



Information about the subject

Degree: Bachelor of Sciences of Physical Activity and Sport

Faculty: Faculty of Physical Activity and Sport Sciences

Code: 280315 **Name:** Sports Marketing

Credits: 6,00 **ECTS Year:** 3 **Semester:** 2

Module: 3) Specific Obligatory Formation Module.

Subject Matter: Sports organization and management. **Type:** Compulsory

Field of knowledge: Ciencias de la Salud

Department: -

Type of learning: Classroom-based learning

Languages in which it is taught:

Lecturer/-s:

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Module organization

3) Specific Obligatory Formation Module.

Subject Matter	ECTS	Subject	ECTS	Year/semester
Teaching of Physical Education and Sports.	18,00	Design, Evaluation and Intervention in Educational Programmes	6,00	4/1
		Didactics and Methodology of Sports and Physical Activity	6,00	3/1
		Social Morality and Professional Deontology	6,00	4/1
Physical exercise, fitness and sports physical training.	18,00	Evaluation of Biological Condition	6,00	3/1
		Planning and Methodology of Training in PA	6,00	3/2
		Prevention and Rehabilitation of Injuries in PA	6,00	4/1
Physical activity and physical exercise for health and with special populations.	12,00	Physical Activity and Health	6,00	3/1
		Prescription and Programmes for Healthy Lifestyles	6,00	4/1
Sports organization and management.	12,00	Sports Marketing	6,00	3/2
		Sports Training Planning and Organisation	6,00	3/1



Learning outcomes

At the end of the course, the student must be able to prove that he/she has acquired the following learning outcomes:

- R1 Analyze the macro and micro environment of a sports organization.
- R2 Design a communication project for a sports organization specifying the objectives, proposals, timing and control indicators.
- R3 Design a research project on the needs and desires of potential clients of a sports organization by conducting a market survey.
- R4 Estimate the costs and income of the communication project.
- R5 Solve problems and make decisions with commercial efficiency and professional ethics based on different situations in a sports organization.



Competencies

Depending on the learning outcomes, the competencies to which the subject contributes are (please score from 1 to 4, being 4 the highest score):

BASIC		Weighting			
		1	2	3	4
CB2	That students know how to apply their knowledge to their work or vocation in a professional way and possess the competencies that are often demonstrated through the development and defense of arguments and problem solving within your study area.			X	
CB3	That students have the ability to gather and interpret relevant data (usually within their area of ??study) to make judgments that include reflection on relevant social, scientific or ethical issues.			X	
CB4	That students can transmit information, ideas, problems and solutions to a public both specialized and not specialized.			X	
GENERAL		Weighting			
		1	2	3	4
CG2	Know how to apply information and communication technologies (ICT).			X	
CG3	Develop skills to solve problems through decision making.			X	
CG4	Convey any related information properly both in writing and orally.			X	
CG5	Plan and organize any activity efficiently.			X	
CG6	Develop interpersonal relationship skills and teamwork, both in international and national contexts and in interdisciplinary as well as non-interdisciplinary teams.			X	
CG7	Be able to carry out critical reasoning using the knowledge acquired.			X	
CG10	Develop skills for adaptation to new situations and for autonomous learning.			X	



CG11 Develop skills for creativity, initiative and entrepreneurship.

X

CG13 Be able to apply theoretical knowledge in practice.

X

CG18 Be able to self-evaluate.

X

SPECIFIC

Weighting

1 2 3 4

CE 5.2 Identify, organize, direct, plan, coordinate, implement, and carry out technical-scientific evaluation of the various types of physical and sports activities adapted to the development, characteristics and needs of individuals and the typology of the activity, space and entity, in all types of physical activity and sport services, including sporting events, and in any type of organization, population, context, environment and population and with emphasis on populations of a special nature such as: elderly people (seniors), schoolchildren, people with disabilities and people with pathologies, health problems or assimilated (diagnosed and / or prescribed by a doctor) and in any sector of professional intervention of physical activity and sport (formal and informal physical-sports education; physical and sports training; physical exercise for health; management of physical activity and sport) guaranteeing safety, efficiency and professionalism in the activity carried out in compliance with of current regulations.

