

# Syllabus

## *Descrizione corso*

<b>Titolo insegnamento</b>	Marketing dello Sport e Sponsorizzazione
<b>Codice insegnamento</b>	30186
<b>Titolo aggiuntivo</b>	
<b>Settore Scientifico-Disciplinare</b>	ECON-07/A
<b>Lingua</b>	Inglese
<b>Corso di Studio</b>	Corso di laurea in Management del Turismo, dello Sport e degli Eventi
<b>Altri Corsi di Studio (mutuati)</b>	
<b>Docenti</b>	prof. Serena Volo, Serena.Volo@unibz.it <a href="https://www.unibz.it/en/faculties/economics-management/academic-staff/person/7585">https://www.unibz.it/en/faculties/economics-management/academic-staff/person/7585</a>
<b>Assistente</b>	
<b>Semestre</b>	Primo semestre
<b>Anno/i di corso</b>	3
<b>CFU</b>	6
<b>Ore didattica frontale</b>	36
<b>Ore di laboratorio</b>	-
<b>Ore di studio individuale</b>	-
<b>Ore di ricevimento previste</b>	18
<b>Sintesi contenuti</b>	<p>The course refers to the complementary educational activities, it provides a comprehensive theoretical and practical understanding of sports marketing and sponsorship and deals with:</p> <ul style="list-style-type: none"> <li>• Marketing through sports and marketing of sport. Marketing mix in spectator sport, participation sport and sporting goods.</li> <li>• Sponsorship: Concepts, objectives, and components. Developing and Selling the Sponsorship Proposal. Sponsorship evaluation</li> <li>• Ambush marketing. Special sponsorship forms: Venue Naming</li> </ul>

	<p>Rights, Licensing, Endorsement.</p> <ul style="list-style-type: none"> <li>• Social media and big data in sport marketing and sponsorship.</li> </ul> <p>Ethical issues in sport marketing and sponsorship.</p> <p>The course encourages students to develop and use an experience-oriented mind-set enabling them to make sound sports marketing and sponsorship decisions.</p>
<b>Argomenti dell'insegnamento</b>	<p>Introduction to Sports marketing. Marketing through sports and marketing of sport.</p> <p>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.</p> <p>Environmental sustainability in sport: Current state and future trends.</p> <p>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.</p> <p>Social media and big data in sport marketing and sponsorship.</p> <p>Ethical issues in sport marketing and sponsorship</p>
<b>Parole chiave</b>	<p>Sports marketing</p> <p>Sponsorship</p> <p>Ambush marketing</p> <p>Sponsorship evaluation</p> <p>Venue Naming Rights, Licensing, Endorsement</p>
<b>Prerequisiti</b>	
<b>Insegnamenti propedeutici</b>	
<b>Modalità di insegnamento</b>	<p>This course will be taught through lectures, group activities and class-discussions:</p> <ul style="list-style-type: none"> <li>- The theoretical background of sport marketing and sponsorship will be presented in lectures;</li> <li>- 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.</li> </ul>

	Appropriate professional behaviour is expected during class time. Proper ethical conduct and academic honesty is expected at all times.
<b>Obbligo di frequenza</b>	-
<b>Obiettivi formativi specifici e risultati di apprendimento attesi</b>	<p>Knowledge and understanding</p> <p><b>MANAGEMENT</b></p> <p>of business management theories</p> <p>of business organisation in different contexts</p> <p>of the organisation and management of human resources</p> <p>of the interaction between different management functions</p> <p>the nature and purpose of the tourism, sports and events industry, their activities, business systems and the tools required for their management</p> <p>the management of marketing information flows and its functions in the consumer market (including behavioural sciences, market research, destination marketing)</p> <p>enterprise strategies and basic business models</p> <p>of the main strategic planning tools and their appropriate and context-dependent use</p> <p>of leadership theory and methods</p> <p>of sustainable tourism management in an international context</p> <p>the current dynamics of international competitiveness in the tourism market</p> <p>of concepts, models and techniques for analysing current issues in sport</p> <p>of the management of sport in an international context</p> <p>the peculiarities of the world of sport in order to improve the management of sport in today's society.</p> <p>"Ability to apply knowledge and understanding"</p> <p><b>MANAGEMENT</b></p> <p>different aspects of management theories to the service sector</p> <p>analysing internal and external business problems and offering possible solutions</p> <p>personnel management in different organisational contexts</p> <p>reviewing the management of the organisation as separate functions and as a whole</p> <p>differentiating the roles and characteristics of the various players in</p>

