

Course guide



**HOGESCHOOL
UTRECHT**

Postbus 85029
3508 AA
Utrecht

Tel 088 481 62 00
Fax 088 481 62 05
www.hu.nl

- Academic year 2018-2019
- Duration: 10 weeks
- Full-time
- Sportmarketing
- MC-SPORTMARK-18
- Walter.vandenbrink@hu.nl
 - Walter van den Brink
 - Date of issue: February 2018

© Hogeschool Utrecht,
Utrecht, 2015

Sources must be acknowledged.
Reproduction of this document for your own use
or internal use is permitted.

Law, Organization, and Finances
Commercial Economics

Contents

1	Course content	3
2	Course objectives, final attainment levels, and learning targets	4
3	Place in the curriculum and relationship to other courses	5
4	Study load	6
5	Prior knowledge and entry requirements	7
6	Exemption possibilities	8
7	Methods and supervision	9
8	Student activities and products to be delivered	10
9	Testing and assessment	11
10	Materials and literature	12

1 Course content

The world of sport has changed dramatically over the past thirty years. In the past, sport was a Saturday afternoon pastime for both participants and spectators. Now, sporting events are held every night of the week, at both the national and international levels, and sports fans can watch live or through the broadcast media. Sports fans are demonstrating their loyalty to their favourite sport in ever more ways, through the products they buy, the literature they read and the programmes they watch. Sport today is a multi-faceted media sector that is attracting the attention of a growing number of stakeholders. What was once a clearly defined and delineated activity has now become a dynamic and highly complex sector of the economy. This is the environment in which the current generation of sport marketing specialists need to operate. By the end of the module, students will have sufficient knowledge of the sport market to create and deliver both strategic and operational sport marketing plans that meets a high standard of quality.

The topics covered are:

- Branding and marketing in sport
- The sport market, professional versus recreation
- Sport Events
- Sport sponsorship
- Merchandising and licences
- Sports retailing
- Sports agents and intermediaries

1.1 Learning pathway

Being able to operate as a fully-fledged professional depends on a range of criteria. Any Commercial Economics student leaving Hogeschool Utrecht will have to possess the knowledge and insights needed in the marketing profession, possess the relevant skills, and be capable of achieving results as part of a team.

Students can develop these areas via a range of learning pathways (methods). The conceptual pathway is the most commonly used, where students acquire knowledge and insights primarily through lectures and tutorials. Other learning pathways are the skills pathway (involving roleplaying), the professional products pathway (delivering and realizing a product) and the integrated pathway (projects).

The course involves an introduction in marketing in common. Branding, marketing in sport and sport sponsorships are the main topics.

1.2 Domain competencies

There are eight distinct domain competencies, each of which the students will have to develop. In each course, the emphasis will be placed on a number of these competencies. This course will focus primarily on the 'Initiating and creating a product' competency (domain competency 1) and the 'Setting up and implementing marketing plans' competency (domain competency 5).

2 Course objectives, final attainment levels, and learning targets

The essence of the course is to acquire knowledge of and insights into sport marketing and sport sponsorships. The learning targets are therefore extensions of the two domain competencies. Students should be capable of collecting relevant data and information and of using these to make carefully considered decisions.

The emphasis will be placed on the first stage of the PDCA cycle (plan-do-check-act).

Concrete learning objectives:

- Can students gather data and information independently (and critically)?
- Can students explain how the sport market is developed?
- Can students explain why sport sponsoring is a valuable marketing communication instrument?
- Can students explain what costs play a role in the sport sector?
- Can students make a distinction between the various forms of collaboration and estimate the financial consequences of a collaborative partnership?
- Can students make carefully considered decisions?
- Can students present and defend this decision?

3 Place in the curriculum and relationship to other courses

The course Sports Marketing is part of the minor Sports Management and is related to the other courses in the minor, which consists of

- 1. Sports Psychology, term A/C & Effort Physiology, term B/D (total 5EC)**
These courses are offered by the Faculty of Healthcare and provide insight into two typical fields that many sports managers will encounter in the future
- 2. Sports Finance (5EC), term B/D**
Organizations in sport often have a typical financial structure. On the basis of theoretical models and real life cases, insight is provided here.
- 3. Sports Management (5EC), term A/C**
Organizations in sport often have a typical financial structure. On the basis of theoretical models and real life cases, insight is provided here.
- 4. Starting your own sports company (5EC), term B/D**
You will be challenged to write a business plan for a company in sports. This includes aspects such as marketing, operations, sponsoring and financial management.
- 5. Sports management in international perspective – exchange trip (5EC), term B/D**
In collaboration with students from and at an international partner University, you work on a practical assignment in which as many aspects of sports management as possible are dealt with, with the extra focus; the international environment and cultural aspects.

