

COURSE GUIDE



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Sports & Recreation Minor Leisure and Event Marketing

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1 Course Description

In this course, your goal is to make a marketing communication plan for a sports event, the KLM Curacao Marathon. This is an international sports event, which attracts participants from many different countries and cultures. Your idea should be creative, feasible and attract a lot of potential runners. It should also take into consideration cultural differences for your focus region (the Netherlands).

The marketing problem is: how can you attract runners to the marathon and how can KLM use the Marathon to promote their brand in your region?

To know this, you will need to enhance your knowledge about the way the KLM marathon currently attracts runners. You will do research for example into the following topics:

1. Meso analysis; list the substitutes/competitors
2. Positioning statement; what makes the KLM Curacao Marathon stand out?
3. Which are the key target groups?
4. Marketing communication: how should you seduce your audience?
5. Financial aspects: What pricing strategy should you keep in mind, what would be the best way to spend the money?

2 Course Goals and Learning Objectives

The students get a vivid and realistic experience of the market of leisure and events. They learn to analyze what is needed to position and present themselves and their ideas, and they can provide the company with their insights of an almost professional level.

Specific learning objectives related to this year's focus:

- Can students sketch a firm, original, captivating picture of their idea?
- Can students give accurate descriptions of the characteristics of the audience they have in mind?
- Can students give an insightful analysis of what is needed for their outing?
- Can students write an innovative plan to attract new audiences?
- Can students use the power of storytelling in the case of their outing in various ways?

General learning objectives:

- Can students present and defend their decision in a professional and creative way?
- Can students ask questions to find out the exact wishes of their potential “customer”:
- Can students digest feedback, and constantly refine their product?
- Can students work together as a team, and bear responsibility for the outcome?
- Can students gather and process data and information independently (and critically)?
- Can students make carefully considered decisions?
- Can students write and cite on an advanced level?

3 Place in the Curriculum and Related Courses

Recreation and Culture is part of the minor Leisure & Event Marketing. In addition, the minor is a third and fourth year course, and consequently, the level of handed in work should be as such.

4 Study Burden

The total study load consists of: (140 hours = 5 EC)

4 sessions of 120 minutes	8 hours
Individual and group field research	26 hours
Weekly assignments with team including consults	55 hours
Writing the final Plan	30 hours
Preparing the presentation of the proposal	16 hours (<i>not exaggerated!</i>)
Reflection, feedback, team meetings	5 hours
Total	140 hours

5 Pre-requisites

The course involves an in-depth examination of marketing, specializing in the recreation (sports) and cultural sector. Students should use information that they will have to gather through fieldwork and desk research (surveys). Students should have basic knowledge of marketing topics. Cultural knowledge is not necessary, students will attain this during the course. The teams should work together internationally, since lots of the information is only available in Dutch, currently.

6 Exemption Possibilities

There are no possibilities for exemption, unless the student can demonstrate that he/she has successfully completed a similar course on another economics study program.

7 Competencies

General commercial economics competencies:

- Implementation, interpreting, testing, and evaluation of market research competency
- Developing marketing policy competency:

These competencies will be focused on marketing communication in the cultural entertainment sector.

8 Didactic Forms

The students in this course work on one project, the KLM Curacao Marathon.

Next to the presentation, the students will also hand in a research report with background information as a basis for their plan. In this report, they will prove that they have analysed the market, the current portfolio, finance, etc. They also give additional information about the story behind the concept and an implementation plan .

The students will work in groups. Students will analyse how the theory presented in the first term is to be found in real life and share their insights with the rest of the class. Students have to use theoretical aspects to back up their plan.

During the contact moments, most of the time will be used to analyse and discuss ideas. A lot of time will be used to prepare presentations, since that is crucial. Students are strongly advised to pose any clarifying questions during the classes, to make sure the theory is completely clear, since the teacher is not hired to explain theory, but more to coach the teams.

In addition to classes in week 1 and 6, there will be a weekly 20 minute consultancy discussion with your lecturer on request about the assignments and the process. These consultancy discussions will take place from week 3 on. All students should attend the consultancy discussions. The assignments must be handed in before the consultancy discussion, and include the names of the students in the team.

Students also have the possibility to request necessary information from the Sport & Entertainment minor group. As the latter group participated in the event, they will have a lot of (practical) knowledge about it.

Weekly schedule;

Week	What
1	Introduction assignment & marketing communication theory
2	Work on assignment; research
3	Optional Consult
4	Guest lecture – Curacao Marathon
5	Lecture Nerko on Marketing Communication & consultation SEM group
6	Lecture Martijn on Free Publicity/Sport Marketing
7	Final presentations
8	Finalize reports – deadline for submitting is January, Friday 13 th 12pm

9 Testing and Assessment

At the end of the course, students are given a practical mark (for their proposal for the company).

9.1 Practical mark (100%)

The practical assignment is itself based on an research report (40%), a proposal (30%) and weekly assignments (30%).

1. Research report

- The topic is an in-depth analysis of your concept: visitors, communication, positioning, marketing communication, international aspects.
- The research report will have all standard academic elements as can be found in literature on doing research.
- Students will use online sources and books from term A extensively, and find and use relevant additional sources to analyze the marketing communication

2. Marketing Communication Proposal

- The aim of this assignment is to define a marketing communication campaign to attract runners from your region for next year's edition
- Your idea should have the potential to be implemented, and you and your (potential) partners should be able to demonstrate your capacity to implement it.
- The proposal should be presented in a very professional way
- Focus is on PR and Social Media

- The assignments are provided in separate documents

Type of Assessment	Weighting	Min. Mark
Practical Assignment	100%	5,5

10 Course Material and Literature

- The assignments are provided in separate documents
- Provided articles during the course
- Marketing Communication Strategy; Floor & Van Raaij

11 Course Evaluation

The course will be evaluated after the end of the course.