	<p>the tourism, sports and events sector</p> <p>use and consolidation of information and resources available to determine the differences in the various tourism and sports management systems</p> <p>determining the value of different stakeholders and strategies in tourism and sport and understanding the impact on the performance of the various management systems</p> <p>evaluation of different digital marketing approaches</p> <p>management principles to companies of different sizes and in different contexts</p> <p>industry analysis, competitive analysis and analysis of the business environment in different sectors</p> <p>support for strategic and operational decision-making using basic planning tools and scenarios</p> <p>human resources development and guidance</p> <p>creation of a winning soft skills proposition for new initiatives</p> <p>identification of potential talent on the market</p> <p>operational and strategic business decision support in sports infrastructure</p> <p>sports infrastructure management</p> <p>project management through the use of different software for event organisation and project management</p> <p>exploitation of local opportunities and resources on the international events market</p> <p>communication in the tourism sector in intercultural working environments</p> <p>sports market segmentation, targeting and product positioning contributing to the development of marketing mix strategies and tools in marketing through sport and the marketing of sport development and marketing of sponsorship proposals.</p> <p>critical thinking in relation to current sports management practices, including evaluating the evolution of the sports market.</p> <p>Autonomy of judgement</p> <p>find the necessary additional information in databases, regulatory sources and scientific bibliography;</p> <p>Communication skills</p> <p>Graduates of the Tourism, Sports and Events Management degree programme will develop communication and presentation skills to</p>
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	<p>explain, argue and summarise complex interdisciplinary topics in the tourism, sports and events sector in a professional context. The achievement of this objective will be assessed by means of written examinations, individual and group assignments as well as the final dissertation.</p>
<b>Obiettivi formativi specifici e risultati di apprendimento attesi (ulteriori info.)</b>	
<b>Modalità di esame</b>	<p>For Attending Students (regular attendance will be recorded by the lecturer, at least 50% of attendance is required to qualify as attending student)</p> <p>The knowledge and the skills learned throughout the course will be assessed with: two group assignments and a final written exam.</p> <ul style="list-style-type: none"> <li>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. The groups will be formed by the lecturer and only those students who have attended 50% of the lectures can take part to the group assignments.</li> <li>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.</li> <li>Active contribution to class discussion and activities is expected for each and every class and bonus points will be assigned as reward for high-level contributions.</li> </ul> <p>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.</p>

	<p>For NON-Attending Students (Students who will not attend at least 50% of classes or will be unable to complete the group assignments)</p> <p>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.</p> <p>The final exam will last up to 120 minutes</p>
<b>Criteria di valutazione</b>	<p>The students' learning outcomes will be evaluated as follows:</p> <p>For Attending Students (regular attendance will be recorded by the lecturer, at least 50% of attendance is required to qualify as attending student)</p> <ul style="list-style-type: none"> <li>- 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.</li> <li>- 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.</li> </ul> <p>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.</p> <p>For NON-Attending Students (Students who will not attend classes or will be unable to complete the project work)</p> <ul style="list-style-type: none"> <li>- The following criteria will be used to evaluate the written exam: relevance and clarity of answers, ability to summarize, evaluate,</li> </ul>

	<p>compare and contrast models, topics and data; creativity in sponsorship, skills in critical thinking, ability to summarize and communicate findings.</p> <p>General information on assessment:</p> <ul style="list-style-type: none"> <li>- Participation to lectures is highly recommended.</li> <li>- During the written examinations students are not allowed to use/consult books and/or any other teaching/learning material.</li> <li>- 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.</li> <li>- 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</li> </ul>
<b>Bibliografia obbligatoria</b>	<p>TEXTBOOK: Sports Marketing. Fullerton S. (2007 or latest edition). McGraw-Hill.</p> <p><b>ARTICLES:</b> 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.</p> <p>Lecture notes, selected readings and case studies will be available on the Reserve Collection and on TEAMS.</p>
<b>Bibliografia facoltativa</b>	
<b>Altre informazioni</b>	<p>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.</p>
<b>Obiettivi di Sviluppo Sostenibile (SDGs)</b>	<p>Parità di genere, Buona occupazione e crescita economica, Pace e giustizia, Città e comunità sostenibili, Ridurre le disuguaglianze</p>