

SPMT455

Course Summary

Course : SPMT455 **Title :** Ticket Sales Management

Length of Course : 8 **Faculty :**

Prerequisites : N/A **Credit Hours :** 3

Description

Course Description:

This course provides training in all aspects of ticket sales including prospecting and qualifying, creating and presenting sales proposals, overcoming objections, and closing sales. Specific techniques such as networking and role playing will be used to prepare students for careers in sport ticket sales. The material is designed to expose students to the standards, principles and practices that can be applied to the ticketing industry at any level by combining knowledge of ticket sales strategies with management of ticket office operations.

Course Scope:

This course is designed for students who are near completion of their undergraduate degree in Sports Management. The material is designed to expose students to the standards, principles and practices that can be applied to the ticketing industry at any level by combining knowledge of ticket sales strategies with management of ticket office operations.

Objectives

After successfully completing this course, students will fulfill the following Learning Objectives (LO):

LO1: Apply the knowledge gained in the course to create successful ticket sales packages.

LO2: Implement specific ticket promotions to increase attendance.

LO3: Explain the strategy used to achieve a high customer retention rate.

LO4: Demonstrate the ability to effectively price individual, group, and season tickets.

LO5: Recognize the importance of superior customer service.

LO6: Develop an understanding of how to recruit, manage, and motivate sales staff.

LO7: Apply strategies to successfully set appointments with decision makers.

LO8: Implement specific sales strategies such as information gathering, the sales pitch, handling objections, and closing the sale.

Outline

Week 1: The Sellout Mentality; Full Menu Marketing; Full Menu Magic

Learning Outcomes

LO1: Apply the knowledge gained in the course to create successful ticket sales packages.

LO2: Implement specific ticket promotions to increase attendance.

Readings

THIS CLASS DOES NOT HAVE A TEXTBOOK. This class uses Open Educational Resources (OERs) rather than a textbook. Each week in the Lessons tab you will have different readings/videos that you will read/watch to learn the weekly material. Students are encouraged to augment assignments and forums with outside readings of their interest.

Assignments

Week 1 Discussion

Week 2: A Short Chapter on the "D" Word; Pricing as if Your Career Depended On It

Learning Outcomes

LO1: Apply the knowledge gained in the course to create successful ticket sales packages.

LO2: Implement specific ticket promotions to increase attendance.

Readings

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Assignments

Week 2 Discussion

Week 2 Assignment

Week 3: Renewing More Than 90%

Learning Outcomes

LO3: Explain the strategy used to achieve a high customer retention rate.

LO5: Recognize the importance of superior customer service.

Readings

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outside readings of their interest.

Assignments

Week 3 Discussion

Week 4: Making Names; Outrageous Customer Service

Learning Outcomes

LO5: Recognize the importance of superior customer service.

Readings

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Assignments

Week 4 Discussion

Week 4 Assignment

Week 5: Getting The Appointment - Fundamentals

Learning Outcomes

LO7: Apply strategies to successfully set appointments with decision makers.

Readings

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Assignments

Week 5 Discussion

Week 6: Getting The Appointment - Practical Strategies

Learning Outcomes

LO7: Apply strategies to successfully set appointments with decision makers.

Readings

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Assignments

Week 6 Discussion

Week 6 Assignment

Week 7: Breaking the Preoccupation Barrier and Gathering Information

Learning Outcomes

LO8: Implement specific sales strategies such as information gathering, the sales pitch, handling objections, and closing the sale.

Readings

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Assignments

Week 7 Discussion

Week 8: The Pitch, Overcoming Objections, and Closing the Sale

Learning Outcomes

LO8: Implement specific sales strategies such as information gathering, the sales pitch, handling objections, and closing the sale.

Readings

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Assignments

Week 8 Discussion

Week 8 Assignment

Evaluation

Grading:

Name	Grade %
Discussions	30.00 %
Week 1: Introductions and Working in Sports	5.00 %
Week 2: Ticket Pricing	5.00 %
Week 3: The Importance of Ticket Renewals	5.00 %
Week 5: Getting Past the Gatekeeper and Setting the Appointment	5.00 %

Week 6: Perks and Benefits for Season Ticket Holders	5.00 %
Week 7: Presenting Yourself - What's Your Elevator Pitch?	5.00 %
Assignments	45.00 %
Week 2 Assignment: Gathering Information and Asking Probing Questions	15.00 %
Week 4 Assignment: How Companies Can Use Tickets to Increase Sales	15.00 %
Week 6 Assignment: Overcoming Objections and Closing the Sale	15.00 %
Final Project	25.00 %
Week 8 Assignment: Final Video Project	25.00 %

Materials

Book Title: The Ultimate Toolkit: Sell the Last Seat in the House; Getting the Appointment; Getting the Sale - e-books provided inside the classroom

Author: Spoelstra & DeLay

Publication Info: CLASS-SRO Partners

ISBN: SPHE455

Course Guidelines

COURSE DELIVERY METHOD

This course is delivered via distance learning, enabling students to complete academic work in a flexible manner, completely online. Course materials and access to an online learning management system will be made available to each student.

Please note that everything is based on Eastern Time (ET). Many of you are located in other time zones. The clock at the top of the main classroom page is set to ET. Please use this as your guide.

