

AIM OF THE COURSE (*content and acquired skills*):

The aim of the course is to: a) inform the students about the basic marketing principles and b) train them on how to implement these principles in their profession.

COURSE CONTENTS (*outline – titles of lectures*):

1. Introduction to sport marketing.
2. Application of the marketing mix in sport tourism and recreation services.
3. Target group.
4. Market segmentation.
5. Marketing research.
6. Sport consumer.
7. Promotion mix.
8. Aims of promotion.
9. Strategic promotion.
10. Product research.
11. Product (of sport tourism & recreation).
12. Price research.
13. Price
14. Price strategies.
15. Place research.
16. Place.
17. Public relations in sport.
18. Public relations in the sport tourism and recreation sector.
19. Service quality.
20. The sport tourist/recreationist's behavior.
21. Customer satisfaction.
22. Customer loyalty.
23. Staffing.
24. Employees' training for sport tourism and recreation companies.
25. Corporate social responsibility.
26. Sport sponsorship.

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

1. Lectures.
2. Visits to sport recreation businesses.
3. Case studies.
4. Group / personal projects.

ASSESSMENT METHOD(S):

1. Semester paper.
2. Group project.
3. Midterm exams.
4. Final exam.

LEARNING OUTCOMES:

Upon the completion of this course the student will be able to:

1. Understand the need of applying marketing principles in leisure and sport tourism companies / organizations.
2. Implement these marketing principles in sport tourism and leisure companies / organizations.

3. Determine the new trends in the field of sport marketing.
4. Design a marketing plan for a sport tourism / recreation company / organization.

LEARNING OUTCOMES – CONTINUED:

<i>Learning Outcomes</i>	<i>Educational Activities</i>	<i>Assessment</i>	<i>Students Work Load (hours)</i>
Understanding of the need of applying marketing principles in leisure and sport tourism companies / organizations.	Lectures, annotation of digital material, guest speakers, home study.	Intermediate tests of cognitive assessment.	40
Ability to implement the marketing principles in sport tourism and leisure companies / organizations.	Lectures, annotation of digital material, case studies, home study.	Intermediate small group projects	60
Determine the new trends in the field of sport marketing.	Lectures, home study.	Internet search, presentations of individual projects.	60
Ability to design a marketing plan for a sport tourism and/or recreation company / organization.	Lectures, annotation of projects.	Individual projects, final exams.	80
		TOTAL	240

OBLIGATORY & SUGGESTED BIBLIOGRAPHY:

1. Kouthouris, Ch. (2009). Outdoor recreational activities - Extreme sports - Service management - Staff training. Thessaloniki: Christodoulidis.
2. Papadimitriou, D. (2005). Management of sport organizations. Athens: Klitharithmos.
3. Newspapers clippings about sport tourism and sport recreation programs / actions in Greece.
4. Lectures' notes.