

## 1. BASIC INFORMATION

Course	Strategic marketing for the sports industry
Degree program	Sports Marketing Master Degree
School	Physical Education School
Year	First
ECTS	6 ECTS
Credit type	Mandatory
Language(s)	English
Delivery mode	Campus based / Online
Semester	First semester
Academic year	2024/25
Coordinating professor	César Martín de Bernardo

## 2. PRESENTATION

The Sports Marketing Strategies module is the first module of the program in which we focus on the marketing offer and proposals phase of sports companies and institutions, once the first modules that focus more on the analytical part (characteristics, market research, consumer behavior). The strategies that companies and institutions adopt in the market to achieve their marketing objectives are many and varied and, therefore, we focus on specific issues such as distribution, product and price strategies as part of the marketing -mix of companies, In addition to starting the immersion in digital marketing, a topic that, due to its importance in the current market, permeates almost all modules in a transversal way. Meaning of the module in the whole curriculum

The Sports Marketing Strategies module is essential to begin to manage the different strategies that companies and sports institutions develop and implement in the sports market. After the first three modules that have an analytical nature, this module is the starting point to begin to review and understand the sport business from the point of view of supply.

From this module, both the theoretical and practical contents as well as the evaluation systems and projects that we implement in the group, focus directly on these marketing strategies, fundamental for companies and institutions to meet the needs of the market and obtain, with this, the income and basic benefits for their subsistence. In this context, the basic parameters of strategic marketing will be explained - positioning, segmentation, differentiation - and their transfer to the marketing mix in which the targeted strategies are implemented in a real way.

The review of examples and practical cases in which certain business strategies carried out in the world of sport can be shared and understood will form a central part of the module classes to understand in a practical way the strategies and actions explained in a theoretical way. As explained in the introductory paragraph, digital marketing strategies will be part of the module sessions - although they are mentioned in a transversal way throughout the course - given the important rise of digital marketing as a marketing channel and tool in which they are investing companies and institutions in the current market.

The combination of practical examples, theoretical lessons and practical work projects that are part of the student assessment, will allow students to acquire a holistic view of the subject that will help them to internalize the contents and to be able to apply them in practical work and in your practices and / or professional development.

goals

The learning objectives of the module can be summarized in the following points:

In the first place, to know the concept and the bases of strategic marketing, a fundamental phase for companies and institutions to determine their positioning, their segmentation strategy and their marketing objectives before applying it in a concrete and operational way through the marketing mix. Second, share, analyze, understand and be able to apply various sports marketing strategies, fundamental for any company or institution to achieve its marketing objectives. In this sense, strategies based on the products and services of companies - innovation, evolution, diversification, new trends - will be analyzed, strategies based on the price variable will be analyzed, both in the sale of products and services and in tickets to shows and events. sports, distribution strategies of companies and institutions will be shared - both physically and in the digital world - and promotion and communication strategies will be shared in corporations and organizations - advertising, relations, public, direct marketing, new trends -.

Third, all the concepts mentioned in the previous paragraph will be applied to the world of sport through examples and case studies in the sector.

Finally, in this module we begin the essential immersion in digital marketing, basic to be an up-to-date and competent marketing professional in the current market, given the predominance of the digital field when directing budgets and investments in current marketing plans: web positioning, social networks, search engine strategies, content generation, inbound marketing, etc.

### **3. COMPETENCIES AND LEARNING OUTCOMES**

**Core competencies:**

- CS1: Possess and understand knowledge that provides a basis or opportunity to be original in the development and/or application of ideas, often in a research context.

- CSB2: That students know how to apply the knowledge acquired and their ability to solve problems in new or little-known environments within broader (or multidisciplinary) contexts related to their area of study.
- CS3: That students are able to integrate knowledge and face the complexity of formulating judgments based on information that, being incomplete or limited, includes reflections on the social and ethical responsibilities linked to the application of their knowledge and judgments.
- CS4: That students know how to communicate their conclusions – and the knowledge and ultimate reasons that support them – to specialized and non-specialized audiences in a clear and unambiguous way.
- CS5: That students possess the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous.

**Cross-curricular competencies:**

- CC1: Responsibility: That the student is able to assume the consequences of the actions he performs and be responsible for his own actions.
- CC3: Awareness of ethical values: Student's ability to feel, judge, argue and act in accordance with moral values in a coherent, persistent and autonomous way.
- CC7: Teamwork: That the student is able to participate actively in achieving a common objective, listening, respecting and valuing the ideas and proposals of the rest of the members of their team.

**Specific competencies:**

- SS.2: Ability to lead projects and teams of departments or units dedicated to Sports Marketing from a comprehensive ethical and social responsibility approach, assessing the impact of their decisions on profits, the market, people and society.
- SS.3.- Ability to have an integrated vision of all the dimensions of the company in the sports sector: the external, the internal or organizational, and that of the people or human capital that make it up, to be able to analyse the problems, and search as a team for solutions that allow you to achieve your strategic objectives. To do this, you will assume autonomous and collective learning that allows you to make decisions and assess their economic and social impact.
- SS.7.- Knowledge of the tools for marketing management of a company as well as the reference marketing practices in the sports industry, which ensure the efficiency of the activity and the fulfillment of the stated objectives.
- SS.9.- Ability to master the concepts and tools of Strategic Marketing of reference for the organizational sizing of a company in the sports industry and to be able to select which is the best strategic alternative to apply in each market and

**Learning outcomes:**

- LO1. Identify, differentiate and be able to apply the basic concepts of strategic marketing in real cases: positioning, segmentation, differentiation.
- LO2. Differentiate and be able to apply marketing strategies in real cases as part of the companies' marketing mix.

