

## 1. BASIC INFORMATION

|                               |   |
|-------------------------------|---|
| <b>Course</b>                 | Strategic marketing for the sports industry |
| <b>Degree program</b>         | Sports Marketing Master Degree              |
| <b>School</b>                 | Physical Education School                   |
| <b>Year</b>                   | First                                       |
| <b>ECTS</b>                   | 6 ECTS                                      |
| <b>Credit type</b>            | Mandatory                                   |
| <b>Language(s)</b>            | English                                     |
| <b>Delivery mode</b>          | Campus based / Online                       |
| <b>Semester</b>               | First semester                              |
| <b>Academic year</b>          | 2020/21                                     |
| <b>Coordinating professor</b> | César Martín de Bernardo                    |

## 2. PRESENTATION

The Sports Marketing Strategies module is the first module of the program in which we focus on the marketing offer and proposals phase of sports companies and institutions, once the first modules that focus more on the analytical part (characteristics, market research, consumer behavior). The strategies that companies and institutions adopt in the market to achieve their marketing objectives are many and varied and, therefore, we focus on specific issues such as distribution, product and price strategies as part of the marketing -mix of companies, In addition to starting the immersion in digital marketing, a topic that, due to its importance in the current market, permeates almost all modules in a transversal way.

Meaning of the module in the whole curriculum

The Sports Marketing Strategies module is essential to begin to manage the different strategies that companies and sports institutions develop and implement in the sports market. After the first three modules that have an analytical nature, this module is the starting point to begin to review and understand the sport business from the point of view of supply.

From this module, both the theoretical and practical contents as well as the evaluation systems and projects that we implement in the group, focus directly on these marketing strategies, fundamental for companies and institutions to meet the needs of the market and obtain, with this, the income and basic benefits for their subsistence. In this context, the basic parameters of strategic marketing will be explained - positioning, segmentation, differentiation - and their transfer to the marketing mix in which the targeted strategies are implemented in a real way.

The review of examples and practical cases in which certain business strategies carried out in the world of sport can be shared and understood will form a central part of the module classes to understand in a practical way the strategies and actions explained in a theoretical way. As explained in the introductory paragraph, digital marketing strategies will be part of the module sessions - although they are mentioned in a transversal way throughout the course - given the important rise of digital marketing as a marketing channel and tool in which they are investing companies and institutions in the current market.

The combination of practical examples, theoretical lessons and practical work projects that are part of the student assessment, will allow students to acquire a holistic view of the subject that will help them to internalize the contents and to be able to apply them in practical work and in your practices and / or professional development.

goals

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

In the first place, to know the concept and the bases of strategic marketing, a fundamental phase for companies and institutions to determine their positioning, their segmentation strategy and their marketing objectives before applying it in a concrete and operational way through the marketing mix.

Second, share, analyze, understand and be able to apply various sports marketing strategies, fundamental for any company or institution to achieve its marketing objectives. In this sense, strategies based on the products and services of companies - innovation, evolution, diversification, new trends - will be analyzed, strategies based on the price variable will be analyzed, both in the sale of products and services and in tickets to shows and events. sports, distribution strategies of companies and institutions will be shared - both physically and in the digital world - and promotion and communication strategies will be shared in corporations and organizations - advertising, relations, public, direct marketing, new trends -.

Third, all the concepts mentioned in the previous paragraph will be applied to the world of sport through examples and case studies in the sector.

Finally, in this module we begin the essential immersion in digital marketing, basic to be an up-to-date and competent marketing professional in the current market, given the predominance of the digital field when directing budgets and investments in current marketing plans: web positioning, social networks, search engine strategies, content generation, inbound marketing, etc.

### **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 |
|----------------|-------------------|
| SS1, SSE3, TS1 | LO1               |
| SS3, TS1       | LO2               |
| SS7, TS3       | LO3               |
| SS2, TS7       | LO4               |
| SS9, TS7       | LO5               |

## 4. CONTENT

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

- Concepts of strategic marketing applied to sport: segmentation, positioning, differentiation.
- Digital marketing applied to sport: contents, concepts, tools and case studies
- Case studies of different marketing strategies in the sports industry
- Explanation of different case studies in sports environments including various business areas of Real Madrid and other case studies.
- Strategic planning applied to the sports industry

## 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 h       |
| Projects and problems solving actions       | 12,5 h       |
| Case studies resolutions                    |              |
| Discussions, debates and oral participation | 12,5 h       |
| Projects presentations                      | 12,5 h       |
| Seminars, forums and external visits        | 12,5 h       |
| Personal work in teamwork scenarios         | 31,25 h      |
| Research                                    | 31,25 h      |
| <b>TOTAL</b>                                | <b>150 H</b> |

### Online mode:

| Learning Activity                           | Hours        |
|---|--------------|
| Master classes                              | 37.5 h       |
| Projects and problems solving actions       | 12,5 h       |
| Case studies resolutions                    |              |
| Discussions, debates and oral participation | 12,5 h       |
| Projects presentations                      | 12,5 h       |
| Seminars, forums and external visits        | 12,5 h       |
| Personal work in teamwork scenarios         | 31,25 h      |
| Research                                    | 31,25 h      |
| <b>TOTAL</b>                                | <b>150 H</b> |

## 7. ASSESSMENT

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

| Assessment system   | Weight |
|---|--------|
| RDS Project   | 30%    |
| Individual works / presentations in class                         | 20%    |
| Discussion about strategic marketing in sports                    | 5%     |
| Performance in class: attendance, interest, participation, others | 15%    |
| Unit test about the unit  | 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                            |
|---|-------------------------------------|
| RDS project   | March 2020                          |
| Individual works / presentations in class                         | January / February 2020             |
| Discussion about sport marketing ethics                           | 3 <sup>o</sup> week of January 2020 |
| Performance in class: attendance, interest, participation, others | January / February 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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- Scharw, E, Hunter, J (2008). Advanced Theory and Practice in Sport Marketing. Ed. Taylor & Francis. USA
- Blazquez, A (2013). Marketing deportivo en 13 historias. Ed. Inde, Madrid
- Ricaldone, G (2014) La pasión deportiva del marketing. Buenos Aires.
- Kotler, P. Los 10 pecados capitales del marketing. Signos y soluciones. Ed. Pearson, USA
- Vilaseca, David (2015), Innovación y marketing de servicios en la era digital, ESIC, Madrid
- Brograra, Roberto (2014), Mobile Revolution, ESIC Madrid
- Martínez. Esther, Nicolás, M-Angel (2015), Publicidad digital, ESIC Madrid
- Montañés del Rio, Serrano, César, Medina, José (2013), Técnicas de marketing viral, ESIC, Madrid

## 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](mailto: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.