O VELEUCIUSTE U CANOVO

POLYTECHNIC OF MEÐIMURJE IN ČAKOVEC

A MATTER STATE OF THE STATE OF									
COURSE SYLLABUS									
	ACADEMIC	YEAR: 2	020/20	021					
1. GENERAL COURSE INFO	RMATION								
1.1 Course name	Sport Marketi	ng							
1.2 Study program/s	Undergraduate	e profession	al study	Manageme	nt of	tourism a	nd s	poi	rts
1.3 Course status (O,E)	Obligatory		1.6 M	ode of	Lec	tures	30		
1.4 Course code			in	instruction (number of		ercises	30		
1.5 Course abbreviation	SM		_			minars			
1.6 Semester	VI.		h	ours)	E-le	earning			
1.7 ECTS	6		1.7 Pla	ace and		•		•	technic of
			ti	me of		djimurje ir			
			in	struction		ording to			
					put	olished on	web	pa	iges
2. TEACHING STAFF					ı				
2.1 Course leader/s-title	Andrijana Kos		contac	ct	ako	s@mev.hi	•		
	PhD, Senior Le	cturer							
			conta	ct					
2.2 Assistant/s- title			conta	ct					
			conta						
2.3 Instruction held by-			conta	ct					
title									
3. COURSE DESCRIPTION	A.C. 1	• .1			•11 1				
3.1 Course goals	After completing the course, the students will be able to understand the								
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	functioning of		ing syste	em in the s	pecif	fic condition	ons	of	the sports
	market and ap	oply it in th	ing syste	em in the s	pecif	fic condition	ons	of	the sports
2.2 Drovo valisitos	market and ap specific sports	oply it in th segment.	ing syste e praction	em in the s cal develop	pecit ment	fic condition	ons keti	of ng	the sports plan for a
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instruction	Croat	tian/En	glish.						
3.7 Monitoring students'	2	Class a	ttendance		Sen	ninars			Essay
work (enter the number of ECTS		Class a	ctivity	1	Pro	ject			Report/pape
credits for each		Midter	m exams		Pra	ctical task		1	Continuous
activity so that the		IVIIGE	viidteiiii exaiiis			- Circui tusk			knowledge o
total number of	2	Writter	n exam		Exp	erimental wo	ork		
ECTS credits is equal		Oral ex	æm		Res	search			
to the total ECTS				1					1
value of the course,									
1 ECTS = 30 hours)									
evaluation of			Activity specific	cation		Percent 9	6	Po	oints
students' work					nt dı	uring instruct	ion		
during classes and at			inuous knowled	ge check		10%			10
the final exam		Proje				30%			30
the illiai exam			term exam 1			30% 30%			30 30
		Wilde		nt for the	stud	tudents who failed to fullfil all the			
				-		ents during the semester			
		Writ	ten exam			60%			60
		Tota	l:			100%		1	.00
3.9 Assessment criteria –			Maye	i ovaluatio	na la	arning outed	um oc		
analysis per learning				evaluatii	ng le	earning outco			
			Ways of Continuous knowledge check	evaluatii Project		earning outco Mid-term exam 1	mes Mid-te exam		Total
analysis per learning		come 1	Continuous knowledge			Mid-term	Mid-te		10
analysis per learning	Outo	come 2	Continuous knowledge check			Mid-term	Mid-te exam		10
analysis per learning	Outo	come 2	Continuous knowledge check	Project		Mid-term exam 1	Mid-te		10 30 30
analysis per learning	Outo Outo	come 2 come 3 come 4	Continuous knowledge check			Mid-term exam 1	Mid-te exam		10
analysis per learning	Outo Outo	come 2	Continuous knowledge check	Project		Mid-term exam 1	Mid-te exam		10 30 30

81 - 90very good (4)

66 - 80good (3)

51 - 65pass (2)

0 - 50fail (1)

3.10 Specific features related with taking the course

If a student collects 50% of the points of each outcome, he/she directly takes the exam, under condition that he/she has submitted a project paper. A student cannot access the exam if he/she has not submitted a project paper. Project paper is made according to the instructions published on the Merlin and is submitted by placing it on the Merlin. Project work is submitted at least 3 days before the exam deadline.

If a student does not achieve a sufficient number of points on the midterm exam, he/she cannot take the next midterm exam.

