

COURSE OUTLINE SPORTS MARKETING & COMMUNICATION

1. GENERAL

SCHOOL	PHYSICAL EDUCATION, SPORT SCIENCE AND OCCUPATIONAL THERAPY		
DEPARTMENT	PHYSICAL EDUCATION AND SPORT SCIENCE		
LEVEL OF STUDIES	ISCED level 6 – Bachelor's or equivalent level		
COURSE CODE	C604	SEMESTER	6 th
COURSE TITLE	SPORTS MARKETING & COMMUNICATION		
TEACHING ACTIVITIES <i>If the ECTS Credits are distributed in distinct parts of the course e.g. lectures, labs etc. If the ECTS Credits are awarded to the whole course, then please indicate the teaching hours per week and the corresponding ECTS Credits.</i>		TEACHING HOURS PER WEEK	ECTS CREDITS
		3	6
<i>Please, add lines if necessary. Teaching methods and organization of the course are described in section 4.</i>			
COURSE TYPE <i>Background, General Knowledge, Scientific Area, Skill Development</i>	SCIENTIFIC AREA		
PREREQUISITES:	NONE		
TEACHING & EXAMINATION LANGUAGE:	GREEK ENGLISH FOR ERASMUS STUDENTS		
COURSE OFFERED TO ERASMUS STUDENTS:	YES		
COURSE URL:	https://eclass.duth.gr/courses/...../		

2. LEARNING OUTCOMES

Learning Outcomes <i>Please describe the learning outcomes of the course: Knowledge, skills and abilities acquired after the successful completion of the course.</i>	
<p>Upon successful completion of the course, participants will be able to :</p> <ul style="list-style-type: none"> • <i>understand the concept of marketing of sport, recreation and sports tourism services</i> • <i>carry out a small-scale market research</i> • <i>carry out a small-scale marketing survey</i> • <i>be able to identify potential target groups and develop the marketing mix leading to their attraction & retention</i> • <i>identify the communication mix in sport</i> • <i>prepare simple sponsorship proposals</i> • <i>participate in the development of marketing management at events</i> 	
General Skills <i>Name the desirable general skills upon successful completion of the module</i>	
<i>Search, analysis and synthesis of data and information, ICT Use Adaptation to new situations Decision making</i>	<i>Project design and management Equity and Inclusion Respect for the natural environment Sustainability</i>

Autonomous work	Demonstration of social, professional and moral responsibility
Teamwork	and sensitivity to gender issues
Working in an international environment	Critical thinking
Working in an interdisciplinary environment	Promoting free, creative and inductive reasoning
Production of new research ideas	

<ul style="list-style-type: none"> • Search, analysis and synthesis of data and information, ICT use • Decision making • Adaption to new situations • Teamwork • Sustainability • Demonstration of social, professional and moral responsibility and sensitivity to gender issues • Critical thinking • Promoting free, creative and inductive reasoning
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3. COURSE CONTENT

<ol style="list-style-type: none"> 1. The marketing of sport 2. Market research 3. Market segmentation - target groups - consumption ladder 4. Marketing research in sport 5. Conducting marketing research in real-life situations 6. Guest speakers of sports marketing & communication 7. Product - Distribution of sports product/service 8. Pricing 9. The communication mix in sport 10. Public relations 11. Organizing sports & social events in terms of marketing 12. Projects' Presentations 13. Projects' presentations
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4. LEARNING & TEACHING METHODS - EVALUATION

TEACHING METHOD <i>Face to face, Distance learning, etc.</i>	Face to face	
USE OF INFORMATION & COMMUNICATIONS TECHNOLOGY (ICT) <i>Use of ICT in Teaching, in Laboratory Education, in Communication with students</i>	Use of ICT in teaching and communication with students: <ul style="list-style-type: none"> - Digital slides - Videos MS Teams/e-class, webmail	
TEACHING ORGANIZATION <i>The ways and methods of teaching are described in detail.</i> <i>Lectures, Seminars, Laboratory Exercise, Field Exercise, Bibliographic research & analysis, Tutoring, Internship (Placement), Clinical Exercise, Art Workshop, Interactive learning, Study visits, Study / creation, project, creation, project. Etc.</i> <i>The supervised and unsupervised workload per activity is indicated here, so that total workload per semester complies to ECTS standards.</i>	Activity	Workload/semester
	Teaching	39
	Team project 1	30
	Events	30
	Team project 2	2a
	Exams	30
	Total	150
STUDENT EVALUATION	Team project 1 35%	

<p><i>Description of the evaluation process</i></p> <p>Assessment Language, Assessment Methods, Formative or Concluding, Multiple Choice Test, Short Answer Questions, Essay Development Questions, Problem Solving, Written Assignment, Essay / Report, Oral Exam, Presentation in audience, Laboratory Report, Clinical examination of a patient, Artistic interpretation, Other/Others</p> <p>Please indicate all relevant information about the course assessment and how students are informed</p>	<p>Team project 2 30%</p> <p>Final exams 35%</p>
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5. SUGGESTED BIBLIOGRAPHY

1. Funk, Dc., Alexandris, K. & Mcdonald, H. (2024). *Consumer Behavior. Marketing Strategies*. Christodoulidi
2. Dessler, G. (2015). *Human Resource management*. Kritiki, Athens
3. Lagoudaki, G., Tsitskari, E., Karagiorgos, T., Yfantidou, G., Tzetzis, G., & Tsiotras, G. (2024). *Corporate Social Responsibility and Consumer Behavior in Sports: Exploring and Adapting a Participatory Sports Scale*. *Sustainability*, 16(14), 5825.
4. Matic, R.M., Karagiorgos, T., Maksimovic, N., Alexandris, K., Bujkovic, R. & Drid, P. (2021). *Testing the influence of destination image and event quality on athletes' intentions to re-visit the city: a case study of the 2017 World youth & juniors' sambo championships*. *Managing Sport & Leisure*, 25(5), 390-401
5. Neck, H.M., Neck, C.P. & Murray, E.L. (2020). *Entrepreneurship. Strategies and Mindsate*. Kritiki, Athebs
6. Paschalidou, K., Tsitskari, E., Alexandris, K., Karagiorgos, T., & Filippou, D. (2024). *Conceptualizing ethics positions of health and fitness managers: an empirical investigation in Greece*. *Retos: nuevas tendencias en educación física, deporte y recreación*, (51), 398-407.
7. Paschalidou, K., Tsitskari, E., Alexandris, K., Karagiorgos, T., & Filippou, D. (2023). *Segmenting Fitness Center Customers: Leveraging Perceived Ethicality for Enhanced Loyalty, Trust, and Word-of-Mouth Communication*. *Sustainability*, 15(22), 16131.
8. Polyakova, O., Karagiorgos, T., Anagnostopoulos, C., & Alexandris, K. (2024). *Testing the relationships among involvement, sponsorship perceived fit and intention to purchase sponsors' products: The case of esports tournament viewers*. *International Journal of Sports Marketing and Sponsorship*.
9. Tsiotsou, R. (2020). *Sports Marketing*. . Paschalidis

ANNEX OF THE COURSE OUTLINE

Alternative ways of examining a course in emergency situations

Teacher (full name):	Efi Tsitskari
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Supervisors:	Yes

Evaluation methods:	Creating a cv 5% Team project 35% Intermediate test 20% Final exams 40%
Implementation Instructions:	The preparation of the CVs will be based on the instructions given to the students in the lectures. The group projects will be presented in the classroom in the form of short marketing plans The mid-term exam will be in the form of multiple choice and True-False The written examination will be in the form of multiple choice, True-False and open questions.