

Degree	Type	Year
4316022 Sport Management	OB	0

Contact

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Teachers

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Teaching groups languages

You can view this information at the [end](#) of this document.

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

Learning Outcomes

1. CA05 (Competence) Use digital tools to solve marketing challenges.
2. CA06 (Competence) Have an empathetic understanding of the target audience of marketing actions.
3. KA09 (Knowledge) Identify the digital tools needed to carry out a marketing plan.
4. KA10 (Knowledge) Understand the marketing models used in the sports sector and the tools used to build them.
5. SA13 (Skill) Analyse the market and identify the competition.
6. SA14 (Skill) Draw up a marketing plan that integrates both traditional and innovative tools.
7. SA15 (Skill) Measure and assess digital marketing actions that have been implemented.
8. SA16 (Skill) Devise a management plan for commercial sports products and services using marketing plans and strategies.
9. SA16 (Skill) Devise a management plan for commercial sports products and services using marketing plans and strategies.

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

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Participatory Master Sessions	30	1.2	
Problem solving, ordinary classroom exercises	8	0.32	
Type: Supervised			

Group Tutoring	10	0.4
Performing work / Reports	16	0.64
Presentations / exhibitions	8	0.32
Type: Autonomous		
Personal study	50	2
Realization of works / Reports	20	0.8

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 ...)

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Assessment

Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exam	30%	2	0.08	KA09, KA10, SA13, SA14, SA15, SA16
Individual theoretical and practical activities	40%	4	0.16	CA05, CA06, KA09, KA10, SA13, SA14, SA15, SA16
Theoretical-practical tests/tasks	30%	2	0.08	CA05, CA06, KA09, KA10, SA13, SA14, SA15, SA16

Theoretical-practical tests/tasks: Submission of tasks; Presentation and defence of the exercises and works carried out (they can be individual and/or in group).

Individual theoretical and practical works: Delivery of exercises and works, as well as participation in forums and debates.

The teaching team will detail the specific activities at the beginning of the module.

Bibliography

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Software

N/A

Language list

Name	Group	Language	Semester	Turn
(TE) Theory	1	Spanish	first semester	afternoon
(TE) Theory	5	English	first semester	morning-mixed
(TE) Theory	10	Spanish	first semester	morning-mixed