

Course title	Sport Marketing
Course code	
Type of course	Elective
Level of course	Graduate_MBA
Year of study	First
Semester	Second
ECTS credits	5
Name of lecturer(s)	Dr Dimitra Papadimitriou, Assistant Professor
Aim of the Course	This course provides a framework for understanding the marketing strategies used in the sport industry. The main focus is on the application of marketing principles to promote sport. Overall, the course approaches sport marketing from two angles: sport as a product and sport as a medium for promoting non sport products.
Learning outcomes	At the end of this course the student should be able: <ul style="list-style-type: none"> • To analyze and apply fundamental marketing principles in the sport market. • To analyze and describe the marketing mix of sport products and services. • To study and apply concepts such as branding, licensing and sponsorship in the sport domain. • To study the consumer behavior of sport consumers.
Competences	At the end of the course the student will have further developed the following skills/competences. They will be able: <ul style="list-style-type: none"> • To apply the theoretical foundations of sport marketing in the sport industry. • To describe pricing and promotional aspects in sport • To describe branding, licensing, sponsorship and venue marketing in sport. • To prepare a marketing plan for a sport event or programs

<p>Prerequisites</p>	<p>No prerequisite courses are required, but it is highly recommended that students are familiar with consumer behavior and introductory marketing knowledge.</p>
<p>Course contents</p>	<ul style="list-style-type: none"> • Introduction to sport marketing. • Studies of sport consumers & sport consumer behavior • Sport market segmentation • Pricing the sport product • Sport promotions • Sport licensing • Sport sponsorships • Branding of sports • Venue & event marketing • Global sport marketing
<p>Recommended reading</p>	<p>Mullin, B. J., Hardy S., & Sutton, W.A. (2000). <i>Sport Marketing</i>. Champaign, IL: Human Kinetics.</p> <p>Pitts, B.G., &Stotlar, D.K. (2002). <i>Fundamentals of sport marketing</i> (3rd Ed.). Morgantown, WV: Fitness Information Technology, Inc.</p> <p>Irwin, Richard, Sutton, William, & McCarthy, Larry. (2008). <i>Sport Promotion and sales management</i> (2nd Ed.). Champaign, IL: Human Kinetics.</p> <p>Fullerton, S., &Merz, G. R. (2008). The four domains of sports marketing: A conceptual framework. <i>Sport Marketing Quarterly</i>, 17, 90-108.</p> <p>Ross, S. D. (2007). Segmenting sport fans using brand associations: A cluster analysis. <i>Sport Marketing Quarterly</i>, 16, 15-24.</p> <p>Drayer, J., Shapiro, S. L., & Lee, S. (2012). Dynamic ticket pricing in sport: An agenda for research and practice. <i>Sport Marketing Quarterly</i>, 21, 184-194.</p> <p>Kwon, H. H., & Armstrong, K. L. (2006). Impulse purchases of sport team licensed merchandise: What matters. <i>Journal of</i></p>

	<p><i>Sport Management</i>, 20, 101-119.</p> <p>Papadimitriou, D., & Apostolopoulou, A., (2009). Olympic sport activation and the creation of competitive advantage. <i>Journal of Sport Management</i>, 15(1-2) : 90-118.</p> <p>Papadimitriou, D., & Apostolopoulou, A., Doynis, T. (2008). sponsorship as a value creating strategy for brands. <i>Journal of Professional Brand Management</i>, 17(4): 212-222.</p> <p>International Scientific Journals</p> <ul style="list-style-type: none"> • Journal of Sport Management • European Sport Management Quarterly • <i>Sport Marketing Quarterly</i> • International Journal of Sports Marketing & Sponsorship • Sport, Business and Management: An international Journal • Managing Leisure
Teaching and learning methods	Lectures, case studies, group discussions, individual and group assignments.
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Assessment and grading methods	<p>The grade is calculated as the weighted average of individual assignments, one group assignment, one presentation and the final exam.</p> <p>Minimum passing grade: 5</p>