

Course Guide – Minor Sport & Entertainment Marketing (SEM)

- Fall & Spring Semester
- Duration: 18 weeks
- Study Load: Full-time (30 ECTS)
- Minor: Sport & Entertainment Marketing
- Minor Code: MC-SEM-26
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Table of Contents

1. Introduction
 - 1.1 Professional Development & Final Assessment
 - 1.2 Competency Domains
 - 1.3 Programme Structure
2. Course Information
 - 2.1 Weekly Structure
 - 2.2 Teaching Team
3. Learning Outcomes
4. Assessment Overview
 - 4.1 Portfolio Assessment
 - 4.2 SEM 2.0 Assessment (Final Job Interview)
5. Portfolio Requirements
6. Conditions for Portfolio Submission
7. Resit Regulations

1. Introduction

Sport & Entertainment is a global industry that is ever evolving. The industry's ability to develop and adapt to new technologies is driving consumer demand for sports, e-sports and entertainment (music and films) in live, virtual or hybrid formats. Sport & Entertainment Marketing is a subdivision of marketing which focuses both on the promotion of sports, events, games, music and films and the promotion of other products and services through sport and entertainment. During the minor semester the participants will learn about this innovative and dynamic industry and the integrated roles that event properties, marketing agencies and brand sponsors play. The participants will be actively working on real-life cases. Within these projects, they will apply the principles of Sport and Entertainment Marketing. This program prepares students for careers in the sports, entertainment and event marketing fields that span the private, non-profit and public sectors.

During 18 weeks you will prepare for a job interview for a vacancy within the sport & entertainment business at the end of the minor. This job interview is in fact your final assessment, which determines whether you have developed as a professional, who's ready for a career within the business. Sport & entertainment companies are popular, with many applicants for most positions. So, in order to be successful, you need to have the right knowledge and skills to differentiate yourself from your competition. Throughout the minor you will need to develop proof to show your capabilities for the job you are aiming for. You will collect that proof in a personal portfolio and bring it to the interview. We will help you to prepare by offering you real life challenges, and ask for predetermined deliverables, such as a podcast for a sponsor case or a pitch for your sport & entertainment start-up company. You will also be responsible for developing specific knowledge and skills yourselves, via a personalized learning path.

To be ready for a job within the sport & entertainment business you will need to develop the following two domains;

- The content and principles of sport & entertainment marketing
- Skills that are related to marketing & sales jobs within the industry

At the start of the minor, you determine which job you want to apply for at the end of the minor. Next step is to assess yourselves on the requested job requirements. In other words, you determine the level of your knowledge and skills that are required. These job requirements reflect the learning outcomes of the minor. Throughout the first semester of the minor, you will develop yourselves and you will end off with a midterm review session, where you need to prove that you are on the right track in the process of becoming that professional who is ready for the job. Based on self- and peer assessment and feedback from your lecturers, you will determine what you still need to do in the second term to make yourselves ready for the final assessment, the job interview at the end of the term.

1.1 Professional Development & Final Assessment

Throughout the minor, you prepare for a job interview in the sport & entertainment industry. This interview functions as the final assessment. You will collect evidence of your development in a personal portfolio and bring it to the interview. Real-life deliverables (e.g., podcasts, pitches, proposals) and a personalized learning path support your development.

1.2 Competency Domains

- Sport & Entertainment Marketing knowledge and principles
- Marketing and sales-related skills for industry roles

Select a target job and assess yourself against its requirements at the start of the programme. These job requirements align with the learning outcomes.

1.3 Programme Structure

The programme takes place during one semester, and includes the following subjects, skills training and workshops:

- Sponsoring & Celebrity Endorsement
- Sport Branding & Media
- Entertainment Marketing
- SEM in International Perspective
- Starting Your Own Business

The minor programme is based on 'learning by doing', consisting of exercises, challenges and assignments, where knowledge and skills training are offered according to 'just in time'

principle. This means no separate courses, exams or other summative tests, but programmatic assessment for 30 ECTS. This requires a high level of independence and personal responsibility from you with regard to self-starting skills and self-discipline. You are expected to manage your own learning process, continuously and actively collecting feedback, feed forward and feed up. Attendance at work sessions is not mandatory, but highly recommended; The pace is very high and the risk of lagging behind and/or missing the connection to content or group is therefore high.

Please note that the programme reflects a (logical) bundle of work sessions and subjects that should be followed as such. It is not possible to combine (two or more) programmes in one single period.

2. Course Information

Course name: Sport & Entertainment Marketing

Course code: MC-SEM-26

Study year: 3 or 4

Amount of ECTS: 30

Period: A/B and C/D

Study load – Total hours: 840

Study load – Contact time: 158

Study load – Self-study: 670

Study load – Examination: 12

Assessment & grading: Portfolio (Individual)

Work forms: Scenario-based learning, project-based learning, individual learning, coaching, inspirational sessions

2.1 Weekly Structure

- Session 1 – Inspirational/theoretical session at school
- Session 2 – Consultation online
- Session 3 – Project work at school

Attendance requirements: Students are required to attend all classes.

