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- MC-INTPERS-16
- Sport & Entertainment Marketing: the International Perspective
- 2018 - 2019
- 1 block
- Full-time
- SUBJECT
- Required
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- Martijn Gregoire, Nerko Hadziarapovic
- August 2018

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# 1 Content

The minor in Sport & Entertainment Marketing (SEM) takes a close look at the sport & entertainment sector in all its facets. The sector varies in many aspects from the (ultimate) services sector on the one hand, and from the (ultimate) products sector on the other. Many different factors (internal and external) are at play in the sport and entertainment sector, which makes marketing highly complex.

SEM: the International Perspective acquaints students with the international context of sport or entertainment from a business perspective. This year, the assignment in Term A/B will be a sport marketing/sponsorship assignment for the KLM Curacao Marathon and another (still to be defined) comparable project in Term C/D.

The opportunity to work with foreign students will represent a unique 'cultural experience' for the students of SEM. This academic year, the partnership will take place in Curacao, where the students will work with local students to come up with a creative solution as part of a sport and/or entertainment marketing project. As well as writing a plan, students will also play an active role in helping to organize the marathon.

Themes that will be covered are as follows:

- maintaining contacts with both the participating foreign students and the business community;
- using modern communication tools such as Skype and social media;
- conducting research (gathering information);
- finding creative solutions for a problem in a company in the sport and entertainment sector;
- developing a new concept in the sector;
- cooperating as part of an international team;

## 2 Course objectives, final attainment levels and learning objectives

The essence of the course is that students apply their knowledge and understanding of the sport and entertainment sector. The learning objectives thus correspond to the two domain competencies. The student should be able to collect relevant data and information and make a proposal on the basis of this information.

A clear link with professional practice will be made during the course. The student must demonstrate that he or she is able to apply the relevant knowledge and is thus capable of practising as a fully fledged marketing specialist.

Specific learning objectives:

- The student has specific knowledge of the sport and entertainment industry from an international perspective;
- The student can work independently and collect information and financial data (in a critical manner);
- The student can explain which procedures and mechanisms play a role in developing the product or service (or concept);
- The student can establish and maintain contact with the students involved and the party on whose behalf the assignment is being completed (the company);
- The student can use and apply multiple means of communication;
- The student can explain which procedures and mechanisms play a role in developing the proposed product or service within the sector;
- The student can take well-considered decisions;
- The student can present and defend the proposal.

### **3 Place in the curriculum and relationship to other courses**

This course is part of the minor in Sport and Entertainment Marketing (SEM). The course is a practice-oriented and internationally oriented assignment that is closely linked to the courses in Sport Marketing, Entertainment Marketing and Event Marketing, which are also part of the minor.

## 4 Study load

The total study load per student is 140 hours. [5 credits]

Kick off	4
Briefing for KLM Curacao Marathon	8
Preparation for working visit	6
Working on the event, on location or at home	82
Write reflection report individually	40
Total	140

# 5 Prior knowledge and admission requirements

## Prior knowledge

- Principles of Marketing;
- Introduction to SEM;
- Market analysis
- Sport Marketing & Entertainment Marketing

## **6 Possibilities for exemption**

There are no possibilities for exemption unless the student can demonstrate that he or she has already completed a substantially similar course as part of a different business degree programme and obtained satisfactory results. Applications for exemption should be submitted to the examination committee.



# 7 Competencies (and professional products)

## 7.1 Learning pathway

Several criteria are used to determine whether or not the student is able to function (successfully) as a fully fledged professional practitioner. After completing the minor, a student of the minor in Sport & Entertainment Marketing needs to have the required level of knowledge and understanding in the field of marketing, to have acquired the relevant skills and to be able to work in a team to achieve a result.

Students can acquire these skills and knowledge through a range of learning pathways (methods). The most common learning pathway involves conceptual learning, whereby students mainly gain knowledge and understanding through lectures and seminars. Other learning pathways include skills acquisition (through role-playing), professional learning products (product realization / delivery) and integrated learning (projects).

The course in SEM: the International Perspective involves integrating all the knowledge and skills that have been acquired over the previous three years. Virtually all aspects will be included to a greater or lesser extent. It involves the use of the knowledge gained by engaging in professional practice. Integrated learning therefore forms the basis of this course.

