

# Syllabus: Delivering Fan Engagement



## SYLLABUS

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- ≡ Module 3. Delivering Value in the Fan Experience
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# 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. Club Identity: ‘Same song, different lyrics?’

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## Unit 1.1

1.1.1 The power of identity in football (club / national team)

1.1.2 The role of identity in Fan Engagement

1.1.3 Examples of how football optimises identity, value and differences

1.1.4 Football as a sub-culture (the opportunities for smaller, less resourced clubs)

## Unit 1.2

1.2.1 Developing / refining your club identity

1.2.2 The role of the fan base, former players and other stakeholders in establishing your identity

1.2.3 How Lewes FC took the world by storm (Equality FC)

1.2.4 Bringing identity / values to life on a match day



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# Module 2. Understanding & Engaging with your Fan Base

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## Unit 2.1

2.1.1 Rationale for Fan Consultation & Dialogue

2.1.2 Structured v Ad Hoc: opportunities & caveats

2.1.3 Tools & techniques for effective fan consultation

2.1.4 Why do so few clubs consult effectively? Overcoming the cultural barriers

## Unit 2.2

2.2.1 Setting up an effective fan consultation exercise

2.2.2 The principles of structured dialogue

2.2.3 Establishing fan consultation groups

2.2.4 Digital consultation

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# Module 3. Delivering Value in the Fan Experience

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## Unit 3.1

3.1.1 The Fan Experience as a Point of Difference

3.1.2 Touch Points and 'Moments of Truth' (digital and offline)

3.1.3 'Creating Monday Morning Stories': The value of magic moments

3.1.4 The role of feedback in improving the experience & fan engagement

## Unit 3.2

3.2.1 Touch Point Excellence: Information & Ticket Purchase

3.2.2 Touch Point Excellence: Welcome, Pre-Match & Social Media

3.2.3 Touch Point Excellence: Retail, Social & Refreshments

3.2.4 Touch Point Excellence: In-Stadia & Post-Match



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# Module 4. People & Culture

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## Unit 4.1

4.1.1 Why culture trumps strategy when it comes to engagement

4.1.2 Making Fan Engagement 'the way we do things'

4.1.3 The role of NA / Club employees in delivering fan engagement

4.1.4 Creating an employee engagement plan

## Unit 4.2

4.2.1 Key competences for match day colleagues

4.2.2 Optimising colleague engagement: training, support & recognition

4.2.3 Learning from other sports: How new & expansion sports pursue engagement

4.2.4 Measuring colleague engagement



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