Course
Specifications
Valid as from the academic year 2020-2021

Sports Marketing and Communication (D013167)

Due to Covid 19, the education and evaluation methods may vary from the information displayed in the schedules and course details. Any changes will be communicated on Ufora.

Course size (nominal values; actual values may depend on programme)
- Credits: 5.0
- Study time: 150 h
- Contact hrs: 40.0 h

Course offerings and teaching methods in academic year 2020-2021

A (semester 1) Dutch Gent PDE tutorial
- Lecture: 8.75 h
- Contact hrs: 20.0 h

Lecturers in academic year 2020-2021
Lagae, Wim GE30
- Lecturer-in-charge

Offered in the following programmes in 2020-2021
- Master of Science in Teaching in Physical Education
  - Credits: 5
  - Offering: A
- Master of Science in Movement and Sports Sciences (main subject Sports Policy and Sports Management)
  - Credits: 5
  - Offering: A

Teaching languages
- Dutch

Keywords
- marketing, sponsorship, sports sponsorship, sports marketing

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
- 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.

Final competences

Conditions for credit contract

(Approved)
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
- 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