

Course Guide Project SEM

Project Sport and Entertainment Marketing,

Minor SEM, Institute for Marketing & Commerce

- Course code: **MC-PROJ-16**
- Duration: 20 weeks
- Full-time
- Academic year: 2019-2020
- Term: A&B and C&D
- Variant
- Type of course: Conceptual
- Obligatory
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- 31 August 2019

1. Course description

An important part of the Minor SEM is the Project SEM. This project is comprehensive and complementary to the other courses that are offered in the Minor: Sport Marketing, Entertainment Marketing, Events Marketing and Management. In the Project SEM, students participating in the minor SEM, are expected to implement the acquired theoretical knowledge to the professional practice. The Project SEM is scheduled in period A and B and C and D. This program consists of 1 module of 10 ECTS, divided into two periods.

2. Course Goals and Learning Objectives

Participants of the Project SEM will be able to acquire and apply knowledge, understanding and skills in the field of Sport and Entertainment Marketing. The students will acquire knowledge of the professional practice of the Dutch (and also international) Sport and Entertainment Industry. Upon successful completion of the Project, students are expected to be able to and know:

- To explain, apply and substantiate the sponsoring model, both from the sponsor and from the sponsor object in the field of Sport and/or Entertainment;
- How to write a business plan for a startup (a company) in the Sport and/or Entertainment Industry;
- How to Develop the brand strategy of a sports or entertainment marketing agency and elaborate this into the provisional business plan;
- How to present the conclusions / advice to management and other stakeholders in a convincing way;
- How to Conceptualize and present the creative ideas;
- How to write a critical reflection on the process, the delivered products and their own performance;
- How to Work together in an international team and how to design a project together with others and go through within the agreements and planning made;
- How to set up, maintain and leverage a professional network in the Sports and/or Entertainment industry;

The substance of this project is very extensive, because it is aimed at as much as possible aspects within the Sport and Entertainment Industry. The participants in this Project are able to operate within the complex and dynamic context of SEM industry, effective marketing and management strategies, which are applicable both in the SEM world and beyond. After completing this Project the participants will be able to independently gather current information about the industry (from international sources), which is required for the creation of marketing and promotion plans, specific for the Sport and Entertainments industries. Also: work together in small groups, divide work and all aspects of control required in this project, including information gathering, write a clear plan on the paper, make a great audio/visual presentation and present.

3. Curriculum and Related Courses

Project SEM is related to the following subjects in the curriculum:

Within the Minor SEM

- Sport Marketing
- Entertainment Marketing
- Event Marketing and Management
- Sport and Entertainment in an International Perspective

Within the program CE

- Marketing (P)
- Marketing Communication (H2)

4. Study Burden

Total study load per student is 280 hours. [10 European credits] The table below indicates the required amount of hours for the student to spend on the course to be able to complete it successfully.

Lectures and consults	40 hours	
Study Theory (books and extra reading material), Watch relevant video content, listen to relevant audio content	60 hours (approx. 3,5 hours a week)	
Cases and homework (including visiting events)	120 hours	Weekly planning
Write reports and present	60 hours	
Total	280 Hours	10 ECTS

5. Prerequisites

1. Interest in Sports and Entertainment industry;
2. Enterprising;
3. Motivated and an independent attitude;
4. Knowledge of marketing is an advantage;
5. This course examines specific marketing subjects in depth with focus on the international playing field and it is therefore mainly equipped for students studying broader marketing subjects (such as Business Economics). Students who do not have sufficient marketing background are advised against this course or are required to study to improve their marketing knowledge individually.
6. English B2 + fluent in English writing and speaking;

6. Exemption Possibilities

There is no exemption, except if a student is coming from another University of Applied Sciences where a similar course is provided. This will then be taken in consideration and viewed with the Examination committee.

