

# Course guide Minor SEM

## Spring 2024

### 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 and 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 20 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 will 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 pod cast for a sponsor case or a pitch for your sport & entertainment start-up company. You will also be responsible to develop 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;

1. The content and principles of sport & entertainment marketing
2. 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 are reflecting the learning outcomes of the minor. Throughout the first semester (SEM 1.0) of the minor you will develop yourselves and you will end off with a mid term assessment, 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 (SEM 2.0) to make yourselves ready for the final assessment, the job interview at the end of the term.

<b>Course name</b>	Sport & Entertainment Marketing
<b>Course code</b>	MC-SEM-23
<b>Study Year</b>	4
<b>Amount of ECTS</b>	30
<b>Period</b>	A/B and C/D
<b>Study load</b>	<p>Total hours: 840</p> <ul style="list-style-type: none"> <li>• Contact time: 158</li> <li>• Self-study: 670</li> <li>• Examination: 12</li> </ul>
<b>Assessment and grading</b>	Portfolio (Individual)
<b>Work form</b>	<p>scenario-based learning, project-based learning, individual learning, coaching, inspirational sessions</p> <p>A normal study week consist of 3 sessions; Session 1 – inspirational/theoretical session at school Session 2 – consultation online Session 3 – project work at school</p>
<b>Attendance requirements</b>	Students are required to attend all classes.
<b>Teachers</b>	<p>Martijn Gregoire <a href="mailto:martijn.gregoire@hu.nl">martijn.gregoire@hu.nl</a> Verdooren David <a href="mailto:david.verdooren@hu.nl">david.verdooren@hu.nl</a></p> <p>Nerko Hadziarapovic <a href="mailto:nerko.hadziarapovic@hu.nl">nerko.hadziarapovic@hu.nl</a></p> <p>Sven Willemsen <a href="mailto:sven.willemsen@hu.nl">sven.willemsen@hu.nl</a></p> <p>Dagmar Heijmans <a href="mailto:dagmar.heijmans@hu.nl">dagmar.heijmans@hu.nl</a></p>
<b>Course coordinator</b>	Martijn Gregoire

## 2. 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 his 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

### **3. Assessment;**

#### **FORMAT: PORTFOLIO ASSESSMENT**

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 student has to participate and be present at all formative assessment moments.

Assessment SEM 1.0; individual assessment. Starts with a 10 minute reflection of the student on personal development in term A. This starts with the evaluation of knowledge and skills at the start of the minor and the proof that the student has gathered throughout the term. Use the spider chart to visualize your personal development. This includes peer feedback from 2 fellow students on all sub-assignments. After the reflection the assessors will check whether the development is in line with defined learning outcomes. Use the spider chart to visualize your personal development.

At the end of the SEM 1.0 assessment the student will hear whether the development and proof is good enough (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.

Assessment SEM 2.0; individual assessments. 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 2.0 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.

#### **PORTFOLIO CONTENT 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 5 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.

#### **Criteria for your portfolio:**

- title page with:
  - your name;
  - your student number;

- date;
- Structured logically with a proper table of contents;
- Correct APA source to an external site. applied;
- All learning outcomes must be reflected on;
- All references to documents in your appendices are with electronic links to the relevant document for easier reference for the reader.
- Format wise; you can use a simple word document, but you can also create your own website

## **TERMS AND CONDITIONS FOR SUBMITTING PORTFOLIO:**

Only when you meet following conditions, your portfolio is eligible for assessment:

- All exercises, assignments, challenges, reflections etc. have been completed and uploaded on this 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 our foreign exchange students and KOM-students, we offer the option for online assessment and review for the resit.

### **RESIT**

The resit for the minor is at the end of the following term. For this resit we offer the option for online assessment and review of the alternative assignment.

In case your portfolio has been graded with an insufficient (below minimum 5,5):

For the resit, you must improve your portfolio to demonstrate that you have acquired the required competences to a sufficient level. Depending on the feedback you receive from your assessors, you may have to do certain assignments or activities from the minor programme once more. You can submit your revised and improved portfolio for the resit here.

We also offer you the option of doing an alternative assignment if feedback shows that you have not yet sufficiently mastered three or more learning outcomes to a sufficient level. This assignment offers you the opportunity to further practice your skills and competences and ultimately to demonstrate that you have sufficient command of the required competences. You can submit your alternative assignment here and your revised and improved portfolio for the resit here.

In case you did not meet the criteria for submission of your portfolio:

If you have not participated and been present at all mandatory formative assessments , or if you have not completed and uploaded all exercises, assignments, challenges, reflections, etc. on this Canvas site, you will have to complete the alternative assignment for the resit. This alternative assignment will offer you every opportunity to demonstrate and prove that you have mastered all learning outcomes to a sufficient level.