X

CE 6.3 Articulate and deploy with rigor and a scientific attitude the justifications on which to elaborate, support, base and constantly and professionally justify all acts, decisions, processes, procedures, actions, activities, tasks, conclusions, reports and professional performance.

X

CE 6.4 Articulate and deploy procedures, processes, protocols, own analysis, with rigor and scientific attitude on matters of social, legal, economic, scientific or ethical nature, when necessary and pertinent in any professional sector of activity physical and sport (formal and informal physical-sport education; physical and sports training; physical exercise for health; direction of physical activity and sport).

X



CE 7.1 Know and know how to apply the ethical and deontological principles and of social justice in the performance and professional involvement as well as having habits of scientific and professional rigor and a constant attitude of service to citizens in the exercise of their professional practice with which improvement, excellence, quality and efficiency are intended.

x

Assessment system for the acquisition of competencies and grading system

Assessed learning outcomes	Granted percentage	Assessment method
R1, R2, R3, R4, R5	40,00%	Written / oral and / or practical tests.
R2, R3, R4, R5	30,00%	Active participation.
R1, R2, R3, R4, R5	30,00%	Autonomous work.

Observations

- The student will be able to keep the evaluation instruments passed during the 3 years following the first enrollment.
- It is necessary to obtain a 50% in the following instruments (if this criterion is not fulfilled, the student will be graded with a maximum of 4.5 in that exam):
 - Written/oral and/or practical tests

Learning activities

The following methodologies will be used so that the students can achieve the learning outcomes of the subject:

- M2 Group dynamics and activities.
- M3 Practical lesson.



- M4 Presentation of content by the teacher.
- M7 Small group discussion.
- M8 Resolution of problems and cases.



IN-CLASS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
THEORETICAL CLASS: Presentation of contents by the teacher. Competency analysis. Demonstration of capabilities, skills and knowledge in the classroom. M2, M4, M7, M8	R1, R2, R3, R4	20,00	0,80
PRACTICAL CLASS / SEMINAR: Group dynamics and activities. Resolution of problems and cases. Practical laboratories. Data search, computer room, library, etc. Meaningful construction of knowledge through interaction and student activity. M2, M3, M7, M8	R1, R2, R3, R4, R5	32,00	1,28
TUTORING: Supervision of learning, evolution. Small group discussion. Resolution of problems and cases. Presentation of results before the teacher. Presentation of diagrams and indexes of the proposed works. M2	R3, R5	4,00	0,16
EVALUATION: Set of oral and / or written tests used in the evaluation of the student, including the oral presentation of the final degree project. M8	R1, R2, R3, R4, R5	4,00	0,16
TOTAL		60,00	2,40



LEARNING ACTIVITIES OF AUTONOMOUS WORK

	LEARNING OUTCOMES	HOURS	ECTS
GROUP WORK: Problem solving. Preparation of exercises, memoirs, to expose or deliver in classes and / or in tutoring. M2, M8	R1, R2, R3, R4, R5	20,00	0,80
SELF-EMPLOYED WORK: Study, individual preparation of exercises, works, memories, to expose or deliver in classes and / or in tutoring. Platform activities or other virtual spaces. M8	R2, R3, R4, R5	70,00	2,80
TOTAL		90,00	3,60



Description of the contents

Description of the necessary contents to acquire the learning outcomes.

