

## 1. BASIC INFORMATION

<b>Course</b>	Marketing, Marketing and Sports Sponsorship
<b>Degree program</b>	Physical Activity and Sports Sciences
<b>School</b>	Faculty of Medicine, Health and Sport
<b>Year</b>	Room
<b>ECTS</b>	6
<b>Credit type</b>	Elective
<b>Language(s)</b>	Spanish and English
<b>Delivery mode</b>	In person
<b>Semester</b>	S7/S8
<b>Academic year</b>	2027/2028
<b>Coordinating professor</b>	José Bonal

## 2. PRESENTATION

Marketing is one of the areas that has probably gained the most weight in the world of sports management, positioning itself practically as an independent discipline with a large amount of content and lines of action.

As defined by Mulli , Hardy, and Sutton (2007), "sports marketing is composed of several activities that have been designed to analyze the desire and needs of sports consumers through exchange processes. Sports marketing has developed two main objectives: marketing of sports products and services aimed at sports consumers and marketing to other consumers and industrial products or services through sports promotions."

Thus, we find a use of sport as part of the marketing of other industries and sports marketing itself. Within the latter, we also differentiate a large number of approaches or approximations, since initially two types of markets are differentiated, products and services, and in turn sport spectacle and sport practice, and within each of them, the different elements that marketing and commercialization encompass: market research, marketing mix , customer segmentation, quality and customer satisfaction, customer management, advertising, corporate communication or new technologies, among others.

Therefore, thanks to this subject, cross-cutting content already covered in other subjects will be explored in depth, giving it greater scope and comprehensiveness and providing new uses and utilities, while at the same time developing and adapting new content, facilitating the acquisition and strengthening of skills

## 3. LEARNING OUTCOMES

### Knowledge

CON05. Describes sports management actions based on facilities, human resources, marketing, new technologies and major events.

- Organises an analysis of the reference market for sports and leisure products and services, evaluating the attractiveness of the market, segmenting and strategically positioning the company's own products in relation to the competition.
- Identify the main research methodologies and apply evaluation instruments in sports products and services in real scenarios.
- It recognizes the policies related to the company's commercial and marketing process, both from the perspective of its organization and planning as well as the implementation of its essential instruments (product, price, communication and distribution).
- Defines a sponsorship strategy from the point of view of sports entities and sponsoring entities, adapting the proposal to the target audience, developing objectives and selecting areas of intervention.
- Recognize the marketing strategy of major sporting events and their brand and sponsor protection policies.

#### **Skills**

HAB03. Implement optimal tools for sports management.

- Prepare a sponsorship activation plan, taking into account the return on investment and objectives.

#### **Competences**

CP23 Articulate and deploy the technical-scientific advice, certification, and evaluation of physical and sports activities and resources in all physical activity and sports services, contexts, environments and sectors of professional intervention in physical activity and sports, as well as in the design and preparation of technical reports in all physical activity and sports services.

COMP25: Analyze, review and select the effect and effectiveness of the practice of methods, techniques and resources of scientific research and work methodology, in solving problems that require the use of creative and innovative ideas.

CP27. Articulate and deploy procedures, processes, protocols, and own analyses, with rigor and a scientific attitude on matters of a social, legal, economic, scientific, or ethical nature, when necessary and pertinent in any professional sector of physical activity and sport (formal and informal physical-sports education; physical and sports training; physical exercise for health; direction of physical activity and sport).

CP36 . Creativity: Create new ideas and concepts from known ideas and concepts, reaching conclusions or solving problems, challenges and situations in an original way in the academic and professional environment.

CP37. Strategic communication: Transmit messages (ideas, concepts, feelings, arguments), both orally and in writing, strategically aligning the interests of the different agents involved in communication in the academic and professional environment.

CP41. Critical analysis. Integrate analysis with critical thinking in a process of evaluating different ideas or professional possibilities and their potential for error, based on evidence and objective data that lead to effective and valid decision-making.

## **4. CONTENT**

Unit 1. Introduction to sports marketing. Sports products and services

Unit 2. Market segmentation in sports

Unit 3. Quantitative and qualitative research

Unit 4. The Sports Marketing Process. Marketing Mix

Unit 5. Sports sponsorship. Strategies and activation

Unit 6. Marketing of major events and ambush marketing

## **5. TEACHING-LEARNING METHODOLOGIES**

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

- Learning based in projects
- Master Class
- Case method
- Learning based in challenges
- Learning based in projects

## **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
Practical Application Classes	18
Master Classes	12
Self-employment	55
Debates and Colloquia	8
Tutoring	12
Face-to-face assessment tests	2
Oral Presentations of Works	5
Preparation of written reports	8
Case Analysis	6
Research and Projects	12
Design of Strategies and Intervention Plans	12
<b>TOTAL</b>	<b>150</b>

#### Online mode:

Learning activity	Number of hours
Synchronous Virtual Masterclasses	10
Virtual Synchronous Practical Application Classes	20
Case Analysis	6
Preparation of written reports	7
Research and Projects	12
Oral Presentations	5
Design of Strategies and Intervention Plans	12
Self-employment	56
Synchronous Virtual Academic Tutoring	12
Virtual Forums	8
Face-to-face knowledge test	2
<b>TOTAL</b>	<b>150</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
Face-to-face assessment tests	50
Case/Problem	10
Work on designing strategies and intervention plans	20
Written Reports	10
Oral Presentations	10

### Online mode:

Assessment system	Weight
Face-to-face assessment tests	50
Case/Problem	10
Work on designing strategies and intervention plans	20
Written Reports	10
Oral Presentations	10

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
Activity 1. The Marketing Plan	Weeks 1-15
Activity 2. Market segmentation and analysis	Weeks 4-6
Activity 3. Branding of sports products and services	Week 8-10
Activity 4 Sports Sponsorship Case	Week 11-13
Activity 5. Knowledge Test	Week 15

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:

- Mullin, B.J., Hardy, S., & Sutton, W.A. (2007). Sports Marketing. Badalona: Paidotribo .

The recommended Bibliography is:

- Blázquez Manzano, A. (2012). Sports Marketing in 13 Stories. Barcelona: INDE. Desbordes, M., Ohi , F., & Gary, T. (2001). Sports Marketing. Analysis of Sports Consumption. Badalona: Paidotribo .
- Dorado, A., & Gallardo , L. (2005). Sport management through quality. Barcelona: INDE.
- Hoye , R., Smith, A.C.T., Nicholson, M., Stewart, B., & Westerbeek , H. (2012). Sport Management. Principles and Applications. Abingdon: Routledge.
- Magazine scientific : International Journal of Sports Marketing and Sponsorship
- Robinson, L. Chelladurai , P., Bodet , G., & Downward, P. (2012). Routledge Handbook of Sport Management. Abingdon: Routledge.

## 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.