

1. BASIC INFORMATION

Course	Introduction to sports marketing
Degree program	Sports Marketing Master Degree
School	Physical Education School
Year	First
ECTS	6 ECTS
Credit type	Mandatory
Language(s)	English
Delivery mode	Campus based / Online
Semester	First semester
Academic year	2020/21
Coordinating professor	Pedro Díaz Ridao

2. PRESENTATION

The Introduction to Sports Marketing module is a compulsory module of the Master's Degree in Sports Marketing, with a value of 6 ECTS credits, like the rest of the modules that make up the program. This module is a very important starting point for the Master as it involves a fundamental review of generic marketing issues - students come to the Master with different profiles - and a start in the area of sports marketing introducing the characteristics that make it a specialty in the context of global marketing strategies.

Meaning of the module in the whole curriculum

The Sports Marketing Features module serves as a basic starting point in the program for several reasons. In the first place, it involves an immersion in the sports industry that allows the student to acquire an overview of the market and sports activity and, furthermore, enables them to identify the different agents and interest groups in the market, as well as their circumstances and peculiarities in the sports business. . On the other hand, as mentioned in the opening paragraph, the master's students come to the program with different profiles - graduates in different subjects related to sports and communication - so it is necessary to carry out a review and update on the basic concepts of marketing to face the following modules so that students can develop the different activities of each unit under equal conditions.

Finally, this module is the starting point to know the particularities of marketing that is applied especially in the world of sports. The birth and history of this specialty are reviewed and the special condition of marketing and communication is discussed when applied to entities and in sports environments: the very

special characteristics of Federations, Sports Clubs and, above all, the fan profile, which develops different attitudes and behaviors in their relationship and consumption of sports articles, brands and experiences, allow us to apply different techniques in sports marketing strategies and all of this is discussed and shared in this first module.

goals

The learning objectives of the module can be summarized in the following points:

First, the initial module involves a review and update of the basic concepts of marketing.

Second, the conceptualization and categorization of sports marketing is addressed. As mentioned previously, the pillars of sports marketing are put in place so that the student understands the differences and special characteristics of marketing and communication when applied in sports environments. To do this, it begins by explaining the history of sports marketing and how the need arises to apply different tools, strategies and actions in certain situations in the field of the sports industry. From there, its constant evolution, both in tools and strategies and in market figures, is discussed.

Third, the knowledge of the circumstances and main agents that make up the sports industry is addressed, the main scenario where the strategies and actions planned and executed by sports companies and entities in the market will be subsequently applied to achieve their objectives of marketing. In this context, special emphasis is placed on the marketing function within the sports company, explaining in a practical way what is the current situation of this function in the world of sports and the fit in the global structure of sports companies and clubs.

Lastly, and in a transversal way, the importance of sport as an activity of great value in today's society is emphasized when planning, developing and executing marketing actions in companies in any sector.

3. COMPETENCIES AND LEARNING OUTCOMES

The following table shows the relationship between the competencies developed during the course and the learning outcomes pursued:

Competences	Learning outcomes
SS6, TS1,	LO1
SS6, TS1	LO2
SS1, TS3, TS7	LO3
SS1, TS3, TS7	LO4

SS7, BS5	LO5
SS7, BS5	LO6

4. CONTENT

The following are the main content areas that are embedded in the module:

- Introduction to the sports industry knowing its main agents, their functions and the trends that influence current sport.
- Review of face-to-face marketing concepts from a common base for the rest of the course.
- Introduction to sports marketing explaining its peculiarities and differences compared to generic marketing management and why it is considered a specialty by itself.
- Explanation of different case studies in sports environments including various business areas of Real Madrid and other case studies.
- 360º vision of sport including different areas such as entrepreneurship, the social aspect of sport, its technological aspect, etc ...

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:

- Master classes
- Presentation and discussion of case studies
- Class discussions
- Project-based learning
- Problem-based learning
- Individual research by students
- Presentations in class by students
- Knowledge test

6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:

Campus-based mode:

Learning Activity	Hours
Master classes	37.5

Projects and problems solving actions	25 h
Discussions, debates and oral participation	12,5 h
Seminars, forums and external visits	12,5 h
Personal work in teamwork scenarios	31,25 h
Research	31,25 h
TOTAL	150 H

Online mode:

Learning activity	Number of hours
Master clases	37.5
Projects and problems solving actions	25 h
Discussions, debates and oral participation	12,5 h
Seminars, forums and external visits	12,5 h
Personal work in teamwork scenarios	31,25 h
Research	31,25 h
TOTAL	150 H

7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

Assessment system	Weight
Country report project	30%
Individual works / presentations in class	20%
Discussion about sport marketing ethics	5%
Performance in class: attendance, interest, participation, others	15%
Unit test	30%

When you access the course on the *Campus Virtual*, you'll find a description of the assessment activities you have to complete, as well as the delivery deadline and assessment procedure for each one.

7.1. First exam period

To pass the course in the first exam period, you must obtain a final course grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 4.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

7.2. Second exam period

To pass the course in the second exam period, you must obtain a final grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 4.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

The student must deliver the activities not successfully completed in the first exam period after having received the corresponding corrections from the professor, or those that were not delivered in the first place.

8. SCHEDULE

This table shows the delivery deadline for each assessable activity in the course:

Assessable activities	Deadline
Country report project	December 2020
Individual works / presentations in class	October / November 2020
Discussion about sport marketing ethics	Last week of October 2020
Performance in class: attendance, interest, participation, others	October / November 2020
Unit test	3 ^º week November 2020

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

9. BIBLIOGRAPHY

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10. DIVERSITY MANAGEMENT UNIT

Students with specific learning support needs:

Curricular adaptations and adjustments for students with specific learning support needs, in order to guarantee equal opportunities, will be overseen by the Diversity Management Unit (UAD: Unidad de Atención a la Diversidad).

It is compulsory for this Unit to issue a curricular adaptation/adjustment report, and therefore students with specific learning support needs should contact the Unit at unidad.diversidad@universidadeuropea.es at the beginning of each semester.

11. ONLINE SURVEYS

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the “surveys” section in virtual campus or via e-mail.

Your assessment is necessary for us to improve.

Thank you very much for your participation.