7. Competencies

<p>DC 5 Drafting, implementing and revising plans from the marketing policy</p>	<ul style="list-style-type: none"> • Analyze, together with others, the changes for all functional areas of the organization, assuming a global marketing problem. • Develop, prepare, under construction and execution of a plan (for communication, purchase and / or sale, distribution, organization) based on a given marketing policy.
<p>DC 4 Develop marketing strategy for a national or international company and underpin and substantiate the choices made.</p>	<ul style="list-style-type: none"> • Identification of a number of options based on a self-directed analysis commissioned by an external client. • Prioritize options can be discussed with the client. • Investigating the implementation of these options. • Develop marketing objectives or adjusting existing objectives for the medium or long term. • Design a marketing plan for achieving these objectives, including the marketing instruments

General competencies:

Social Communicative competence

- Communicates effectively in various ways with different levels.
- Works independently and is result driven together in a multidisciplinary team.
- Can listen to the input of another.
- Has its own contribution.
- Reflects on own behavior.
- Can handle conflicts.
- Can read English literature.
- Can report in accordance with the guidelines.

8. Didactic Forms

Contact

Within Project SEM, there are three different forms:

- Instruction Lectures / Guest Lecture / Seminars
- Group work
- Consults

Lectures

The first lecture begins with an explanation of the intent of Project, followed by a part of the theoretical framework with practical examples and explanations to the decision of the project case and the week assignment.

The guest lectures (depending on availability of Guest Lecturers) will always be based on experience and knowhow of the speaker. We will try to be as actual as possible.

Seminar

The seminars are about learning, practicing and applying skills necessary to function correctly in the SEM industry!

Coaching / Consults

During the coaching sessions the following will be discussed:

- Reporting on the study tasks;
- Reporting on project tasks;
- The progress of the project, roles, cooperation and compliance with appointments.

All coaching sessions must be well prepared and you are graded on active participation during the meeting. The coaching sessions are supervised by the coach.

9. Assessment

1. START UP a business specific in the fields of Sports or Entertainment!

Deliverables:

- a. Final report (80% of the final grade)
- b. Final Presentation (20% of the final grade)

The rematch of the final assignment / file is a new final report, based on an actual case from the field. This rematch will take place in the exam week of the next period.

Assessment criteria	RELATIVE VALUE
WHAT	
Management or Executive Summary	5 %
Business Idea including Complete description of products or services;	5%
Company	10%
Market Analysis	10%
Target Audience / Customers	10%
Competition	10%
Team	5%
Communication and sales plan ei	
Sales methods Advertising methods	10%
Conclusion and recommendations	5%
Planning and budget	5%
Pitch Deck	0%
Personal Portfolio	20%
Reporting	5%
Totaal	100%

10. Course Material and Literature

Compulsory literature:

1. START a START UP video course, STANFORD (<https://itunes.apple.com/us/podcast/how-to-start-a-startup/id922398209?mt=2>)
2. Start Up Podcast: (<https://soundcloud.com/hearstartup>)
3. Value Proposition Design model to be found here: <https://www.slideshare.net/ypigneur/value-proposition-design-47698911>
4. [https://en.wikipedia.org/wiki/Market_\(economics\)](https://en.wikipedia.org/wiki/Market_(economics))
5. Business Model Canvas model to be found here: <https://medium.com/seed-digital/how-to-business-model-canvas-explained-ad3676b6fe4a>
6. [http://ususbdc.org/_courses/_turnaround/_section 4/section4downloads/Positioning Matrix.pdf](http://ususbdc.org/_courses/_turnaround/_section%204/section4downloads/Positioning%20Matrix.pdf)
7. <https://www.slideshare.net/PitchDeckCoach/airbnb-first-pitch-deck-editable>
- 8.

Recommended Reading:

The introduction to Sport Marketing,
authors A.C.T Smith and B. Stewardt,
publisher Routledge,
ISBN; 978-1-138-02295-9

The students will all receive extra recommended reading material through Sharepoint!

11. Course evaluation

We will look at the STO (student satisfaction surveys) and course evaluations. In addition, a selected group of students will be interviewed with an in---depth interview to gain insight into the needs of students and the potential problems related to the course.

This with the aims to constantly improve the course.