2.2 Teaching Team

- Martijn Gregoire – Course coordinator – martijn.gregoire@hu.nl

- Verdooren David – david.verdooren@hu.nl
- Nerko Hadziarapovic – nerko.hadziarapovic@hu.nl
- Karin van Gastel – Karin.vangastel@hu.nl
- Dagmar Heijmans – dagmar.heijmans@hu.nl

3. Learning Outcomes

- Develop marketing strategies for stakeholders associated with the international sports, e-sports and entertainment industries to enhance brand equity and differentiation.
- Develop an integrated business plan within the context of Sport and/or Entertainment Business where consumer-oriented objectives, strategies and budgetary considerations are met. The student demonstrates an entrepreneurial mindset.
- Utilize international project management and team building skills in order to plan and implement targeted live, virtual or hybrid events, and to meet project deadlines.
- Develop comprehensive Sponsorship and Experiential Marketing proposals with a brand activation strategy that provides value to the sponsor, event property and consumer.
- Present Sport and Entertainment marketing strategies in order to communicate information persuasively and accurately in oral, written and digital formats.
- Analyze the latest global developments in sport & entertainment, and apply them to a business case.
- The student develops personally and professionally by reflecting on and managing their own behavior in order to achieve set learning objectives. In addition, the student has a proactive, self-aware, intercultural mindset and has the ability to inspire, lead and coach other students.

4. Assessment Overview

4.1 Portfolio Assessment (Format)

At the end of the minor, the student hands in a portfolio with supporting documents to demonstrate that the student has individually mastered the knowledge, skills and attitudes within the established learning outcomes at an adequate level. The student collects evidence from data points in the learning process; e.g. assignments, sub-assignments, challenges, feedback from peers, lecturers, instructors, field coaches, clients etc. to demonstrate that the required level of the learning outcomes has been achieved. All exercises, activities, and pitch assignments that are published on Canvas must be completed and uploaded on Canvas, according to the indicated deadlines, and the student has to participate and be present at all formative assessment moments.

4.2 Assessment SEM (Job Interview)

Individual assessment. It starts with a 10 minute pitch in which the student explains why he or she is the right person for the job. After the pitch the recruiters (assessors) will ask the

students to convince them whether he/she is applicable for the job, based on the job requirements, that reflect the learning outcomes. The student will bring the portfolio to the job interview, and shows specific parts of it as proof for the suitability to the requirements. The student will also be asked to reflect on the personal development throughout the entire minor. This starts with the evaluation of knowledge and skills at the start, mid term and end of the minor. This includes peer feedback from fellow students on all sub-assignments. At the end of the SEM assessment the student will hear whether the development and proof is good enough to get the job (grade 5.5 or higher) or unsatisfactory (lower than 5.5). In the latter case, students will need to do a resit in the next term and will receive an additional or repair assignment in order to pass.

5. Portfolio Requirements

Your portfolio is an in-depth and honest reflection on your learning process. In your portfolio you explain how and to what extent you meet the criteria of the learning outcomes. For each of the learning outcomes, you clarify and substantiate that you meet the requirements with regards to knowledge, skills and attitude. Refer to the evidence from your collected mandatory deliverables in your appendices and explain how these deliverables contribute to the proof that you meet the criteria of the learning outcomes.

- Title page with: your name; your student number; date;
- Structured logically with a proper table of contents;
- Correct APA source applied;
- All learning outcomes must be reflected on;
- All references to documents in your appendices include electronic links to the relevant document for easier reference;
- Format: a simple Word document or your own website.

6. Conditions for Portfolio Submission

- All exercises, assignments, challenges, reflections etc. have been completed and uploaded on the Canvas course site;
- You have been present and have participated in the formative assessments. If you fail to meet this condition, you will have to complete an alternative assignment for your resit.

If you do not meet all of these conditions, you will have to register for a resit, for which assessment will take place at the end of the following term. To accommodate foreign exchange students and KOM-students, an online assessment and review option is available for the resit.

7. Resit Regulations

7.1 If your portfolio is insufficient (< 5.5):

- Improve your portfolio to demonstrate that you have acquired the required competences to a sufficient level;
- Depending on assessor feedback, redo certain assignments or activities from the minor programme;
- Submit your revised and improved portfolio for the resit.

If feedback shows that three or more learning outcomes are insufficient, you must complete an alternative assignment in addition to your revised portfolio. This assignment allows you to further practise your skills and ultimately demonstrate sufficient command of the required competences.

7.2 If submission conditions were not met:

- If you were not present at all mandatory formative assessments, or if you did not complete and upload all exercises, assignments, challenges, reflections, etc. on Canvas, you must complete the alternative assignment for the resit;
- This alternative assignment must allow you to demonstrate mastery of all learning outcomes to a sufficient level.