

# Syllabus: Why Fan Engagement?



## SYLLABUS

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- ≡ Module 1. The origins of fan engagement
- ≡ Module 2. Defining the Fan
- ≡ Module 3. The rationale for fan engagement
- ≡ Module 4. Building a fan engagement strategy

# Objectives

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Setting objectives will allow you to have a better idea of what you intend to achieve by the end of this course's teaching and learning process. But the purpose is even more specific: we indicate what you must achieve, so that this knowledge contributes your training goals.

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

If you work through the course material as indicated, you will be prepared to achieve the following objectives:

## General objective

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To introduce and define Fan Engagement and to show, with detailed examples, how its principles and practices support sustainable growth in football

## Specific objectives

- To develop a detailed understanding of Fan Engagement: its definition, history, principles, practices & rationale

- To understand the nature of fans and fandom so as to put fans at the centre of club, league and / or national association activity
- To create a Fan Engagement strategy & to design the optimum fan experience including all relevant 'touch points' and for all key fan segments
- Fan Engagement Leadership: To create a culture of engagement at an association, league or club

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# Skills

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We expect you to develop the following skills throughout the course:

## General skills

- 1** **Teamwork and collaboration:** the ability to work with teammates to achieve shared goals and the synergy of a high-performance group.
- 2** **Capacity for analysis/reflection:** the ability to methodically examine the various aspects of a particular context or situation and make an assessment.
- 3** **Creativity and innovative knowledge-based solutions:** the ability to find alternative solutions to existing problems based on formal knowledge.

## Specific skill

- 1** A systematic and critical understanding of current debates and new insights in theory and practice relating to Fan Engagement
- 2** Construct arguments for Fan Engagement with appropriate use of concepts, theories and evidence
- 3** Given the recent emergence of Fan Engagement, it is important that the student can interpret, analyse and critically evaluate evidence where little published academic research is available and where some sources may be limited
- 4** Communicate knowledge in an appropriate way for particular football groups (i.e. within club and within wider ambit, including league, association, community, civic & business audiences)

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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. The origins of fan engagement

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## Unit 1

1.1.1 What is a Customer? A History of Customer Engagement

1.1.2 The Pre-Eminence of the Customer in Today's Business

1.1.3 Customer Engagement as Competitive Advantage

1.1.4 Customer Experience as a Point of Difference

## Unit 2

1.2.1 Customer Engagement as a Strategic Concept

1.2.2 Customer Engagement as a Cultural Concept

1.2.3 Customer Engagement: key principles & practices

1.2.4 The future of Customer Engagement



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# Module 2. Defining the Fan

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## Unit 1

2.1.1 What is a 'Fan'?

2.1.2 The Fan as 'Customer' (motivations, beliefs & needs)

2.1.3 The spectrum of Fandom (match attendance, digital engagement, 'fantasy football' and gaming)

2.1.4 Can fans be treated as 'customers'? Opportunities & Caveats

## Unit 2

2.2.1 The Match-Attending Fan (local / offline)

2.2.2 The Non-Match-Attending Fan (remote / online)

2.2.3 The club / fan relationship: why must 'difficult' be the default position?

2.2.4 Other key stakeholders (inc. wider community; civic, government, security forces, etc.)



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# Module 3. The rationale for fan engagement

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## Unit 1

3.1.1 Is sustainable attendance growth possible in competitive sport?

3.1.2 Fan Engagement as a method of improving external perceptions

3.1.3 Emotional Loyalty: creating value for fans

3.1.4 Measuring the impact of fan engagement

## Unit 2

3.2.1 Retaining existing fans/ Re-engaging lapsed fans

3.2.2 Attracting new supporters (from 'closed shop' to inclusivity)

3.2.3 Attracting 'visiting' (away) supporters

3.2.4 Engaging other key fan segments (women & children, disabled fans, etc.)



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# Module 4. Building a fan engagement strategy

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## Unit 1

4.1.1 Fan Engagement for clubs

4.1.2 The components of a Fan Engagement strategy

4.1.3 Who are your stakeholders?

4.1.4 Measuring Fan Engagement

## Unit 2

4.2.1 Fan Engagement as a key business priority

4.2.2 Digital fan engagement

4.2.3 Fan Experience: excellence in touch point management

4.2.4 Fan Experience: future innovations



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