

ID	2706
Curricular Unit	Sport Marketing
Regent	Abel Hermínio Lourenço Correia
Learning Outcomes	<ul style="list-style-type: none"> - Understand the marketing concept applied to different sport organizations: public administration, private organizations and for-profit private non-profit organisations. - Develop studies to allow the collection of information to practitioners, spectators, families, providers, competition and environment that enable strategic development of sport. - Formulate policy options targeting and positioning according to those concerned, competition, limitations of the organization and environmental characteristics. - Understand and apply the strategies of service, price, place and communication. - Encourage teamwork, interest in research and improvement of public intervention.
Syllabus	<ol style="list-style-type: none"> 1. Concepts of sports marketing; Economic and social environment and strategic management; Sports organizations, practitioners, spectators, families and competition; Sports Marketing; Sports marketing point of view. 2. Sports consumption behaviors; Individual, cultural and group variables; Decision-making regarding sport and sports spectacle; Sports offer. 3. Strategic vision of sport marketing; Define the target segment; Develop positioning. 4. Quality as a strategic factor of sport; Quality and marketing management; Quality concept in sports; Implications of quality in sports management. 5. Marketing-mix of sport; Life cycle of sports and the development of new practices; Determination of price: the social and economic aspects; Sports facilities and nature; The mix of communication; Sponsorships; Evaluation and control of the marketing mix. 6. Marketing plan; Situation analysis; Options and recommendations.
Evaluation	<p>Final evaluation: written exam and oral test. After the written exam, in accordance with the classification obtained, the student will be rejected (classification lower than 7.5 values) or will have a compulsory oral test (a grade of 7.5 or higher).</p> <p>Continuous assessment: attend at least two-thirds of classes. Individual participation (summary analysis) and in group (lecturing of the classes of the optional contents, elaboration of a website for the presentation of the case study). Final grade: 25% of the summary analysis; 25% of the oral presentations of the optional contents; 50% of the case study (evaluation of the final site).</p>

Bibliography

- Beech, J., & Chadwick, S. (Eds) (2007). *The marketing of sport*. London: Pearson Education Limited.
- Correia, A., Sacavém, A., & Colaço, C. (Eds.) (2008). *Manual de fitness & marketing*. Lisboa: Visão e Contexto.
- Ferrand, A., & McCarthy, S. (2009). *Marketing the sports organisation: Building networks and relationships*. New York: Routledge.
- Mullin, B., Hardy, S., & Sutton, W. (2007). *Sport marketing* (3rd. Edition). Champaign, IL: Human Kinetics.
- Schwarz, E. C., & Hunter, J.D. (2008). *Advanced theory and practice in sport marketing*. Oxford: Elsevier.