Once achieved points in the midterm exams for each learning outcome are no longer deleted unless the student decides to correct the result for a particular

	learning outcome, whereby the previous points are then deleted and newly
	achieved points for that learning outcome are entered.
	The final grade is obtained on the exam period and is the sum of points earned
	during classes.
	Students who did not take the midterm exams access the written part of the
	exam where all learning outcomes are checked and are required to submit a
	project paper before taking the exam. If the students collect 50% of each learning outcome and have not yet collected
	the minimum number of points for a positive grade, it is possible to orally test
	the knowledge around each learning outcome.
3.11 Students obligations	Full-time students are required to attend at least 70% of the total number of
3.11 Students obligations	hours of lectures and exercises in order to exercise the right to take the exam.
	Part-time students are required to attend at least 30% of the total number of
	hours of lectures and exercises in order to exercise the right to take the exam.
	If the student has not fulfilled all the obligations set by the course, he is
	obliged to attend the lectures again and meet the conditions for taking the
	exam.
	Attendance can be offset by online tuition, organised webinars and added
	assignments given by teachers. One lesson lasts 45 minutes, and several hours
	form a teaching unit. Absence from one teaching unit is counted as one
	absence. Delays and apologies are recorded separately. In that case, if the
	student missed more than 50% of classes, and has a justifiable
	reason/apology, the request should be submitted to the Department Council,
	which then decides on the justification of student absences with the
	obligatory opinion of the course leader.
3.12 Written	Project papers must be computer written and must have a minimum of 10-15
assignments	pages of text (Times New Roman, font 12), and an adequate title page,
	content and marked pages.
	Project work should be divided into chapters: 1. Brief description of the sports
	organization; 2. Research and analysis of the situation, environment and
	market; 3. Description of the selected sports product for which a creative
	promotional campaign is being conducted; 4. Name of the campaign; 5. Campaign Summary; 6. Campaign goals; 7. Duration of the campaign; 8.
	Consumer Avatar; 10. Sales and distribution plan; 11. Communication
	platforms and communication tools; 12. Gantt diagram of activities for the
	implementation of the campaign; 13. Media plan with the campaign budget.
3.13 Required reading	Kos Kavran, A., Kralj, A. i Ratković, C.M. (2020.). Skripta Sportski
orzo megamea reasmig	1. marketing – 2. izdanje, Čakovec, Međimursko veleučilište u Čakovcu
	2. Lecture notes.
3.14 Additional reading	Ratković, M.C. i Dašić, D.R. (2018.). Marketing u sportu sa elementima
	industrije sporta, Visoka škola modernog biznisa, Beograd.
	Mullin, B.J, Hardy, S., Sutton, W.A. (2007.). Sport Marketing-3rd Edition,
	2. SAD, Human Kinetics
4 ADDITIONAL COURSE IN	
4.1 Quality control	The quality of the program, teaching process, teaching skills and level of
	mastery of the material will be established by conducting a written evaluation

	based on questionnaires, and in other standardised ways and in accordance						
	with the by-laws of the Polytechnic of Međimurje in Čakovec.						
4.2 Contact the teacher	Students can contact the teacher during the office hours and during classes,						
	while for short questions and explanations they can contact him/her any day						
	during working hours by coming in person or by landline. It is also possible to						
	ask questions by e-mail, which will be answered in 48 hours at the latest. It is						
	desirable for students to come as often as possible for any possible questions						
	during the teacher's office hours.						
4.3 Information about	It is the obligation of each student to be regularly informed about the course.						
the course	All notifications about the classes or possible postponement of classes will be						
	posted on the bulletin board and on the website of the Polytechnic at least 24						
	hours in advance.						
4.4 Course contribution							
to the study	I1 Present information, ideas, problems and solutions to the professional and						
program	general public						
	12 Apply new technologies and techniques in the process of lifelong learning						
	13 Critically evaluate arguments, assumptions and data in order to form an						
	opinion and contribute to the solution of the problem						
	I14 Create a marketing plan for the organisation						

5. ANALYSIS OF COURSE TOPICS (the number of hours is equal to the number of lectures and exercises of the course)

or the co		LECTURES		
Hours	Topic and description	Method • Direct teaching (lecture, instruction, pp presentation) • Discovery learning (individual, lead, discussion) • Group learning • Case study • Field classes	Learning outcomes	Course outcome
1.	Introduction to sports marketing	Lecture, pp presentation	Explain basic marketing concepts in sports	01, 02
2.	Environmental analysis	Lecture, pp presentation, discussion	Identify external and internal factors that affect the sports organization	01, 02
3.	Behaviour of sports consumers	Lecture, pp presentation, case study	Explain the process of consumer behaviour in sports	01, 02
4.	Marketing strategy in sports	Lecture, pp presentation, discussion	Plan parts of the marketing plan	01, 02
5.	Market segmentation, targeting and positioning	Lecture, pp presentation, discussion	Identify different segments of the sports market and choose the best	01, 02
6.	Midterm exam 1			
7.	Sports product	Lecture, pp presentation, discussion	Apply the hierarchy of a sports product to an example and	01, 03

