

NAME OF THE COURSE		Sports marketing				
Code	119375	Year of study	1 <sup>st</sup> graduate			
Course teacher	Assistant professor, Eli Marušić, PhD Katija Kovačić, MSc.	Credits (ECTS)	3			
Associate teachers		Type of instruction (number of hours)	L	S	E	F
			30	15		
Status of the course	Elective	Percentage of application of e-learning				
COURSE DESCRIPTION						
Course objectives	Qualify the students for: 1. Understanding the fundamental purpose, goals and opportunities for sport marketing implementation; 2. Analysis of the marketing strategies and programs utilised by sport organisations; 3. Applying the basic knowledge and skills for solving marketing issues;					
Course enrolment requirements and entry competences required for the course	No prerequisites.					
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	At the completion of this course, students will be able to do the following: - to define both the purport and goals of sport marketing, showcasing practical applications - to describe and explain the market research process, according to stages - to identify and analyze the marketing strategies and programs of specific sport organizations - to analyze the marketing environment impact on the business of sport organizations and design a SWOT matrix - to formulate a market research plan to address a specific sport marketing issue - to formulate a marketing plan for a less demanding sport organization or sport product/service					
Course content broken down in detail by weekly class schedule (syllabus)	Lectures		Teacher			
	Introduction to sport marketing: Marketing and sport marketing. Marketing of sport products and services / marketing of products and services utilizing the sport platform. The purpose, goals and possibilities of applying sport marketing. Sport products and services marketing. Marketing concept within the business practice of profit and non-profit organizations in sport (2 hours).		Katija Kovačić, MSc.			
	Marketing environment of profit and non-profit sport organizations: internal environment (vision statement, mission statement, organizational goals, resources and stakeholders) (2 hours).		Assistant professor, Eli Marušić, PhD			
	Marketing environment of profit and non-profit sport organizations: external macro-environment and external micro-environment (2 hours).		Assistant professor, Eli Marušić, PhD			
	Market research of sport products and services: the concept, purpose and types of market research, market research process, market research plan (2 hours).		Assistant professor, Eli Marušić, PhD			

	Marketing planning for both profit and non-profit sport organizations: the concept, purpose and fundamental stages of marketing planning process; the mission and vision of business dealings; analysing the influence of internal and external environment on the overall business process, creation of SWOT matrix; designing a marketing mix strategy (2 hours).	Assistant professor, Eli Marušić, PhD
	Consumer behaviour in the market of sport goods and services: the purpose of consumer behaviour research; fundamental consumer behaviour concepts; factors influencing consumer behaviour; purchasing decision process (2 hours).	Assistant professor, Eli Marušić, PhD
	Segmentation of the sport products and services market: the concept and purpose of market segmentation, segmentation variables and the defining of the target market (2 hours).	Assistant professor, Eli Marušić, PhD
	Knowledge assessment through the 1st midterm exam (2 hours).	Katija Kovačić, MSc.
	Differentiation and positioning within the sport products and services market: the concept and purpose of differentiation, differentiation of products, services, personnel and image; positioning strategy (2 hours).	Katija Kovačić, MSc.
	Sport products and services: the concept, characteristics and types of sport products and services, the benefits of utilising sport products, the differentiation of sport products and services, the development and the lifecycle of new products and services, the branding and licensing of sport products and services (2 hours).	Katija Kovačić, MSc.
	Pricing the sport products and services: influencing factors and the pricing process – setting the pricing goals, assessing the consumer price sensitivity, determining profitability thresholds, evaluating competitive prices, analyzing legislative requirements and matching the price levels to other marketing mix elements (2 hours).	Katija Kovačić, MSc.
	Distribution of sport goods and services: the concept and purpose of distributing sport goods and services, distribution channels within sports, sport facilities as the points delivery for sport goods and services, distribution of tickets for sporting events (2 hours).	Katija Kovačić, MSc.
	Promoting sport products and services: the concept and purpose of promoting sport products and services, the process of managing the promotion of sport products and services, the promotional mix and its elements, the promotional goals, the promotional budget, matching the promotional goals with the organisation's marketing goals (2 hours).	Katija Kovačić, MSc.

