



POLYTECHNIC OF MEĐIMURJE IN ČAKOVEC

COURSE SYLLABUS

ACADEMIC YEAR: 2020/2021

1. GENERAL COURSE INFORMATION

1.1 Course name	Sport Marketing			
1.2 Study program/s	Undergraduate professional study Management of tourism and sports			
1.3 Course status (O,E)	Obligatory	1.6 Mode of instruction (number of hours)	Lectures	30
1.4 Course code			Exercises	30
1.5 Course abbreviation	SM		Seminars	
1.6 Semester	VI.		E-learning	
1.7 ECTS	6	1.7 Place and time of instruction	The premises of Polytechnic of Međimurje in Čakovec, according to schedule published on web pages	

2. TEACHING STAFF

2.1 Course leader/s-title	Andrijana Kos Kavran, PhD, Senior Lecturer	contact	akos@mev.hr
		contact	
2.2 Assistant/s- title		contact	
		contact	
2.3 Instruction held by- title		contact	

3. COURSE DESCRIPTION

3.1 Course goals	After completing the course, the students will be able to understand the functioning of the marketing system in the specific conditions of the sports market and apply it in the practical development of a marketing plan for a specific sports segment.								
3.2 Prerequisites	To take the course, it is necessary to pass the course Basics of Marketing.								
3.3 Course outcomes	After successfully completing the course, students will be able to: O1 - Distinguish marketing concepts and their practical application in sports. O2 - Assess the possibilities of applying strategic marketing, market segmentation, target market selection and positioning in the sports market. O3 - Assess the possibilities of applying tactical marketing to a specific subject of sports marketing. O4 - Design specific marketing activities of the sports organization that create value in accordance with the needs and desires of sports consumers.								
3.4 Course content	The course presents contents related to marketing concepts with application on the sports market. The contents are processed from the aspect of marketing of sports organizations. The teaching units present contents related to sports marketing strategy, behaviour of sports consumers, STP, tactical marketing (product design, prices, distribution and communication channels).								
3.5 Types of coursework	x	Lectures	x	Exercises	x	Blended e-learning	x	Individual activities	Laboratory
		Seminars and workshops		Distant learning		Field classes		Multimedia and network	Mentorship
		Other							

3.6 Language of instruction	Croatian/English.																																																					
3.7 Monitoring students' work (enter the number of ECTS credits for each activity so that the total number of ECTS credits is equal to the total ECTS value of the course, 1 ECTS = 30 hours)	2	Class attendance		Seminars		Essay																																																
		Class activity	1	Project		Report/paper																																																
		Midterm exams		Practical task	1	Continuous knowledge check																																																
	2	Written exam		Experimental work																																																		
		Oral exam		Research																																																		
3.8 Assessment and evaluation of students' work during classes and at the final exam	<table border="1" data-bbox="603 593 1327 902"> <thead> <tr> <th>Activity specification</th> <th>Percent %</th> <th>Points</th> </tr> </thead> <tbody> <tr> <td colspan="3" style="text-align: center;">Assessment during instruction</td> </tr> <tr> <td>Continuous knowledge check</td> <td>10%</td> <td>10</td> </tr> <tr> <td>Project</td> <td>30%</td> <td>30</td> </tr> <tr> <td>Midterm exam 1</td> <td>30%</td> <td>30</td> </tr> <tr> <td>Midterm exam 2</td> <td>30%</td> <td>30</td> </tr> <tr> <td colspan="3" style="text-align: center;"><i>Exam assessment for the students who failed to fulfil all the obligatory requirements during the semester</i></td> </tr> <tr> <td>Written exam</td> <td>60%</td> <td>60</td> </tr> <tr> <td>Total:</td> <td>100%</td> <td>100</td> </tr> </tbody> </table>						Activity specification	Percent %	Points	Assessment during instruction			Continuous knowledge check	10%	10	Project	30%	30	Midterm exam 1	30%	30	Midterm exam 2	30%	30	<i>Exam assessment for the students who failed to fulfil all the obligatory requirements during the semester</i>			Written exam	60%	60	Total:	100%	100																					
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3.10 Specific features related with taking the course	<p data-bbox="523 1664 1465 1865">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.</p> <p data-bbox="523 1874 1465 1942">If a student does not achieve a sufficient number of points on the midterm exam, he/she cannot take the next midterm exam.</p> <p data-bbox="523 1951 1465 2002">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</p>																																																					