## 7.2 Domain competencies

There are eight distinct domain competencies for Commercial Economics. The student must make progress in each of these competencies. Each course focuses specifically on a number of these competencies. This course will focus mainly on the following competencies: "Initiating and creating a product" (Domain Competency 1); and "The preparation and implementation of plans for the purpose of marketing" (Domain Competency 5).

The 'SEM competency' can best be characterized as follows:

*'The acquisition of knowledge and the application of a wide range of knowledge and skills relating to sport and entertainment.'* And *'Anticipating and responding to the rapid development of the sector.'*

All eight CE competencies thus form part of the central competency. The domain competencies are as follows:

1. Initiating and creating products
2. Implementing, interpreting, testing and evaluating market research;
3. Identifying the strengths and weaknesses of a company based on an analysis of that company's internal processes and culture as part of the value chain on the one hand, and identifying opportunities and threats in the local, national and/or international market based on relevant national and international trends on the other hand;
4. Developing marketing policy for a company that operates on a national or international basis and being able to justify and substantiate the choices made;
5. Drafting, implementing and revising plans in the light of marketing policy;
6. Developing and maintaining business relationships for the purpose of purchasing, sales and provision of services, and selling products and/or services.

7. Communicating in several languages and taking account of cultural differences, both internal and external, national and international.
8. Managing a company, a business unit, business processes or a project.

## 8 Form and supervision

### WEEKLY SCHEDULE

Week	Subject
1	Introduction & preparation for briefing
2	Briefing & preparation for working visit
3	Working visit to Curacao
4	Working visit to Curacao
5	Working on assignment
6	Working on assignment

**The assignment will be delivered in the form of a stand-alone document and placed on sharepoint**

## 9 Testing and assessment

- The students write an individual reflection on their development goals for their professional contribution to the event based on the Gibbs Reflection Model ;
- Students are requested to coach a team of students from the Leisure & Event Marketing Minor with their assignment;

Form of testing	Weighting	Minimum grade
Work project	80%	5.5
Reflection report	20%	5,5

### **Replacement assignment;**

For students who cannot participate in the working visit to Curacao due to financial circumstances or other obligations, a group assignment will form the basis

# 10 Material and required reading

The assignment is of a practical nature; there is no compulsory literature

# 11 Evaluation

The course will be evaluated according to the guidelines of the FEM.

## **SEM in International Perspective - KLM Curacao Marathon evaluation form**

Students working at the KLM Curacao Marathon (as part of the course SEM in International Perspective), are assessed prior to and during the event by lecturers Martijn Gregoire and Nerko Hadziarapovic in co-operation with the organizers of the event. This accounts for 80% of the total grade. The remaining 20% is a result of a written reflection on the student's own participation in the project.

<b>Student:</b>
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Competency	10 = perfect									
<i>Pro activity; takes initiatives, is aware of opportunities</i>	1	2	3	4	5	6	7	8	9	10

and takes action accordingly, is able to make choices and take responsibility, anticipates possible problems	
<i>Working according to schedule</i> ; structures work to reach goals/targets; prioritises; indicates how and when tasks should be realized, monitors progress	1 2 3 4 5 6 7 8 9 10
<i>Communication</i> ; communicates effectively with different people; expresses him/herself clearly and listens actively;	1 2 3 4 5 6 7 8 9 10
<i>Sensitivity</i> ; takes interests and sensitivity of others into account	1 2 3 4 5 6 7 8 9 10
<i>Learning ability</i> ; is able and motivated to learn from experiences; is active in acquiring knowledge, skills and attitude, motivated to continue developing	1 2 3 4 5 6 7 8 9 10
<i>Integrity</i> ; is able to act in accordance with accepted social norms and moral values	1 2 3 4 5 6 7 8 9 10
<i>Reflection</i> ; ability to critically analyze his/her own performance	1 2 3 4 5 6 7 8 9 10
<b>FINAL GRADE:</b>	

**FURTHER COMMENTS/SUGGESTIONS:**

**Date; 28-11-2017**

**Signature lecturers;**

**Signature organization;**