

1. BASIC INFORMATION

Course	International marketing for sports
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	Second semester
Academic year	2020/21
Coordinating professor	Mario Gurrionero

2. PRESENTATION

The International Sports Marketing module focuses especially on various topics of great importance in the world of sports: first, it aims to dimension the international context of the market and sports companies, undoubtedly a global business today; second, although it has been referred to previously in a transversal way, the importance of international sporting events and their ability to generate business and income for organizers, sponsors and interest groups are analyzed. In addition, topics of great interest are discussed, such as the importance of sport for the development of City Marketing - destination or city marketing - and the phenomenon of the Olympic Games from the point of view of sporting activity and business and its contribution to host cities and countries.

Meaning of the module in the whole curriculum

The international sports marketing module includes various aspects of great interest in the relationship of sport with the current market and society. In the first place, the international dimension of the industry is analyzed, based especially on success stories such as Real Madrid, which allow us to understand the business possibilities for companies and institutions in the context of a market as globalized as the current one. Companies with international brand image and business must adapt to different markets and their circumstances and must therefore design differentiated strategies in each of the geographical areas in which they operate.

The second topic that articulates the international sports marketing module is the market for international sporting events: the size of the market, the most important variables to handle when organizing them, the

role of the different interest groups in them and the main case studies and current trends. To support this theme, students will develop a practical project related to a major event, the ATP 1000 Mutua Madrid Open tennis championship, in which the contents learned during the module will be applied in a practical way.

An important variable of sporting events is their impact on the city in which they take place and that will be the third topic that will be analyzed in the module: City Marketing or city marketing, the communication strategies that countries, regions and cities develop to Obtain competitive advantages in the market: tourists, investments, income and impact on the media are some of the variables.

Finally, the module will focus on the event of events in the sports field: the Olympic Games that are held every four years in both their summer and winter versions. The event will be analyzed including more business than sporting aspects: the candidacy process to obtain the possibility of organizing them, the variables that influence the organization process, audiovisual and media management, sponsorship management, etc.

goals

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

In the first place, to understand the international dimension of sport and the characteristics of international sports businesses in a market as globalized as the current one. To do this, apart from the theoretical contents, various case studies will be shared, especially from Real Madrid given its international character and its ability to generate income outside of Spain in areas such as the management of television rights, the organization of international tours and its digital loyalty programs such as the Real Madrid Card and the digital monetization project after its alliance with the giant technological Microsoft.

Second, analyze the subject of sporting events - especially those that have an international character - and the variables surrounding their organization and marketing. The Olympic Games will deserve special attention as we will address its business model and its impact on related stakeholders: organizing governments, sponsoring companies, participants, attendees and collaborating companies.

Third and last, analyze, manage and apply the concept of City Marketing in sports environments, the marketing and communication strategies developed by public administrations to promote their geographical areas and achieve objectives related to tourism, business, communication and quality of life of its inhabitants; without a doubt, sport can be an important ambassador for any destination.

3. COMPETENCES AND LEARNING OUTCOMES

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

Competences	Learning outcomes
SS 3, TS 8, TS 10	LO1
SS 3, TS 8, TS 10	LO2
SS 3, SS 4	LO3
SS 3, SS 4	LO4
SS 3, TS 4	LO5
SS 5	LO 6

4. CONTENT

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

- International marketing applied to sports environments
- Study cases of sports marketing in the international industry: the 4 major leagues in the US, sports in the UK, international travel summary
- Organization of sporting events: planning, communication, marketing, operations
- Organization of sporting events: case studies
- Explanation of different case studies in sports environments including various business areas of Real Madrid and other case studies

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	
Projects presentations	23 h
Seminars, forums and external visits	2 h
Personal work in teamwork scenarios	12,5 h
Research	31,25 h
TOTAL	150 H

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	
Projects presentations	23 h
Seminars, forums and external visits	2 h
Personal work in teamwork scenarios	12,5 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
Mutua Madrid Open Internationalization project	30%
Individual works / presentations in class	20%
Discussion about international marketing	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
Mutua Madrid Open Project	May 2020
Individual works / presentations in class	April / May 2020
Discussion about sport marketing ethics	2 ^o week of April 2020
Performance in class: attendance, interest, participation, others	April / May 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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- Diplomacia Deportiva. Javier Sobrino. Ed: Andavira.
- Molina, Gerardo, Aguiar, Francisco (2005), Estrategias de marketing deportivo. Ed. Norma, Buenos Aires
- Scharw, E, Hunter, J (2008). Advanced Theory and Practice in Sport Marketing. Ed. Taylor & Francis. USA
- Shilbury, D, Quilck, Shayne, Westerbeek, Hans (2003), Strategic sports marketing, Allen & Unwin (2003)
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- Gisbert, Paco, (2007), 50 eventos deportivos, Ed. Grijalbo
- Dinnie, Keith (2011), Nation branding: Concept, issues, Practice. Ed. Routledge, USA
- Wallechinsky, David (2012). The complete book of the Olympics, Ed. Pearce, UK

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.