

# Syllabus: Marketing in Sports Organizations



## SYLLABUS

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- ≡ Objectives
- ≡ Skills
- ≡ Bibliography
- ≡ Criteria for participation and approval

## TEMARY

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- ≡ Module 1. Sports Marketing and Branding
- ≡ Module 2. Sports Marketing and Digital and Social Media
- ≡ Module 3. Sponsorship and Sales
- ≡ Module 4. Creating a Successful Marketing Plan

# Objectives

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By establishing objectives, we give ourselves a clear idea of what we want to achieve once the teaching and learning process of this course has finished. But our aims are even more specific: we also want to establish what you will need to accomplish in order for this new knowledge to contribute to your educational goals.

To achieve these objectives, you must complete the entire process laid out in the different stages of the course.


Thus, if you work in the way suggested, you will be well-positioned to meet the following objectives:

## General objective

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The main objective is to provide principles and strategies to help thrive in the very competitive marketing field. The course also will provide strategies and resources to develop and implement marketing plans and maximize marketing efforts on social media.

## Specific objectives

- 1 Describe the unique nature and challenges of marketing in sports organizations.
  - 2 Identify successful strategies for sport marketing via digital and social media.
  - 3 Evaluate strategies for successfully marketing to sponsors and fans.
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Create a successful marketing plan for a sport organization.

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# Skills

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The skills we hope you will develop throughout this course are:

## General skills

- 1** **Group and collaborative work:** the ability to work with colleagues in order to accomplish shared goals and to achieve the synergy typical of a high performance group.
- 2** **The capacity of analysis/reflection:** the capacity to methodically examine the different aspects of a certain reality or situation and to carry out an assessment of that situation.
- 3** **Creativity and innovative, knowledge-based solutions:** the capacity to find alternative solutions to existing problems based on formal knowledge.

## Specific skill

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Understanding about how marketing plays a fundamental role in helping sports organizations achieve their goals, engage audiences and sponsors, and capability to design and execute strategies to assist in the accomplishment of those goals.

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# Bibliography

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**Gronroos, C.** (1990). *Service management and marketing: Managing moments of truth in service*. New York: Lexington Books.

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**Porter, M. E.** (1980). *The competitive advantage of nations*. New York: Free Press.

**Vaynerchuk, G.** (2013). *Jab, jab, jab, right hook: How to tell your story in a noisy social media world*. New York: Harper Collins.

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# Criteria for participation and approval

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## Participation criteria

During the month of course, the student is expected to:

- Browse the multimedia contents of each of the modules that make up the course.
- Solve the evaluations assigned in each module.
- Carry out the proposed activities, whether group or individual.
- Take the final exam.

## Approval criteria

For the approval of the course, the student is required to complete the (4) proposed activities in the course and pass the final exam. The student must obtain a final score of 70% or more. This grade will be the average between the activities and the final exam.

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# Module 1. Sports Marketing and Branding

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## Unit 1.1 Introduction to Sports Marketing

1.1.1 Unique Nature of Sports Marketing

1.1.2 Sports Marketing and Branding

1.1.3 Market Research in Sports

1.1.4 Market Segmentation in Sports

## Unit 1.2 Sports Branding and Brand Equity

1.2.1 Defining Branding

1.2.2 The Importance of Brand Equity

1.2.3 The Value of Brand Equity

1.2.4 Developing Brand Equity



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# Module 2. Sports Marketing and Digital and Social Media

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## Unit 2.1 Social and Digital Media Marketing Fundamentals

2.1.1 Sport Marketing and Communication in Social and Digital Media

2.1.2 Building an Audience

2.1.3 Promotional Mix

2.1.4 Mobile Marketing

## Unit 2.2 Strategic Application of Social and Digital Media in Sports Marketing

2.2.1 Managing Multiple Platforms

2.2.2 Integrating Relational Partners

2.2.3 Measuring Effectiveness

2.2.4 Pitfalls to Avoid in Social and Digital Sports Marketing

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# Module 3. Sponsorship and Sales

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## Unit 3.1 Managing the Sponsor Relationship

3.1.1 Defining Sponsorship

3.1.2 Sponsorship and the Marketing Mix

3.1.3 Sponsor Activation

3.1.4 Ethical Issues in Sport Sponsorships

## Unit 3.2 Sports Sales and Engaging Fans

3.2.1 Sports Marketing and Sales

3.2.2 Sales Approaches in Sport

3.2.3 Managing Relationships between Sponsors and Fans

3.2.4 Analytics and Technology in Sports Sales and Marketing



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# Module 4. Creating a Successful Marketing Plan

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## Unit 4.1 Sports Marketing Plan Foundations

4.1.1 Developing a Marketing Plan and Vision

4.1.2 Developing Strategic Goals and Objectives

4.1.3 Implementing the Marketing Plan

4.1.4 Evaluating the Marketing Plan

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