

Syllabus: What is a Fan? Understanding the nature of fandom



SYLLABUS

- ☰ Objectives
- ☰ Skills
- ☰ Criteria for participation and approval

TEMARY

- ☰ Module 1. Fan v Customer: A love Based on Friction, Emotion and Irrationality
- ☰ Module 2. Understanding Fan Behaviour
- ☰ Module 3. Fan Consultation and Structured Dialogue
- ☰ Module 4. Growing Engagement (Data and Measures)

Objectives

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

Introduce and define fan engagement and to show, with detailed examples, how its principles and practices support sustainable growth in football.

Specific objectives

1

Develop a detailed understanding of fan engagement: its definition, history, principles, practices and rationale.

2

Understand the nature of fans and fandom, so as to put fans at the centre of club, league and/or national association activity.

3

Create a fan engagement strategy and to design the optimum fan experience including all relevant 'touch points' and for all key fansegments.

4

Fan engagement leadership: Create a culture of engagement at an association, league or club.

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Skills

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 skills

- Get a systematic and critical understanding of current debates and new insights in theory and practice relating to fan engagement.
- Construct arguments for fan engagement with appropriate use of concepts, theories and evidence.
- Interpret, analyse and critically evaluate evidence where little published academic research is available and where some sources may be limited, given the recent emergence of fan engagement.

- Communicate knowledge in an appropriate way for particular footballgroups (i.e. within club and within wider ambits, including league,association, community, civic and business audiences.)

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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.

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Module 1. Fan v Customer: A love Based on Friction, Emotion and Irrationality

Unit 1.1

1.1.1 The history of the fan

1.1.2 Societal attitudes to fans

1.1.3 The evolution of the club/fan relationship

1.1.4 The 'modern fan'

Unit 1.2

1.2.1 Who is the fan and what is fandom/support?

1.2.2 The supporter spectrum Fan segments/types

1.2.3 The evolution of fandom (who/what do you support?)

1.2.4 The fan as a critical partner and stakeholder

CONTINUE



Module 2. Understanding Fan Behaviour

Unit 2.1

2.1.1 The value of having fans defines loyalty

2.1.2 'Remote' support (clubs with global fanbases)

2.1.3 New fan groups (including women's football)

2.1.4 The life journey of the fan

Unit 2.2

2.2.1 Characteristics of fan/club relationships

2.2.2 Why fans lapse

2.2.3 The fan as a critical partner and stakeholder

2.2.4 Fan engagement as a tool to address security and safety challenges

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Module 3. Fan Consultation and Structured Dialogue

Unit 3.1

3.1.1 Why clubs must consult

3.1.2 Consultation as a core pillar of fan engagement

3.1.3 Why fan consultation fails

3.1.4 Encouraging fans to engage in consultation

Unit 3.2

3.2.1 The differences between consulting with fans and consulting with partners/stakeholders

3.2.2 Structured dialogue (including SLOs)

3.2.3 Setting up a system for fan consultation

3.2.4 The importance of transparency and communication

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Module 4. Growing Engagement (Data and Measures)

Unit 4.1

4.1.1 Segmenting your fanbase

4.1.2 Understanding different behaviour patterns

4.1.3 What is fan loyalty and how do you build it?

4.1.4 Using data to create 'life-long memories'

Unit 4.2

4.2.1 The irrationality of fandom instinct over science

4.2.2 How data can help you thrive in times of poor 'on pitch' performance

4.2.3 Measuring levels of engagement

4.2.4 How data has helped football to learn about the modern fan

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