- LO3. Be able to design marketing strategies and apply them in sports environments.
- LO4. Internalize concepts related to digital marketing and be able to identify and apply them in real business cases.
- LO5. Know and use digital tools specific to sports marketing and internalize their current application in the world of sports. The table below shows the relationship between the skills developed in the subject and the learning results pursued:

The following table shows the relationship between the competencies developed during the course and the learning outcomes pursued:

Competencies	Learning outcomes
SS1, SSE3, TS1	LO1
SS3, TS1	LO2
SS7, TS3	LO3
SS2, TS7	LO4
SS9, TS7	LO5

## 4. CONTENT

The following are the main content areas that are embedded in the module:

- Concepts of strategic marketing applied to sport: segmentation, positioning, differentiation.
- Digital marketing applied to sport: contents, concepts, tools and case studies
- Case studies of different marketing strategies in the sports industry
- Explanation of different case studies in sports environments including various business areas of Real Madrid and other case studies.
- Strategic planning applied to the sports industry

## 5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:

- Master classes
- Presentation and discussion of case studies
- Class discussions

- Project-based learning
- Problem-based learning
- Individual research by students
- Presentations in class by students
- Knowledge test

## 6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:

### Campus-based mode:

Learning activity	Number of hours
Master classes	37.5 h
Projects and problems solving actions	12,5 h
Case studies resolutions	
Discussions, debates and oral participation	12,5 h
Projects presentations	12,5 h
Seminars, forums and external visits	12,5 h
Personal work in teamwork scenarios	31,25 h
Research	31,25 h
<b>TOTAL</b>	<b>150 H</b>

### Online mode:

Learning activity	Number of hours
Master classes	37.5 h
Projects and problems solving actions	12,5 h
Case studies resolutions	
Discussions, debates and oral participation	12,5 h
Projects presentations	12,5 h
Seminars, forums and external visits	12,5 h
Personal work in teamwork scenarios	31,25 h
Research	31,25 h
<b>TOTAL</b>	<b>150 H</b>

## 7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

### Campus-based mode:

Assessment system	Weight
Presentación proyectos CBL 2	20%
Presentación proyectos CBL 4	20%
Presentación proyectos CBL 5	25%
Discussions in class	10%
Test	15%
Visit's prtfolio	10%

### Online mode:

Assessment system	Weight

When you access the course on the *Campus Virtual*, you'll find a description of the assessment activities you have to complete, as well as the delivery deadline and assessment procedure for each one.

### 7.1. First exam period

To pass the course in the first exam period, you must obtain a final course grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 4.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

### 7.2. Second exam period

To pass the course in the second exam period, you must obtain a final grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 4.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

The student must deliver the activities not successfully completed in the first exam period after having received the corresponding corrections from the professor, or those that were not delivered in the first place.

## 8. SCHEDULE

This table shows the delivery deadline for each assessable activity in the course:

Assessable activities	Deadline
Presentación proyectos CBL 2	January 18
Presentación proyectos CBL 4	March to define
Presentación proyectos CBL 5	May to define
Discussions in class	February
Test	End of February
Visit's portfolio	End of the Master

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

## 9. BIBLIOGRAPHY

The main reference work for this subject is:

- El deporte, sector de actividad económica. Javier Sobrino. Ed: UNE.
- Diplomacia Deportiva. Javier Sobrino. Ed: Andavira.
- Sánchez, P (2004), Técnicas de marketing deportivo. El marketing, herramienta imprescindible para la calidad. Ed. Gymnos. Madrid
- Scharw, E, Hunter, J (2008). Advanced Theory and Practice in Sport Marketing. Ed. Taylor & Francis. USA
- Blazquez, A (2013). Marketing deportivo en 13 historias. Ed. Inde, Madrid
- Ricaldone, G (2014) La pasión deportiva del marketing. Buenos Aires.
- Kotler, P. Los 10 pecados capitales del marketing. Signos y soluciones. Ed. Pearson, USA
- Vilaseca, David (2015), Innovación y marketing de servicios en la era digital, ESIC, Madrid
- Brograra, Roberto (2014), Mobile Revolution, ESIC Madrid
- Martínez. Esther, Nicolás, M-Angel (2015), Publicidad digital, ESIC Madrid
- Montañés del Río, Serrano, César, Medina, José (2013), Técnicas de marketing viral, ESIC, Madrid

## 10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

From the Educational Guidance and Diversity Unit we offer support to our students throughout their university life to help them reach their academic achievements. Other main actions are the students inclusions with specific educational needs, universal accessibility on the different campuses of the university and equal opportunities.

From this unit we offer to our students:

1. Accompaniment and follow-up by means of counselling and personalized plans for students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made in terms of methodology and assessment for those students with specific educational needs, pursuing an equal opportunities for all students.
3. We offer students different extracurricular resources to develop different competences that will encourage their personal and professional development.
4. Vocational guidance through the provision of tools and counselling to students with vocational doubts or who believe they have made a mistake in their choice of degree.

Students in need of educational support can write to us at:

[orientacioneducativa@universidadeuropea.es](mailto:orientacioneducativa@universidadeuropea.es)

## 11. ONLINE SURVEYS

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the “surveys” section in virtual campus or via e-mail.

Your assessment is necessary for us to improve.

Thank you very much for your participation.