WRITING AND FORMATTING EXPECTATIONS

Students will follow the APA Style Manual, 7th Edition as the sole citation and reference style used in all work submitted as part of coursework to the University. Any references used to complete assignments must be identified with properly formatted text citations and a reference page regardless of submission format (Word, PowerPoint, etc.).

APA formatting requires assignments to be submitted in a font and page set-up that is readable and neat. It is recommended that students try to adhere to a consistent format. A few of the most common APA requirements include the following.

- Typewritten in double-spaced format with a readable style and font and submitted inside the electronic

classroom (unless classroom access is not possible and other arrangements have been approved by the professor).

- 12-point font size and Times New Roman style is preferred.
- Page margins (top, bottom, left and right) should be 1 inch, with reasonable accommodation made for special situations and online submission variances.

WEEKLY DISCUSSIONS

In all discussions, students are required to submit one initial post by Wednesday at 11:55 pm ET and a minimum of two replies to classmates by Sunday at 11:55 pm ET. For Week 1 only, initial posts should be at least 250 words, original in content, and demonstrate a thorough analysis of the topic. Replies should be informative, and contribute to advancing knowledge of the topic.

Participation in a Week 1 discussion serves as a student's official entry into a course and requires special attention. Students must complete the Week 1 discussion no later than Sunday at 11:55 pm ET in order to maintain registration in the course.

Discussion Interaction Guidelines

Online universities promote the advancement of knowledge through positive and constructive debate, both inside and outside the classroom. Discussions on the Internet, however, occasionally can degenerate into needless insults and other unproductive conversation. Such activity and the loss of good manners are not acceptable in a university setting; basic academic rules of good behavior and proper "netiquette" must persist. Remember that you are in a place for the fun and excitement of learning that does not include personal attacks or attempts to intimidate or stifle the discussion of others. Despite the best of intentions, jokes and, especially satire, can easily get lost or become unintentionally offensive. If you feel the need for humor, you may wish to add "emoticons" to help alert your readers.

COURSE ANNOUNCEMENTS

Instructors typically post announcements throughout a course to communicate information in regard to changes in due dates, clarifications on assignments, additional resources for lessons, etc. It is the responsibility of each student to review announcements on a regular basis to stay informed on any course updates.

ASSIGNMENT AND DISCUSSION DUE DATES AND LATE WORK

Students are expected to submit assignments and discussions by the due dates listed in the classroom. Depending on circumstances, assignments may not be accepted late or after the course end date. Submitting an assignment late may result in a penalty of up to 10% per day late, not to exceed a maximum of 50% (5 days late).^{*} Whether assignments are accepted late, or if a late penalty is applied, is at the faculty member's discretion.^{**} For discussions, since posting after a week has concluded provides no value to the course, no initial posts or replies will be accepted after the due date. Faculty may be more flexible if potential delays are communicated ahead of time.

^{*}Late penalties are applied before assignments are graded.

^{**}Programs with specialty accreditation and students with DSA accommodations may have different late policies applied.

DISCLAIMER STATEMENT

Course content may vary from the content outline to meet the needs of this particular group.

Communications

Student Communication

To reach the instructor, please communicate through the MyClassroom email function accessible from the Classlist of the Course Tools menu, where the instructor and students email addresses are listed, or via the Office 365 tool on the Course homepage.

- In emails to instructors, it's important to note the specific course in which you are enrolled. The name of the course is at the top center of all pages.
- Students and instructors communicate in Discussion posts and other learning activities.
- All interactions should follow APUS guidelines, as noted in the [Student Handbook](#), and maintain a professional, courteous tone.
- Students should review writing for spelling and grammar.
- [Tips on Using the Office 365 Email Tool](#)

Instructor Communication

The instructor will post announcements on communications preferences involving email and Instant Messaging and any changes in the class schedule or activities.

- Instructors will periodically post information on the expectations of students and will provide feedback on assignments, Discussion posts, quizzes, and exams.
- Instructors will generally acknowledge student communications within 24 hours and respond within 48 hours, except in unusual circumstances (e.g., illness).
- The APUS standard for grading of all assessments (assignments, Discussions, quizzes, exams) is five days or fewer from the due date.
- Final course grades are submitted by faculty no later than seven days after the end date of the course or the end of the extension period.

University Policies

Consult the [Student Handbook](#) for processes and policies at APUS. Notable policies:

- [Drop/Withdrawal Policy](#)
- [Extension Requests](#)
- [Academic Probation](#)
- [Appeals](#)
- [Academic Dishonesty / Plagiarism](#)
- [Disability Accommodations](#)
- [Student Deadlines](#)
- [Video Conference Policy](#)

Mission

The [mission of American Public University System](#) is to provide high quality higher education with emphasis on educating the nation's military and public service communities by offering respected, relevant, accessible, affordable, and student-focused online programs that prepare students for service and leadership in a diverse, global society.

Minimum Technology Requirements

- Please consult the catalog for the minimum hardware and software required for [undergraduate](#) and

[graduate](#) courses.

- Although students are encouraged to use the [Pulse mobile app](#) with any course, please note that not all course work can be completed via a mobile device.

Disclaimers

- Please note that course content – and, thus, the syllabus – may change between when a student registers for a course and when the course starts.
- Course content may vary from the syllabus' schedule to meet the needs of a particular group.