			state its benefits	
			and characteristics	
			Break down the	
		Lactura no	price of a sports	
8.	The price of a sports product	Lecture, pp presentation, discussion	product and choose	01, 03
		presentation, discussion	an adequate	
			calculation method	
		Lecture, pp	Choose adequate	
9.	Sports product distribution	presentation, discussion	distribution and	01, 03
			sales channels	
		Lecture, pp	Plan	
10.	Promotion of a sports product	presentation, discussion	communication	01, 03
		L L	channels	
11.	Public relations in sports	Lecture, pp presentation, discussion	Develop a PR plan for the organization	01, 03
		Lecture, pp	Make an offer and	
12.	Sponsorships in sports	presentation, discussion	a sponsorship	01, 03
		p. 222	agreement	,
4.5		Lecture, pp	Choose new media	04 55
13.	Sports marketing and new media	presentation, discussion	and technologies	01, 03
			Analyse the results	
14.	Control of sports marketing results	Lecture, pp	of the marketing	01, 03
14.	and ethics in sports marketing	presentation, discussion	campaign and	01, 03
			determine its ethics	
15.	Midterm exam 2			
	EXE	RCISES/ SEMINARS	T	
Hours	Topic and description	Method • Direct teaching (lecture, instruction, pp presentation) • Discovery learning (individual, lead, discussion) • Group learning • Case study • Field classes	Learning outcomes	Course outcome
1.	Defining sports marketing	Vođeno učenje otkrivanjem	Explain the meaning of marketing	01
2.	Micro and macro environment	Samostalno učenje otkrivanjem, rasprava	Identify external and internal factors that affect the sports organization and identify and evaluate situations in which consumers are in the buying process	01, 02
3.	The impact of changes in the environment on marketing	Samostalno učenje otkrivanjem, studija slučaja	Identify changes in the marketing environment and their impact on the product or service,	01, 02

			establish the	
			importance of	
			marketing strategy	
			Determine the	
4.	Avatar sports consumer customer	Grupno učenje,	consumer avatar by	01, 02
	Continuous knowledge check	rasprava, samostalno	your own example	-,
			Outcome check I2	
_		Grupno učenje,	Identify segments	0.0
5.	Sports market segmentation	rasprava, samostalno	of a particular	02
			sports organization Select the	
		Cmunna užania		
6.	Selection of target groups	Grupno učenje, rasprava, samostalno	appropriate target group of the sports	02
		raopiava, samostamo	organization	
			Choose an	
			appropriate	
			positioning	
			statement, identify	
_	New product positioning,	Samostalno učenje	inappropriate	00.01
7.	Examples of incorrect positioning,	otkrivanjem, rasprava, grupno učenje	positioning	02, 04
	Positioning statement	grupno ucenje	statements, write	
			your own	
			positioning	
			statement	
	Sports product and benefits of		Categorize the	
	sports products	Samostalno učenje	levels of the sports	
8.	Talk about benefits, not	otkrivanjem, rasprava, grupno učenje	product, identify	03, 04
	characteristics		the benefits of the	
			sports product	
			Assess why consumers can	
			notice added or	
			lower value in	
			certain situations,	
		Samostalno učenje	calculate the price	
9.	Pricing by example		of a product,	03, 04
		otkrivanjem, rasprava	identify differences	
			in prices on	
			examples, justify	
			the level of defined	
			prices, calculate the	
			price	
			Identify the best	
40	Dietaihutien enderleituurde	Samostalno učenje	combination of	03.04
10.	Distribution and sales in sports	otkrivanjem, rasprava, samostalno	distribution and	03, 04
		Samusialilu	sales channels	
			Decode	
		Samostalno učenje	promotional	
	Promotional mix in sports	otkrivanjem, vođeno	messages, define	0.5.5.
11.	Continuous knowledge check	učenje otkrivanjem,	types of tools for	03, 04
		grupno učenjem rasprava	integrated	
			marketing	
		l .		

			communication, define promotional goals and choose options for promotional mix Outcome check I3	
12.	Creating a PR campaign for a sports organization	Izlaganje, rasprava, samostalno	Suggest PR activities for the sports organization and create timeline	О3
13.	Accessing the media and writing press releases	Izlaganje, rasprava, samostalno	Make a press release	О3
14.	Project presentations	PP prezentacija, izlaganje, rasprava	Present created marketing activities for a sport organization	04
15.	Project presentations	PP prezentacija, izlaganje, rasprava	Present created marketing activities for a sport organization	04