption
- Technology
  - How the technology infrastructure influences culture
  - What aspects of technology drive cultural changes
  - The key elements of technology consumption that influences business decisions

Short, interactive scenarios and case studies will be used on a regular basis where you will work within a team to understand and solve a problem.

### **READING MATERIALS**

*Entertainment Marketing & Communication: Selling Branded Performance, People, and Places* by Shay Sayre. Prentice Hall (2008) ISBN-13: 978-0-13-1198622-0

*Sports Marketing* by Michael Fetchko, Donald P. Roy, and Kenneth E. Clow. Routledge; 1st edition (2016) ISBN-13: 978-0132135467

All required readings will provided in PDF form prior to the start of class.

### **COURSE REQUIREMENTS AND GRADING**

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This is a course you should take after completing an introductory marketing course. It is assumed that you already possess the basic knowledge of marketing. Instead of reiterating the content that is

covered in the introductory course, we will focus on the specific issues in culture marketing and consumption.

Regular class attendance and class participation is required for effective class discussion. You are expected to actively participate in class and team discussions in a positive manner. Repeated negative class behavior (including tardiness and absences) will result in grade reduction. Attending less than 80% of classes will result in a failing grade.

I expect all students enrolled in this course to accept the responsibility of reading, understanding, and meeting all course requirements and policies as set forth in this syllabus and other accompanying documents.

Cheating and plagiarism will not be tolerated and will result in an “F” for the course. Plagiarism is representing the work of another as one’s own (i.e., without proper acknowledgement of the source) and submitting academic work in whole or in part as one’s own when such work has been prepared by another person or copied from another person. Paraphrasing without citing the source is considered plagiarism. Many Internet sites are available to guide you through the citation process. One that I recommend is the Online Writing Lab (OWL) at Purdue University. The address is: <http://owl.english.purdue.edu/>

## Examinations and Grades

### Course Grading

Each student’s final grade for the class will be based on the following components and weights. A grade of 60 points is considered a passing grade. SKKU regulations require students to attend at least 80% of all classes in order to pass, regardless of points.

Final Exam	35%	35 points
Cases and discussions	25%	25 points
Group Project and Presentation	40%	<u>40 points</u>
Total		100 points

## COURSE SCHEDULE

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### – WEEK I –

#### Tuesday (27 June)

Course Introduction

Readings provided

What is culture and culture marketing?

#### Wednesday (28 June)

Sports as Business and Its Cultural Elements

Readings provided

#### Thursday (29 June)

Cultural Differences in Sports Consumption

Readings provided

Group Exercise1: College Sports

#### Friday (30 June)

Project Field Day

– WEEK II –

Monday (3 July)

Case Study: Football Fever

Case provided in class

Tuesday (4 July)

Entertainment as Business and Its Cultural Elements

Readings provided

Wednesday (5 July)

Cultural Differences in Entertainment Consumption

Group Exercise 2: Let's go Indie!

Thursday (6 July)

Case Study: Fashion as Culture

Readings provided

Friday (7 July)

Project Preparation

– WEEK III –

Monday (10 July)

Case Study: K-Pop and Hollywood

Tuesday (11 July)

Technology as Business and Its Cultural Elements

Wednesday (12 July)

Cultural Differences in Technology Consumption

Group Exercise 3: Tweet to the World

Thursday (13 July)

Case study – Connecting with the Others

Information provided in-class

Friday (14 July)

**Final Exam**

– WEEK IV –

Monday (17 July)

Group Project Presentations

Class wrap-up

Class syllabus adapted with permission from Dr. Yun-Oh Whang.