Syllabus

Course Description

Course Title	Sport Marketing and Sponsorship
Course Code	30186
Course Title Additional	
Scientific-Disciplinary Sector	ECON-07/A
Language	English
Degree Course	Bachelor in Tourism, Sport and Event Management
Other Degree Courses (Loaned)	
Lecturers	Prof. Serena Volo, Serena.Volo@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/7585
Teaching Assistant	
Semester	First semester
Course Year/s	3
CP	6
Teaching Hours	36
Lab Hours	-
Individual Study Hours	-
Planned Office Hours	18
Contents Summary	The course refers to the complementary educational activities, it provides a comprehensive theoretical and practical understanding of sports marketing and sponsorship and deals with: • Marketing through sports and marketing of sport. Marketing mix in spectator sport, participation sport and sporting goods. • Sponsorship: Concepts, objectives, and components. Developing and Selling the Sponsorship Proposal. Sponsorship evaluation • Ambush marketing. Special sponsorship forms: Venue Naming Rights, Licensing, Endorsement. • Social media and big data in sport marketing and sponsorship.

	Ethical issues in sport marketing and sponsorship. The course encourages students to develop and use an experience-oriented mind-set enabling them to make sound sports marketing and sponsorship decisions.
Course Topics	Introduction to Sports marketing. Marketing through sports and marketing of sport. Product decision in sport marketing. Integrated marketing communications for sport. Pricing decisions in sports marketing. Distribution decisions in marketing. Relationship marketing in the business of sports. Marketing sustainability through sport. Environmental sustainability in sport: Current state and future trends. Sponsorship: Concepts, objectives, and components. Sponsorship foundation. Developing and Selling the Sponsorship Proposal. Assessment of sponsorship opportunities. Leveraging techniques for sponsorship. Ambush marketing. Sponsorship evaluation: identifying reasons for sponsorship failure and success. Special sponsorship forms: Venue Naming Rights, Licensing, Endorsement. Social media and big data in sport marketing and sponsorship. Ethical issues in sport marketing and sponsorship.
Keywords	Sports marketing Sponsorship Ambush marketing Sponsorship evaluation Venue Naming Rights, Licensing, Endorsement
Recommended Prerequisites	
Propaedeutic Courses	
Teaching Format	This course will be taught through lectures, group activities and class-discussions: - The theoretical background of sport marketing and sponsorship will be presented in lectures; - The practical application of this theoretical background will then be explored through class discussions, flipped-classroom activities, group works which will be conducted within the framework of short assigned case studies and additional, related practical exercises and reading assignments. Appropriate professional behaviour is expected during class time. Proper ethical conduct and academic honesty is expected at all

	times.
Mandatory Attendance	-
Specific Educational Objectives and Learning Outcomes	ILO (Intended Learning Outcomes) ILO 1 - Knowledge and understanding ILO 1.1 of the management of information flows, marketing and their functions in the consumer market (including behavioural sciences, market research, destination marketing) ILO 1.2 corporate strategies and basic business models ILO 1.3 of concepts, models and techniques for analysing current issues in sport ILO 1.4 of sports management in an international context ILO 1.5 the specifics of the world of sports in order to improve sports management in today's society. ILO 2 - Ability to apply knowledge and understanding ILO 2.1 Determining the value of the various players and strategies in the field of tourism and sports and understanding the impact on the performance of the various management systems ILO 2.2 Evaluating various digital marketing approaches ILO 2.3 Management principles for companies of different sizes and in different contexts ILO 2.4 Industry analysis, competitive analysis and analysis of the business environment in different sectors ILO 2.5 Identification of potential talent in the market ILO 2.6 Support for operational and strategic business decisions in the field of sports infrastructure ILO 2.7 Utilisation of local opportunities and resources in the international events market ILO 2.8 Segmenting the sports market, targeting and product positioning ILO 2.9 Contributing to the development of marketing mix strategies and tools for marketing through sport and the marketing of sport ILO 2.10 Developing and marketing sponsorship proposals. ILO 2.11 Applying critical thinking to current sports management practices, including evaluating the development of the sports market.

