

ID	399
Curricular Unit	Sport Marketing
Regent	Abel Hermínio Lourenço Correia

- 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.

- Learning Outcomes**
- 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

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 variables, cultural and group
Decision-making in the face of 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 the nature
The mix of communication
Sponsorships
Evaluation and control of the marketing mix
6. Marketing plan
Analysis of the situation
Options and recommendations

Various:

- Constitution of responses to challenges posed by the teacher and following current topics related to course content
- Realization of worksheets.
- Individual and group work
- Written Exam, Individual or Group - decision classes defined in the firstone

Evaluation

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. (3 rd. Edition). Champaign, IL: Human Kinetics.

Schwarz, E. C., & Hunter, J.D. (2008). Advanced theory and practice in sport marketing. Oxford: Elsevier.

Bibliography