

COURSE MODULE OUTLINE

(1) General information

SCHOOL	SCHOOL OF SOCIAL SCIENCES		
PROGRAM COURSE	SPORT MANAGEMENT		
LEVEL OF STUDY	POSTGRADUATE		
COURSE UNIT CODE	DATH12	YEAR	1 st
COURSE TITLE	SPORT MARKETING		
INDEPENDENT TEACHING ACTIVITIES <i>in case credits are awarded for separate components/parts of the course, e.g. in lectures, laboratory exercises, etc. If credits are awarded for the entire course, give the weekly teaching hours and the total credits</i>		WEEKLY TEACHING HOURS	CREDITS
		21-22	10
Add rows if necessary. The organization of teaching and the teaching methods used are described in detail under section 4			
COURSE TYPE Compulsory, Optional, Optional mandatory	COMPULSORY		
PREREQUISITE COURSES:	NO		
LANGUAGE OF INSTRUCTION AND EXAMS:	GREEK		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	NO		
COURSE WEBSITE (URL)	https://www.eap.gr/education/postgraduate/biannual/sports-administration/topics/#d12		

Learning Outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate (certain) level, which students will acquire upon successful completion of the course, are described in detail. It is necessary to consult:

APPENDIX A

- Description of the level of learning outcomes for each level of study, in accordance with the European Higher Education Qualifications' Framework.
- Descriptive indicators for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and

APPENDIX B

- Guidelines for writing Learning Outcomes

Upon completion of DATH12 students will be able to:

- identify the role of sports marketing in the sports market.
- understand the role of sports consumer research
- apply techniques for segmenting sport consumers.
- analyse the elements of the sports marketing mix
- understand the concept and role of marketing planning, as well as the marketing mix and communication
- recognise the process of developing an association licensing programme and legal protection of the sport operator's commercial partnerships from illegal association actions
- develop effective sports marketing plans

General Competences

Taking into consideration the general competences that students/graduates must acquire (as those are described in the Diploma Supplement and are mentioned below), at which of the following does the course attendance aim?

Search for, analysis and synthesis of data and information by the use of appropriate technologies,

Adapting to new situations

Decision-making

Individual/Independent work

Group/Team work

Working in an international environment

Working in an interdisciplinary environment (Other.....citizenship, spiritual freedom, social innovative research awareness, altruism etc.)

Project planning and management

Respect for diversity and multiculturalism

Environmental awareness

Social, professional and ethical responsibility and sensitivity to gender issues

Critical thinking

Development of free, creative and inductive thinking

.....

1. Use of appropriate technologies for research, analysis and synthesis of data and information
2. Respect for diversity and multiculturalism
3. Decision-making
4. Individual/Independent work
5. Social, professional and ethical responsibility and sensitivity to gender issues
6. Critical thinking
7. Development of free, creative and inductive thinking
8. Working in an interdisciplinary environment

(2) COURSE CONTENT

The aim of this unit is to identify, analyse and deepen the understanding of sports marketing issues and practices. Emphasis is placed on issues related to both the creation and promotion of sports programs and services, as well as the development and evaluation of sponsorship programs.

(3) TEACHING METHODS--ASSESSMENT

MODES OF DELIVERY <i>Face-to-face, in-class lecturing, distance teaching and distance learning etc.</i>	Distance education with three Group Counseling Meetings (OSS) during the academic year on weekends.	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY <i>Use of ICT in teaching, Laboratory Education, Communication with students</i>	• Remote meetings tools (webex) • Use of Presentation software (e.g. power point) • Use of Specialized software in the subjects under study. • Additionally, the students use office automation tools, web browsers and e-reader for digital books.	
COURSE DESIGN <i>Description of teaching techniques, practices and methods: Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, Internship, Art Workshop, Interactive teaching, Educational visits, projects, Essay writing, Artistic creativity, etc.</i> <i>The study hours for each learning activity as well as the hours of selfdirected study are given following the principles of the ECTS.</i>	Activity/Method	Annual workload
	3 OSS (* 4 hours)	12
	2 short essays (2 * 15 hours)	30
	1 semester essay (1 * 60)	60
	Written examination	3
	Individual study time	152
	Educational activities (optional) (13 *1 hour)	13
	Total module workload (hours)	280

STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS <i>Detailed description of the evaluation procedures:</i> <i>Language of evaluation, assessment methods, formative or summative (conclusive), multiple choice tests, short- answer questions, open-ended questions, problem solving, written work, essay/report, oral exam, presentation, laboratory work, other.....etc.</i> <i>Specifically defined evaluation criteria are stated, as well as if and where they are accessible by the students.</i>	- Two (2) Short Written Essays, with weighting factor to the class unit's final grade 10% each. - One (1) Semester Essay with weighting factor to the class unit's final grade 20%. The grade of the written assignments (short and semester) is activated only with a grade equal to, or above the base (≥ 5) in the final or repeated exams - Final exams weigh 60% in the final class unit's grade. The final grade of the class unit, in a scale of 10, is calculated as follows: Final grade = $(SE1 * 0,1) + (SE2 * 0,2) + (FE * 0,6)$ There are all the criteria posted, both in each written assignment (in the study) and in the general regulation file:///D:/Users/User/Downloads/kanonismos-spoudwn-isxys-apo-to-didaktiko-etos-2022-2023.pdf
---	--

(4) SUGGESTED BIBLIOGRAPHY:

<i>Suggested bibliography :</i> Primary Bibliography - Παπαδημητρίου, Δ., (2005). <i>Διοίκηση αθλητικών οργανισμών και επιχειρήσεων</i>, Αθήνα: Εκδόσεις Κλειδάριθμος - Mullin, B., Hardy, S. & Sutton, W. (2004). <i>Αθλητικό μάρκετινγκ</i>. Αθήνα: Broken Hill (Πασχαλίδης) - Αλεξανδρής, Κ., (2016). Αρχές Μάνατζμεντ και Μάρκετινγκ Οργανισμών και Επιχειρήσεων Αθλητισμού και Αναψυχής. Θεσσαλονίκη: Εκδόσεις Αφοί Κυριακίδη - Mason, D. (1999). What is the sports product and who buys it? The marketing of professional sports leagues. <i>European Journal of Marketing</i>, 33 (3/4), 402-418 - Seric, N., Ljubica, J., (2018). <i>Market research methods in the sports industry</i>. UK: Emerald Publishing - Kotler, P., Keller, K. (2017). <i>Μάρκετινγκ μάνατζμεντ</i>. Αθήνα: Κλειδάριθμος Secondary Bibliography - Zhang, J.J., Kim, E., Mastromartino, B., Qian, T.Y. & Nauright, J. (2018). <i>The sport industry in growing economies: critical issues and challenges</i>. <i>International Journal of Sports Marketing and Sponsorship</i>, Vol. 19 (No. 2), pp. 110-126. doi:10.1108/IJSMS-03-2018-0023 - Funk, D., Lock, D., Karg, A., & Pritchard, M. (2016). <i>Sport consumer behavior research: Improving our game</i>. <i>Journal of Sport Management</i>, 30(2), 113-116. doi:10.1123/jsm.2016-0028 - Yim, B.H. & Byon, K.K. (2020). <i>Critical factors in the sport consumption decision making process of millennial fans: a revised model of goal-directed behavior</i>. <i>International Journal of Sports Marketing and Sponsorship</i>, Vol. 21 (No. 3), pp. 427-447. doi:10.1108/IJSMS-03-2019-0031 - Kim, T., Chiu, W. & Chow, M.K.F. (2019). <i>Sport technology consumers: Segmenting users of sports wearable devices based on technology readiness</i>. <i>Sport, Business and Management</i>, Vol. 9 (No. 2), pp. 134-145. doi:10.1108/SBM-02-2018-0011 - Kunkel, T., & Biscaia, R. (2020). <i>Sport brands: Brand relationships and consumer behavior</i>. <i>Sport Marketing Quarterly</i>, 29 (1), 3-17. doi:10.32731/SMQ.291.032020.01
--

- *Crompton, J. L. (2014). Potential negative outcomes from sponsorship for a sport property. Managing Leisure, 19:6, 420-441. doi:10.1080/13606719.2014.912050*
- *Anagnostopoulos, C., Parganas, P., Chadwick, S., & Fenton, A. (2018). Branding in pictures: using Instagram as a brand management tool in professional team sport organizations. European Sport Management Quarterly, 18(4), 413-438.*

-Related Scientific Journals:

- Sport Marketing Quarterly
- International Journal of Sports Marketing and Sponsorship
- European Sport Management Quarterly