

Sports Marketing

Code: 43785
ECTS Credits: 6

Degree	Type	Year	Semester
4316022 Sport Management	OB	0	1

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

Contact

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Other comments on languages

Modalidad on line

Use of Languages

Principal working language: spanish (spa)

Teachers

Marc Bernadich Márquez

Andreu Turró Sol

External teachers

Jesús Oliver

Lukas Dorda

Marc Perelló

Prerequisites

There are no prerequisites

Objectives and Contextualisation

The main objective is that students can start studying marketing in the sports field. For this, students will be provided with the basic tools of commercial and marketing practices for decision making in the field of sports management. Specifically, the objectives at the training level are:

- Introduce the fundamental bases of the new commercial and marketing model applied to sports management
- Study the different quantitative and qualitative research techniques that can help in decision making
- Analyze the importance of the orientation towards customer satisfaction and loyalty
- Study and see the importance of transmitting confidence through commercial action and sports marketing
- Apply the eines of re- search of commodities with a decision element to define the 4P's

- Analyze the personalization of the service as a differential factor

Competences

- Apply tools and methodologies which facilitate creative and innovative thinking in everyday situations related to the environment of sports business.
- Be able to reason autonomously and critically on business topics and issues applied to sports environments.
- Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
- Design the commercial management of sports products and services by means of marketing strategies and plans.
- Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
- Lead a team and work in multidisciplinary teams, participating actively on tasks and negotiating between diverse opinions to reach positions of consensus.
- Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.

Learning Outcomes

1. Analyse the market and identify competing businesses.
2. Apply tools and methodologies which facilitate creative and innovative thinking in everyday situations related to the environment of sports business.
3. Assess benchmarking performed on digital competitors.
4. Be able to reason autonomously and critically on business topics and issues applied to sports environments.
5. Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
6. Design proposals for new products and/or services.
7. Develop a marketing plan by integrating traditional and innovative tools.
8. Identify the key digital elements for developing a marketing plan.
9. Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
10. Lead a team and work in multidisciplinary teams, participating actively on tasks and negotiating between diverse opinions to reach positions of consensus.
11. Measure and evaluate the digital marketing actions implemented.
12. Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.

Content

Topic 1: Introduction to sports marketing: markets and opportunities of sports marketing

Topic 2: The role of research methodologies in sports marketing.

Topic 3: Sports consumers.

Topic 4: Market research applications in the 4 P 's of Sports marketing.

Topic 5: Sports marketing strategy.

Topic 6: Product and brand in sports marketing.

Topic 7: Price policy to sports marketing strategy.

Topic 8: Strategy in Digital Marketing applied to Sports.

Topic 9: Social Media Management and Marketing of Influencers in the sports environment

Topic 10: Engagement and User Generated Content

Topic 11: SEO / SEM and Digital Media

Topic 12: Preparation and development of a sports marketing plan

Topic 13: Introduction to Digital Communication

Topic 14: Preparation of a Digital Communication Plan

Methodology

Online modality

In the case of the online modality, the methodology will be adjusted in order students can achieve all the learning outcomes specified in this guide and at the same time develop the skills and abilities of the subject. To this end, the resources available in the modle classrooms will be optimized to maximize student involvement and motivation (forums, debates, simulation games, case studies, online presentations, etc ...)

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Participatory Master Sessions	30	1.2	1, 6, 7, 8, 11, 9, 4, 3
Problem solving, ordinary classroom exercises	8	0.32	1, 2, 6, 7, 8, 11, 9, 3
Type: Supervised			
Group Tutoring	10	0.4	1, 2, 6, 7, 10, 9, 12, 3
Performing work / Reports	16	0.64	2, 11, 12, 3
Presentations / exhibitions	8	0.32	2, 6, 7, 12, 5, 4, 3
Type: Autonomous			
Personal study	50	2	1, 6, 7, 8, 11, 3
Realization of works / Reports	20	0.8	1, 2, 6, 7, 8, 11, 9, 12, 3

Assessment

On the first day of class, the teacher will specify how many individual and group activities, in which they consist of and will determine what percentage of assessment they each have, always respecting the total weight proposed in the teaching guide

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Continuous evaluation	15%	0	0	1, 7, 12,

				5, 3
Group theoretical-practical tests: Exhibition and defense of exercises and group work	35%	2	0.08	6, 10, 9, 5, 4
Individual theoretical and practical work: Delivery of exercises and work done and participation in forums and debates.	25%	4	0.16	1, 6, 7, 8, 11, 12, 5, 3
Individual theoretical-practical tests: written and oral tests	25%	2	0.08	1, 2, 7, 11, 12

Bibliography

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