

Course Unit	Sports Marketing		Field of study	Sport Sciences	
Bachelor in	Sports - Minor in Sports Management		School	School of Education	
Academic Year	2023/2024	Year of study	3	Level	1-3
Type	Semestral	Semester	2	ECTS credits	5.0
Code			9563-624-3205-00-23		
Workload (hours)	135	Contact hours	T 30	TP 15	PL -
			TC 3	S 2	E -
			OT 4	O -	

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) Pedro Miguel Monteiro Rodrigues

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Understand and analyze the role of marketing within the specificity of sports services and services-producing sports organizations;
2. Apply technical nature of the Sports Marketing to concrete situations of sports phenomenon;
3. Analyze and interpret information on the concrete situations of the sport with the aim of proposing solutions to improve the adequacy of supply of programs to the needs and expectations of the market;
4. Collect, select and interpret relevant information with a view to proposing solutions for effective marketing of services / products sports;
5. Present a clear and accurate information is collected, its interpretation and possible solutions to problems proposed.

Prerequisites

Not applicable

Course contents

1 The special nature of the Sports Marketing; 2 The management of the Sports Marketing; 3 The consumer sports; 4 The research of the market in the Sports Marketing; 5 The segmentation of the market; 6 The product sports; 7 The licensing of brands; 8 The Marketing Plan; 9 The media and public relations in sport; 10 The coordination and control of the Marketing Mix.

Course contents (extended version)

1. The special nature of the Sports Marketing
 - The globalization of sports phenomenon
 - The current state of sports phenomenon
 - Definition of Sports Marketing
 - Marketing Myopia in Sports
 - The specificity of products and services sports
 - The industry's development of sport
2. The management of the Sports Marketing
 - Marketing Strategies
 - Implementation of a program of sports marketing
 - Analysis "SWOT"
 - Coordination of the actions of Marketing
3. The sports consumer
 - Types of studies on consumer sports;
 - The interpretation of studies on consumer sports
4. The market research in Sport Marketing
5. The market segmentation
 - Definitions and need to segment the market;
 - Basis of segmentation of the market
6. Sport product
7. Brands licensing
8. Market Plan
9. The media and public relations in sport
10. The coordination and control of the marketing mix
 - Marketing plan variables coordination
 - Marketing function control

Recommended reading

1. Eiglier, P. , & Langeard, E. (1991). Servunction - A gestão marketing da empresas de serviços. Lisboa: McGraw-Hill.
2. Mullin, B. , Hardy, S. , & Sutton, W. (2014). Sport Marketing (4th ed.). Champaign: Human Kinetics.
3. Fetchko, M. J. , Roy, D. P. , & Clow, K. E. (2018). Sports Marketing (2nd ed.): Routledge.

Teaching and learning methods

Submission of programmatic content followed by discussion groups about the concepts discussed. It also proposed the drawing up of work on collection and analysis of the topics discussed during the classes.

Assessment methods

1. Alternative 1 - Continuous assessment - (Regular, Student Worker) (Final)
 - Intermediate Written Test - 50%
 - Practical Work - 50%
2. Alternative 2 - Assessment exam - (Regular, Student Worker) (Supplementary, Special)
 - Final Written Exam - 100%

Language of instruction

Portuguese

Electronic validation			
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11-01-2024	12-01-2024	26-02-2024	27-02-2024

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