DEMOCRITUS UNIVERSITY OF THRACE DEPARTMENT OF PHYSICAL EDUCATION & SPORT SCIENCE

UNDERGRADUATE PROGRAM OF STUDY

COURSE TITLE:								
Introduction to sport marketing								
					Б.С	T. C. CI		a
COURSE CODE:		E.C.T.S. CREDITS						
N075				Į		2		
RESPONSIBLE FOR T	THE COU	RSE:						
NAME	Dimit	Dimitris Gargalianos						
POSITION	Assoc	Associate Professor						
SECTOR	Manag	Management of Sport, School Physical Education &						
	Recrea							
OFFICE	B2 - 3							
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CO-INSTRUCTORS								
SEMESTER:	1 st 5 th	[]	$2^{ m nd}$ $6^{ m th}$	[] [X]	$\begin{matrix} 3^{rd} \\ 7^{th} \end{matrix}$	[]	4 th 8 th	[] [X]
COURSE TYPE: Obligatory Direction Specialization Prerequisite for specialization Elective (open) [] []								
HOURS (per week):	ord o 4th			2.				
DIRECTION (only for 3	0 & 4 ye	ar cou	rses):					
SPECIALIZATION (or	$aly for 3^{rd}$	& 4^{th} ye	ear cou	rses):				

GREEK [X] ENGLISH []

LANGUAGE OF TEACHING:

AIM OF THE COURSE (content and acquired skills):

The aim of this course is the presentation of modern smarketing and its application to sports. Emphasis is placed upon the main characteristics of the sport product, the functions of sport marketing, the techniques and the basic tools used for the communication with the market, the marketing mix, the SWOT analysis and the construction of sponsorship proposal.

COURSE CONTENTS (outline – titles of lectures):

- 1. Introduction.
- 2. Definitions Basic concepts of marketing.
- 3. The specificity of sport Sport as product.
- 4. Reasons and places of application of marketing in sport.
- 5. Marketing mix (product, price, place, promotion).
- 6. SWOT analysis.
- 7. Market The product cycle.
- 8. Marketing plan.
- 9. Sponsorship.
- 10. Sponsorship plan.
- 11. Market research.
- 12. Presentation of papers.
- 13. Presentation of papers.

TEACHING METHOD (*lectures – labs – practice etc.*):

- 1. Lectures.
- 2. Discussions on issues presented in the class.
- 3. Guest speakers.
- 4. Writing and presentation of papers.

ASSESSMENT METHOD(S):

- 1. Active participation in class (10%)
- 2. Written essay (20%)
- 3. Presentation of essay in class (20%)
- 4. Written final exam (50%)

LEARNING OUTCOMES:

Upon the completion of this course the student will be able to comprehend the: 1) basic principles of marketing, 2) specificity of sport as a "product", 3) marketing mix and they will be able to: 4) implement a SWOT analysis and 5) create a sponsorship proposal

LEARNING OUTCOMES - CONTINUED:

ELIMINIO GETEGNIES CONTINUED:							
Learning Outcomes	Educational Activities	Assessment	Students Work Load				
Outcomes	Activities		(hours)				
			` ′				
Comprehension of the basic	Lectures, discussion in	Questions in class.	15				
principles of marketing.	class, study at home.						
Comprehension of the	Lectures, discussion in	Questions in class	10				
specificity of sport as a	class, study at home.						
product.							
Comprehension of the	Lectures, discussion in	Questions in class.	10				

marketing mix.	class, study at home.		
Ability to implement a	Writing of SWOT	Presentation in	10
SWOT analysis.	analysis.	class.	
Ability to create a	Writing of a sponsorship	Presentation of the	15
sponsorship proposal.	proposal.	proposal in class.	
		TOTAL	60

OBLIGATORY & SUGGESTED BIBLIOGRAPHY:

- 1. Alexandris, K. (2010). Principles of management and marketing for sport and recreation organizations. Thessaloniki: Christodoulidis.
- 2. Mullin, B., Hardy, S. & Satton, W. (2004). Sport marketing. Translation in Greek Y. Afthinos, Athens: Paschalidis (chapters 1, 2, 7, 12).