

Course Specifications

From the academic year 2018-2019 up to and including the

Sports Marketing and Communication (D012485)

Course size (nominal values; actual values may depend on programme)

Credits	4.0	Study time	120 h	Contact hrs	36.0 h
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Course offerings and teaching methods in academic year 2018-2019

A (semester 1)	Dutch	PDE tutorial	8.75 h
		lecture	25.0 h

Lecturers in academic year 2018-2019

Lagae, Wim	GE25	lecturer-in-charge
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Offered in the following programmes in 2018-2019

	crdts	offering
Master of Science in Physical Education and Movement Sciences (main subject Sports Policy and Sports Management)	4	A

Teaching languages

Dutch

Keywords

marketing, sponsorship, sports sponsorship, sports marketing, sports marketing communications.

Position of the course

The objective of this course is to acquaint students with different aspects of sports marketing communications. Knowledge regarding sports, marketing and communications is necessary for students aspiring for a career in the sports management sector. Attention will be paid both to procuring and selecting sponsorship. A correct understanding of the interaction and synergy between the different instruments of sports marketing communications surrounding the sponsorship investment (hospitality, persbenadering, reclame, direct marketing en verkooppromotie) is crucial, as well as approaching the effectiveness of sports marketing communications.

Contents

- Sports, marketing and communication
- Sponsorship procurement
- Selecting sports sponsorship
- Sports sponsorship and public relations: hospitality and press approach
- Sports sponsorship and advertising
- Sports sponsorship and direct marketing
- Sports sponsorship and sales promotions
- The effect of sports sponsorship

Initial competences

Credits for: introduction in sports management

Final competences

- Define key concepts in sports marketing, sports sponsorship and communications.
- Be able to interpret current cases in sports marketing communications.
- Be able to draw the correct strategic conclusions for sports brands and non-sport brands.
- Have a profound insight in the interaction and synergy between the different instruments of the sports marketing communications mix.
- Be able to calculate to approach the ROI of a campaign of sports marketing communications.

Conditions for credit contract

Access to this course unit via a credit contract is determined after successful competences assessment

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Lecture, PDE tutorial

Learning materials and price

References

Course content-related study coaching

Course related study coaching: Prof. Dr. Wim Lagae (wim.lagae@ugent.be)

Evaluation methods

end-of-term evaluation

Examination methods in case of periodic evaluation during the first examination period

Written examination

Examination methods in case of periodic evaluation during the second examination period

Written examination

Examination methods in case of permanent evaluation

Possibilities of retake in case of permanent evaluation

not applicable

Calculation of the examination mark

Fully based on the written exam. The case studies in class are only jointly discussed, not evaluated.