The course Sports Marketing is a 5 EC course and is offered in term A and C.

4 Study load

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

5 Prior knowledge and entry requirements

Prior knowledge

- Marketing Basics;
- Market Analysis

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 programme. Applications for exemptions must be submitted to the Examination Committee.

7 Methods and supervision

The course consists of lectures and tutorials. The lectures will mainly deal with theory concerning sport marketing and sport sponsorship. The theory will be applied using assignments during the tutorials. There are two contact moments every week:

1. **Studying the material from the various literature sources**
This forms the basis for the activities in the rest of the week.
2. **Lecture: Starting up a business in the sport industry (80 minutes)**
The main topics are sport marketing and sport sponsorship. Relevant issues are: the sport market (professional vs recreation), the sport consumer, sport retail, endorsement, licenses, merchandising and sport intermediaries. They are also put into context and illustrated with the help of real-life practical examples. As well as being given an explanation about the theory, students will also be actively engaged with the material, completing assignments. The teacher will explain and supervise.
3. **Tutorial: (15 minutes)**
Feedback on the assignment (sport marketing and sponsorship plan) per group.

In diagram form:

Week	Lesson (80 minutes)		Lesson (80 minutes)
1	Lecture	Marketing, the basics	Sport sponsorship
2	Lecture	Sport marketing, the sport market	Tutorial (15 minutes)
3	Lecture	Sport marketing, the sport consumer	Sport sponsorship
4	Lecture	Sport marketing, retail	Tutorial (15 minutes)
5	Lecture	Sport marketing, strategies	Sport sponsorship
6	Lecture	Finances, implement and control	Tutorial (15 minutes)
7	Presentation	Sport marketing and sponsorship plan	

Supervision

Process supervision by teachers who are involved with the Institute for Marketing & Commerce.

Starting point:

In order to guarantee the cohesion of the various weeks, there will be one central theme: **sport marketing**.

Met opmaak: opsommingstekens en nummering

8. Student activities and products to be delivered

The assessment of the students consists of two parts: an exam with fifteen - twenty questions, and the fleshing out of a concrete sport marketingplan.

The lessons are based around the topic featured in that particular week. However, the actual content of the lessons may vary from one week to the next, and depends partly on the teacher.

98 Testing and assessment

Met opmaak: opsommingstekens en nummering

At the end of the course, students are awarded two marks:

- 1) Examination mark / examination (open-ended)
- 2) Practical mark (sport marketingplan)

The main purpose of the multiple-choice exam is to test the students' theoretical knowledge. The practical part is to test whether the students are capable of applying the theoretical knowledge in practice. During each academic year, students have one opportunity to resit both the exam and the practical part. The resits are held in the exam week in Block B.

Examination mark

The multiple-choice examination consists of fifteen till twenty questions. Examinations are marked within ten working days.

Practical assignment / business plan

Students work on their assignment every week. The practical assignments are carried out by groups of **four students**. The results of the assignments will form input for the final product, the sport marketing plan.

Participation in the assignments is **compulsory**. During the course, the teams must give at least one presentation about an assignment related to the subject. At the end, every team has to give a final presentation.

The assignments will be assessed by the students themselves (peer feedback).

The mark for the final assignment (which is the result of the six preceding assignments) accounts for 50% of the overall mark.

Input for the sport marketingplan comes from the theory that is explained every week, as well as the various available and relevant websites.

Type of assessment	Weighting	Minimum mark
Examination	40%	5.5
Practical assignment	60%	5.5

Examination material

- Lectures/tutorials (cases and material handed out to the students)
- Beech & Chadwick/ The business of sport management

109 **Materials and literature**

- The business of sportmanagement second edition, John Beech & Simon Chadwick / Pearson /