	ILO 3 - Making judgements ILO 3.1 to report analytically and critically on information, empirical values and data in order to make appropriate business decisions; ILO 3.2 finding necessary additional information in databases, legal documents and scientific sources; ILO 3.3 to find solutions by applying logical reasoning and combining information with analytical tools. ILO 4 - Communication skills ILO 4.1 Graduates of the Bachelor's programme in Tourism, Sports and Event Management will develop communication and presentation skills in order to explain, discuss and summarise the complex, interdisciplinary topics of the tourism, sports and event sector in a work environment. ILO 5 - Learning skills ILO 5.1 the ability to identify up-to-date information in order to keep pace with developments in the service sector in general, and in the fields of tourism, sport and event management in particular.
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	For Attending Students The knowledge and the skills learned throughout the course will be assessed with: two group assignments and a final written exam. • Two group assignments (20%+20%) will take place during the course, the dates will be communicated the first day of lectures and will be available in the reserve collection under Course Daily Activities. These group assignments will have the objective of evaluating the students´ knowledge on the sport marketing theory and practice. (ILOs 1 to 5) • The final written exam (60%) will consist of three to five essay and/or open-ended questions aimed at testing the knowledge of sponsorship concepts, models, techniques, and tools acquired as well as the students' ability to apply this knowledge to a variety of sport market settings. The final exam will last up to 70 minutes.

	(ILOs 1 to 5) Results of the intermediate project-works and bonus points are valid only for the academic year in which these activities have taken place, and results of these activities cannot be carried over beyond that time frame. For NON-Attending Students The knowledge and the skills learned throughout the course will be assessed with: a written exam (100%). The final exam will cover all topics, will include up to seven essays and/or open-ended questions at testing the knowledge of marketing and management concepts, models, techniques, and tools acquired and the students' ability to apply it to a variety of market settings. (ILOs 1 to 5) The final exam will last up to 120 minutes
Evaluation Criteria	The students' leaning outcomes will be evaluated as follows: For Attending Students - The following criteria will be used to evaluate the group assignment: relevance and clarity of answers, ability to summarize, evaluate, compare and contrast models, topics and data, presentation. - The following criteria will be used to evaluate the written exam: relevance and clarity of answers, ability to summarize, evaluate, compare and contrast models, topics and data; creativity in sponsorship, skills in critical thinking, ability to summarize and communicate findings. Results of the intermediate project works and bonus points are valid only for the academic year in which these activities have taken place, and results of these activities cannot be carried over beyond that time frame. For NON-Attending Students (Students who are unable to complete the project work) - The following criteria will be used to evaluate the written exam:

	relevance and clarity of answers, ability to summarize, evaluate, compare and contrast models, topics and data; creativity in sponsorship, skills in critical thinking, ability to summarize and communicate findings. General information on assessment: - Participation to lectures is highly recommended. - During the written examinations students are not allowed to use/consult books and/or any other teaching/learning material. - Proper ethical conduct and academic honesty is expected by all students at all times. Students are expected to produce and submit personally created academic work. - Any student discovered plagiarizing, engaging in academic dishonesty, or in any other dishonest conduct will fail the course and the regulations of the Faculty on academic misconduct will apply
Required Readings	TEXTBOOK: Sports Marketing. Fullerton S. (2007 or latest edition). McGraw-Hill. **ARTICLES:** Selected scientific articles, website links and industry reports will be indicated during the lectures and will be available on the Reserve Collection and on TEAMS. Lecture notes, selected readings and case studies will be available on the Reserve Collection and on TEAMS.
Supplementary Readings	
Further Information	To prepare for the exam students must use all above materials and non-attending students should make the effort to access their colleagues' notes and meet with the lecturer at least one month before the date of the exam in order to obtain proper guidance.
Sustainable Development Goals (SDGs)	Gender equality, Decent work and economic growth, Peace, justice and strong institutions, Sustainable cities and communities, Reduced inequalities