

1. BASIC INFORMATION

Course	International marketing for sports
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	Second semester
Academic year	2024/25
Coordinating professor	Mario Gurrionero

2. PRESENTATION

The International Sports Marketing module focuses especially on various topics of great importance in the world of sports: first, it aims to dimension the international context of the market and sports companies, undoubtedly a global business today; second, although it has been referred to previously in a transversal way, the importance of international sporting events and their ability to generate business and income for organizers, sponsors and interest groups are analyzed. In addition, topics of great interest are discussed, such as the importance of sport for the development of City Marketing - destination or city marketing - and the phenomenon of the Olympic Games from the point of view of sporting activity and business and its contribution to host cities and countries.

Meaning of the module in the whole curriculum

The international sports marketing module includes various aspects of great interest in the relationship of sport with the current market and society. In the first place, the international dimension of the industry is analyzed, based especially on success stories such as Real Madrid, which allow us to understand the business possibilities for companies and institutions in the context of a market as globalized as the current one. Companies with international brand image and business must adapt to different markets and their circumstances and must therefore design differentiated strategies in each of the geographical areas in which they operate.

The second topic that articulates the international sports marketing module is the market for international sporting events: the size of the market, the most important variables to handle when organizing them,

the role of the different interest groups in them and the main case studies and current trends. To support this theme, students will develop a practical project related to a major event, the ATP 1000 Mutua Madrid Open tennis championship, in which the contents learned during the module will be applied in a practical way.

An important variable of sporting events is their impact on the city in which they take place and that will be the third topic that will be analyzed in the module: City Marketing or city marketing, the communication strategies that countries, regions and cities develop to Obtain competitive advantages in the market: tourists, investments, income and impact on the media are some of the variables.

Finally, the module will focus on the event of events in the sports field: the Olympic Games that are held every four years in both their summer and winter versions. The event will be analyzed including more business than sporting aspects: the candidacy process to obtain the possibility of organizing them, the variables that influence the organization process, audiovisual and media management, sponsorship management, etc.

goals

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

In the first place, to understand the international dimension of sport and the characteristics of international sports businesses in a market as globalized as the current one. To do this, apart from the theoretical contents, various case studies will be shared, especially from Real Madrid given its international character and its ability to generate income outside of Spain in areas such as the management of television rights, the organization of international tours and its digital loyalty programs such as the Real Madrid Card and the digital monetization project after its alliance with the giant technological Microsoft.

Second, analyze the subject of sporting events - especially those that have an international character - and the variables surrounding their organization and marketing. The Olympic Games will deserve special attention as we will address its business model and its impact on related stakeholders: organizing governments, sponsoring companies, participants, attendees and collaborating companies.

Third and last, analyze, manage and apply the concept of City Marketing in sports environments, the marketing and communication strategies developed by public administrations to promote their geographical areas and achieve objectives related to tourism, business, communication and quality of life of its inhabitants; without a doubt, sport can be an important ambassador for any destination.

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.
- CS2: That students know how to apply the knowledge acquired and their problem-solving ability 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 ultimate knowledge and 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:

- TS4 - Communication skills: That the student be able to express concepts and ideas effectively, including the ability to communicate in writing with conciseness and clarity, as well as how to speak in public effectively.
- TS8: Initiative: That the student is able to proactively anticipate by proposing solutions or alternatives to the situations presented.
- TS10: Innovation-Creativity: That the student is able to devise new and different solutions to problems that add value to problems that arise.

Specific competencies:

- 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 analyze 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.4.- 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.
- SS5 - Ability to master new trends and business practices in Sports Marketing and corporate social responsibility policies that affect the sports sector, with special attention to the area of Sports Marketing and be able to define one's own corporate social responsibility policy for every business.

Learning outcomes:

- LO1. Differentiate and internalize business strategies in international environments and global markets, especially in the marketing area
- LO2. Be able to design marketing strategies and actions for an international environment
- LO3. Master management, marketing and communication strategies in the field of organizing sporting events
- LO4. Be able to design profitable sporting events for all your stakeholders
- LO5. Know and handle City Marketing concepts and be able to design actions in said environment.
- LO6. Identify organizational and marketing concepts and strategies in the field of the Winter and Summer Olympic Games.

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

Competencies	Learning outcomes
SS 3, TS 8, TS 10	LO1
SS 3, TS 8, TS 10	LO2
SS 3, SS 4	LO3
SS 3, SS 4	LO4
SS 3, TS 4	LO5
SS 5	LO 6

4. CONTENT

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

- International marketing applied to sports environments
- Study cases of sports marketing in the international industry: the 4 major leagues in the US, sports in the UK, international travel summary
- Organization of sporting events: planning, communication, marketing, operations
- Organization of sporting events: case studies
- Explanation of different case studies in sports environments including various business areas of Real Madrid and other case studies

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	
Projects presentations	23 h
Seminars, forums and external visits	2 h
Personal work in teamwork scenarios	12,5 h
Research	31,25 h
TOTAL	150 H

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	
Projects presentations	23 h
Seminars, forums and external visits	2 h
Personal work in teamwork scenarios	12,5 h
Research	31,25 h
TOTAL	150 H

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 3	20%
Presentación proyectos CBL 5	20%
Presentación proyectos CBL 6	20%
Debates in class	15%
Test	15%
Portfolio de visitas	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 3	April to be defined
Presentación proyectos CBL 5	May to be defined
Presentación proyectos CBL 6	June to be defined
Debates in class	May
Test	End of May
Portfolio de visitas	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:

- Sánchez, P (2004), Técnicas de marketing deportivo. El marketing, herramienta imprescindible para la calidad. Ed. Gymnos. Madrid
- El deporte, sector de actividad económica. Javier Sobrino. Ed: UNE.
- Diplomacia Deportiva. Javier Sobrino. Ed: Andavira.
- Molina, Gerardo, Aguiar, Francisco (2005), Estrategias de marketing deportivo. Ed. Norma, Buenos Aires
- Scharw, E, Hunter, J (2008). Advanced Theory and Practice in Sport Marketing. Ed. Taylor & Francis. USA
- Shilbury, D, Quilck, Shayne, Westerbeek, Hans (2003), Strategic sports marketing, Allen & Unwin (2003)
- Falgoux, Julien, Desbordes, Michel, Organización de eventos deportivos, Ed. Inde, Paris
- Gisbert, Paco, (2007), 50 eventos deportivos, Ed. Grijalbo
- Dinnie, Keith (2011), Nation branding: Concept, issues, Practice. Ed. Routledge, USA

- Wallechinsky, David (2012). The complete book of the Olympics, Ed. Pearce, UK

The recommended Bibliography is:

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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

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.