

COURSE MODULE OUTLINE

(1) General information

SCHOOL	SCHOOL OF SOCIAL SCIENCES		
PROGRAM COURSE	SPORT MANAGEMENT		
LEVEL OF STUDY	POSTGRADUATE		
COURSE UNIT CODE	DATH22	YEAR	1 st
COURSE TITLE	SPORT CONSUMER BEHAVIOR		
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
<i>Add rows if necessary. The organization of teaching and the teaching methods used are described in detail under section 4</i>			
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/#d22		

(2) LEARNING OUTCOMES

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 DATH22 the students will be able to:

- understand various consumers' decision making models in sports
- understand the basic theories of sport consumer motivation
- analyze the constraints of participation in sport activities and events
- apply consumers' loyalty and involvement programs in various sport settings
- appreciate the important role of sport service quality and its influence on customer experience

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

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

This module presents a series of theories and models related to sport consumer behavior. Specifically, the module analyzes the decision making process of sport consumers and its effect on the various psychological, sociological, cultural and demographic factors that influence the buying behavior of fans and participants in sports and events.

(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
	Educational activities (optional) (3 *1 hour)	3
	2 short essays (2 * 15 hours)	30
	1 semester essay (1 * 60)	60
	Written examination	3
	Individual study time	172
	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	

(4) SUGGESTED BIBLIOGRAPHY:

Basic Bibliography

Suggested Bibliography :

Primary Bibliography

- Μπαλτάς, Γ. & Παπασταθοπούλου, Π. (2013). *Συμπεριφορά Καταναλωτή* (β' έκδοση). Αθήνα: Εκδόσεις Rossili
- Αλεξανδρή, Κ. (2016). *Αρχές Μάνατζμεντ και Μάρκετινγκ Οργανισμών Αθλητισμού και Αναψυχής*. Θεσσαλονίκη: Εκδόσεις Αφοι Κυριακίδη
- Τσιότσου, Ρ. (2020). *Αθλητικό Μάρκετινγκ*. Κύπρος: Broken Hill
- Funk, D. Alexandris, K., & McDonald, H. (2016). *Sport Consumer Behavior. Marketing Perspectives*. Routhledge, Taylor & Francis
- Cantabully, J. (2014). *Customer experience management: enhancing experience and value through service management*. Kendall Hunt Publishers. USA.
- Lianopoulos, I. (2018). *Factors defining the identification with sport teams and its consequences on sport fan behavior*. Doctoral Dissertation.
- Τάχης, Σ., Τζέτζης, Γ. & Λάϊος, Α. (2013). Ο ρόλος των κινήτρων στη διαμόρφωση της συμπεριφοράς θεατών σε αγώνες επαγγελματικού ποδοσφαίρου. *Διοίκηση Αθλητισμού Αναψυχής*, 10(2), 20-32
- Αβουρδιάδου, Σ., Κουθούρης, Χ., & Αλεξανδρή, Κ. (2014). Παράγοντες που διαμορφώνουν τη συμμετοχή στη χιονοδρομία αναψυχής. Διαφορές λόγω δημογραφικών χαρακτηριστικών και συχνότητας συμμετοχής. *Διοίκηση Αθλητισμού Αναψυχής*, 4(2), 2-21
- Νάσσης, Π. & Θεοδωράκης, Ν (2008). Ο Ρόλος της Ανάμειξης στη Συμπεριφορά των Φιλάθλων στον Επαγγελματικό Αθλητισμό. *Διοίκηση Αθλητισμού Αναψυχής*, 6(3), 319 – 328
- Alexandris, K., Theodorakis, N.D., Kaplanidou, K., & Papadimitriou, D. (2017). Event quality and loyalty among runners with different involvement levels: The case of "Alexander the Great" International Marathon. *International Journal of Event and Festival Management*, 8(3), 292-307
- Jun, J., Kyle, G.T., Vlachopoulos, S.P., Theodorakis, N.D., Absher, J.T., & Hammitt, W.E. (2012). Reassessing the structure of enduring leisure involvement. *Leisure Sciences*, 34(1), 1-18
- Τσίτσαρη, Ε., Κώστα, Γ., & Αλεξανδρή, Κ. (2012). Συμμετοχή Ατόμων σε Δημοτικά Αθλητικά Προγράμματα: Ο Ρόλος της Ανάμειξης. *Διοίκηση Αθλητισμού Αναψυχής*, 9(2), 1-15

- Λιανόπουλος, Ι., Γκατζαβέλη, Σ., & Θεοδωράκης Ν. (2019). Σχέσεις μεταξύ ποιότητας υπηρεσιών, ικανοποίησης, εικόνας και προθέσεων συμπεριφοράς συμμετεχόντων σε αθλητικά γεγονότα μαζικής συμμετοχής. *Διοίκηση Αθλητισμού και Αναψυχής*, 16(2)
- Θεοδωράκης, Ν. (2014). Ο ρόλος των "αντιλήψεων για τους άλλους πελάτες" στη διαμόρφωση της ικανοποίησης και των προθέσεων συμπεριφοράς στο χώρο των γυμναστηρίων. *Διοίκηση Αθλητισμού και Αναψυχής*, 11(2), 24-35
- Avourdiadou, S. & Theodorakis, N.D. (2014). The development of loyalty among novice and experienced customers of sport and fitness centres. *Sport Management Review*, 17, 417-431
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- Alexandris, K. (2016). Testing the role of sport event personality on the development of event involvement and loyalty. *International Journal of Event and Festival Management*, 7(1), 2-20
- Papadimitriou, D., Kaplanidou, K., Alexandris, K. & Theodorakis, N.D. (2019). The brand personality of professional football teams: A refined model based on the Greek professional football league. *Sport Business Management*, 9(5), 443-459

Secondary bibliography

Related Scientific Journals:

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