	New emerging marketing forms: Ambush marketing, city marketing, affinity marketing and cause reasons (2 hours).		Katija Kovačić, MSc.			
	Knowledge assessment through the 2nd midterm exam (2 hours).		Katija Kovačić, MSc.			
	<b>Seminars</b>			<b>Teacher</b>		
	Analysis of both the internal and external environments and the creation of the SWOT matrix, for a hypothetical example of profit and non-profit organizations operating on the market of sports products / services (3 hours).		Katija Kovačić, MSc.			
	Creating and presenting a marketing research plan aimed at solving a specific marketing issue within the business of both profit and non-profit organizations, operating on the market of sport goods / services (3 hours).		Katija Kovačić, MSc.			
	Marketing strategies and programmes for both profit and non-profit organizations, operating on the market of sport products / services (4 hours).		Katija Kovačić, MSc.			
Creating and presenting a marketing / product / service / organization marketing plan, intended for for sport products / services market (5 hours).		Katija Kovačić, MSc.				
Format of instruction	x lectures x seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> <i>on line</i> in entirety <input type="checkbox"/> partial e-learning <input type="checkbox"/> field work		x independent assignments <input type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input type="checkbox"/> work with mentor <input type="checkbox"/> (other)			
Student responsibilities						
Screening student work ( <i>name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course</i> )	Class attendance	1.0	Research		Practical training	
	Experimental work		Report		(Other)	
	Essay		Seminar essay	1.0	(Other)	
	Tests	1.0	Oral exam		(Other)	
	Written exam		Project		(Other)	
Grading and evaluating student work in class and at the final exam	<p>The final grade for the Sport Marketing course is determined by several combined factors: the attendance and student participation at the lectures and seminars, the creation and presentation of seminar paper, as well as the achievement in the midterm exams or the final oral exam.</p> <p><b>Class attendance</b> Grading the level of acquired knowledge, skills and competencies will be done through evaluation of the students' participation level at both the lectures and seminars, especially with regard to the individual and group student assignments during both the seminars and workshops.</p> <p><b>Midterm exams</b> Two midterm exams will be held during the duration of the Sport Marketing course. Each of the midterm exams will feature questions regarding the curriculum subjects that were</p>					

	<p>previously analyzed, up to that particular date. The exact term of the exam will be defined in accordance to the agreement made between the professor and the students enrolled, announced at least one week before the exam is to take place. The student has earned a passing grade at the midterm exam only in case he/she answered at least 50% of the questions correctly. All the students who fail a midterm exam will be given the opportunity to retake it, at the time and place agreed on with the course professor. The students who successfully pass both the midterm exams are exempted from taking the final oral exam.</p> <p><b>Oral exam</b> Students who do not attend one or both midterm exams or fail to achieve at least 50% of the correct answers at each of the midterm exams have to take the final oral exam. The final oral exam will be held at the end of the semester.</p> <p><b>Seminar paper</b> At the seminars, the students will, after acquiring practical knowledge in various sport marketing areas (market research, marketing planning, marketing strategies and programmes), create a product / service / organization marketing plan. The choice will be up to them, based on their own personal preferences. The students need to submit the business plan to the professor, in accordance with the given schedule and then present it to the whole class at the last term scheduled for seminars.</p> <p>For each of the aforementioned evaluation categories, the student is entitled to a certain number of points. The categories are evaluated according to the following ratios:</p> <p>Class attendance: 33% Midterm exams or the final oral exam: 34% <u>Seminar paper: 33%</u> Total: 100%</p> <p>Based on all of the above, the final grade for the course will be determined as follows:</p> <ul style="list-style-type: none"> <li>• grade 2 (sufficient) for 55% to 63% of the total points;</li> <li>• grade 3 (good) for 64% to 74% of the total points;</li> <li>• grade 4 (very good) for 75% to 89% of the total points;</li> <li>• grade 5 (excellent) for 90% to 100% of the total points.</li> </ul>		
Required literature (available in the library and via other media)	<b>Title</b>	<b>Number of copies in the library</b>	<b>Availability via other media</b>
	Novak, I. (2006). <i>Sportski marketing i industrija sporta</i> . Maling, Zagreb.	1	
	Course lessons, presentations, pptx format.		20
Optional literature (at the time of submission of study programme proposal)	Smith A.C.T. (2008). <i>Introduction to sport marketing</i> . Elsevier, Oxford. Shilbury, D., Westerbeek, H., & Quick, S. (2009). <i>Strategic sport marketing</i> (3. izdanje), Allen & Unwin, Crows Nest NSW 2065, Australia. Previšić, J., & Ozretić – Došen, Đ. (2004). <i>Marketing</i> (2. izdanje), Adventa, Zagreb.		
Quality assurance methods that ensure the acquisition of exit competences	<ol style="list-style-type: none"> <li>1. Class attendance</li> <li>2. Class participation</li> <li>3. Seminar paper</li> <li>4. Midterm exams</li> <li>5. Exam</li> <li>6. External evaluation of teaching quality through 'Questionnaire for student's evaluation of teaching'</li> </ol>		
Other (as the proposer wishes to add)	<a href="http://moodle.kfst.hr/course/view.php?id=501">http://moodle.kfst.hr/course/view.php?id=501</a>		