

Syllabus: Sports marketing pillars



SYLLABUS

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

MODULES

- ≡ Module 1. Introduction to Sports Marketing
- ≡ Module 2. Sports Marketing Methods and Tools
- ≡ Module 3. Creating the Sports Marketing Plan
- ≡ Module 4. Integration

Objectives

Setting goals allows you to have a concrete idea of what you intend to achieve by partaking in the learning and teaching process that is taking this course. But the case for setting goals is even stronger yet: it allows for the establishment of what needs to be done in order to fulfill the very purpose for which the goals were set.

To achieve these goals, you should complete this course as designed, going through the different stages of the course.

If you complete the course as instructed, you will be equipped to achieve the following objectives:

Overall objective

Incorporate marketing concepts, strategies and tactics into any sporting activity to maximize its value proposition.

Specific objectives

- 1 Learn the fundamentals of marketing in order to identify how they can be applied to sports.
 - 2 Identify the main marketing tools in order to apply them to a sports organization.
 - 3 Develop and implement marketing strategies and tactics to build a successful sports brand.
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Skills

We hope you will develop the following skills throughout the course:

General skills

- 1** **Teamwork and collaboration:** the ability to work together with colleagues in order to achieve shared goals and develop high performance-level group synergy.
- 2** **Capacity for analysis and reflection:** the ability to methodically examine the varying aspects of a situation or set of facts and make an assessment.
- 3** **Creative and innovative solutions based on knowledge:** the ability to provide innovative alternative solutions to existing problems based on formal learning.

Specific skills

- The ability to incorporate marketing as a discipline in sports management.

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Criteria for participation and approval

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.

CONTINUE

Module 1. Introduction to Sports Marketing

Unit 1.1 Introduction to Sports Marketing

1.1.1 History and Initial Concepts of Marketing

1.1.2 Sports Business Industry

1.1.3 Segments of the Sports Industry

1.1.4 Factors Affecting the Growth of Sports Industry

1.1.5 Evolution of Sports Marketing

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Module 2. Sports Marketing Methods and Tools

Unit 2.1 Sports Marketing Methods and Tools

2.1.1 Guidelines of Marketing

2.1.2 External Factors

2.1.3 Internal Factors

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Module 3. Creating the Sports Marketing Plan

Unit 3.1 Creating the Sports Marketing Plan

3.1.1 Marketing Mix: The 4 P's

3.1.2 Marketing Mix: Evolution

3.1.3 Writing the marketing plan

3.1.4 FC Cincinnati – Sample Marketing Plan

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Module 4. Integration

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