	<p>learning outcome, whereby the previous points are then deleted and newly achieved points for that learning outcome are entered.</p> <p>The final grade is obtained on the exam period and is the sum of points earned during classes.</p> <p>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.</p> <p>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.</p>										
3.11 Students obligations	<p>Full-time students are required to attend at least 70% of the total number of 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.</p> <p>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.</p>										
3.12 Written assignments	<p>Project papers must be computer written and must have a minimum of 10-15 pages of text (Times New Roman, font 12), and an adequate title page, content and marked pages.</p> <p>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.</p>										
3.13 Required reading	<table border="1"> <tr> <td>1.</td> <td>Kos Kavran, A., Kralj, A. i Ratković, C.M. (2020.). Skripta Sportski marketing – 2. izdanje, Čakovec, Međimursko veleučilište u Čakovcu</td> </tr> <tr> <td>2.</td> <td>Lecture notes.</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> </table>	1.	Kos Kavran, A., Kralj, A. i Ratković, C.M. (2020.). Skripta Sportski marketing – 2. izdanje, Čakovec, Međimursko veleučilište u Čakovcu	2.	Lecture notes.						
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4 ADDITIONAL COURSE INFORMATION											
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 the course	It is the obligation of each student to be regularly informed about 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 program	<p>I1 Present information, ideas, problems and solutions to the professional and general public</p> <p>I2 Apply new technologies and techniques in the process of lifelong learning</p> <p>I3 Critically evaluate arguments, assumptions and data in order to form an opinion and contribute to the solution of the problem</p> <p>I14 Create a marketing plan for the organisation</p>

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

LECTURES				
Hours	Topic and description	Method	Learning outcomes	Course outcome
		<ul style="list-style-type: none"> • Direct teaching (lecture, instruction, pp presentation) • Discovery learning (individual, lead, discussion) • Group learning • Case study • Field classes... 		
1.	Introduction to sports marketing	Lecture, pp presentation	Explain basic marketing concepts in sports	O1, O2
2.	Environmental analysis	Lecture, pp presentation, discussion	Identify external and internal factors that affect the sports organization	O1, O2
3.	Behaviour of sports consumers	Lecture, pp presentation, case study	Explain the process of consumer behaviour in sports	O1, O2
4.	Marketing strategy in sports	Lecture, pp presentation, discussion	Plan parts of the marketing plan	O1, O2
5.	Market segmentation, targeting and positioning	Lecture, pp presentation, discussion	Identify different segments of the sports market and choose the best	O1, O2
6.	Midterm exam 1			
7.	Sports product	Lecture, pp presentation, discussion	Apply the hierarchy of a sports product to an example and	O1, O3

			state its benefits and characteristics	
8.	The price of a sports product	Lecture, pp presentation, discussion	Break down the price of a sports product and choose an adequate calculation method	01, 03
9.	Sports product distribution	Lecture, pp presentation, discussion	Choose adequate distribution and sales channels	01, 03
10.	Promotion of a sports product	Lecture, pp presentation, discussion	Plan communication channels	01, 03
11.	Public relations in sports	Lecture, pp presentation, discussion	Develop a PR plan for the organization	01, 03
12.	Sponsorships in sports	Lecture, pp presentation, discussion	Make an offer and a sponsorship agreement	01, 03
13.	Sports marketing and new media	Lecture, pp presentation, discussion	Choose new media and technologies	01, 03
14.	Control of sports marketing results and ethics in sports marketing	Lecture, pp presentation, discussion	Analyse the results of the marketing campaign and determine its ethics	01, 03
15.	Midterm exam 2			
EXERCISES/ SEMINARS				
Hours	Topic and description	Method <ul style="list-style-type: none"> • 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	
4.	Avatar sports consumer customer Continuous knowledge check	Grupno učenje, rasprava, samostalno	Determine the consumer avatar by your own example Outcome check I2	01, 02
5.	Sports market segmentation	Grupno učenje, rasprava, samostalno	Identify segments of a particular sports organization	02
6.	Selection of target groups	Grupno učenje, rasprava, samostalno	Select the appropriate target group of the sports organization	02
7.	New product positioning, Examples of incorrect positioning, Positioning statement	Samostalno učenje otkrivanjem, rasprava, grupno učenje	Choose an appropriate positioning statement, identify inappropriate positioning statements, write your own positioning statement	02, 04
8.	Sports product and benefits of sports products Talk about benefits, not characteristics	Samostalno učenje otkrivanjem, rasprava, grupno učenje	Categorize the levels of the sports product, identify the benefits of the sports product	03, 04
9.	Pricing by example	Samostalno učenje otkrivanjem, rasprava	Assess why consumers can notice added or lower value in certain situations, calculate the price of a product, identify differences in prices on examples, justify the level of defined prices, calculate the price	03, 04
10.	Distribution and sales in sports	Samostalno učenje otkrivanjem, rasprava, samostalno	Identify the best combination of distribution and sales channels	03, 04
11.	Promotional mix in sports Continuous knowledge check	Samostalno učenje otkrivanjem, vođeno učenje otkrivanjem, grupno učenjem rasprava	Decode promotional messages, define types of tools for integrated marketing	03, 04

			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	O3
13.	Accessing the media and writing press releases	Izlaganje, rasprava, samostalno	Make a press release	O3
14.	Project presentations	PP prezentacija, izlaganje, rasprava	Present created marketing activities for a sport organization	O4
15.	Project presentations	PP prezentacija, izlaganje, rasprava	Present created marketing activities for a sport organization	O4