Theoretical contents:

Content block	Contents
1. Introduction to Sports Marketing	Introduction to concepts related to the market, advertising, sales, customers, target customers...
2. Study of the sports market: competition, product and target customer	In this section we focus on analyzing the opinion, desires and expectations of customers and potential customers regarding their current and future consumption using sociometric and qualitative tools.
3. Creation and design of the marketing strategy	It focuses on the development of objectives and action plans for market selection, competition analysis, and pricing and product strategy.
4. Communication tools, media and systems. communication plan	It focuses on the presentation of the different tools and resources for communication and advertising: online and offline.
5. Evaluation of the marketing strategy and communication plan	It focuses on knowing and mastering the different tools for measuring and evaluating the results of the communication plan



Temporary organization of learning:

Block of content	Number of sessions	Hours
1. Introduction to Sports Marketing	2,00	4,00
2. Study of the sports market: competition, product and target customer	10,00	20,00
3. Creation and design of the marketing strategy	6,00	12,00
4. Communication tools, media and systems. communication plan	10,00	20,00
5. Evaluation of the marketing strategy and communication plan	2,00	4,00



References

BASIC BIBLIOGRAPHY:

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- Lambin, J.J. (1995). *Marketing estratégico*. Madrid: McGraw-Hill
- Mullin, B. J., Hardy, S., & Sutton, W. A. (1995). *Marketing deportivo* (1a ed). Barcelona: Paidotribo.
- Nardi, M., Gambau, V., & Ferrand, A. C. (2012). *Marketing en el fitness: gestión de servicios deportivos*. Barcelona: Paidotribo.
- Sánchez-Buján, P. (2000). *Marketing deportivo: la clave del éxito en la gestión de los centros de actividades físico-deportivas y recreativas*. Madrid: Dirección General de Deportes.
- Sánchez-Martín, J. (2013). *La fidelización en los centros deportivos: diferénciate, cuida a tus clientes* (1a ed.). Barcelona: UOC.
- Somalo, I. (2011) *Marketing online y comunicación digital*. Valencia: Wolters Klower

COMPLEMENTARY BIBLIOGRAPHY:

- Acosta, R. (1999). *Dirección, gestión y administración de las organizaciones deportivas*. Madrid: Paidotribo
- Calabuig, F., Molina, N., & Núñez, J. (2012). *Una aplicación inicial del modelo tridimensional de calidad de servicio en centros deportivos privados*. E-balonmano. com: Revista de Ciencias del Deporte, 8(1), 67–81.
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- Imbroda, J. (2014). *Gestión deportiva. Análisis de fidelización y la satisfacción del usuario de centros deportivos* (Tesis doctoral). Universidad de Málaga, Malaga.
- Kotler, P., & Meller, K. L. (2006). *Dirección de marketing* (12a ed). Madrid: Pearson Prentice Hall.
- Peppers, D., & Rogers, M. (2011). *Managing Customer Relationships: A Strategic Framework* (2.a ed.). Hoboken, N.J: Wiley John & Sons.
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- Ial-Boubeta, J., Varela-Mallou, J., & Rial-Boubeta, A. (2010). *Modelización y medida de la Calidad Percibida en centros deportivos: la escala QSport-10*. RICYDE. Revista Internacional de Ciencias del Deporte, 6(18), 57-73. <http://doi.org/10.5232/ricyde2010.01804>
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Addendum to the Course Guide of the Subject

Due to the exceptional situation caused by the health crisis of the COVID-19 and taking into account the security measures related to the development of the educational activity in the Higher Education Institution teaching area, the following changes have been made in the guide of the subject to ensure that Students achieve their learning outcomes of the Subject.

Situation 1: Teaching without limited capacity (when the number of enrolled students is lower than the allowed capacity in classroom, according to the security measures taken).

In this case, no changes are made in the guide of the subject.

Situation 2: Teaching with limited capacity (when the number of enrolled students is higher than the allowed capacity in classroom, according to the security measures taken).

In this case, the following changes are made:

1. Educational Activities of Onsite Work:

All the foreseen activities to be developed in the classroom as indicated in this field of the guide of the subject will be made through a simultaneous teaching method combining onsite teaching in the classroom and synchronous online teaching. Students will be able to attend classes onsite or to attend them online through the telematic tools provided by the university (videoconferences). In any case, students who attend classes onsite and who attend them by videoconference will rotate periodically.

In the particular case of this subject, these videoconferences will be made through:

☒ Microsoft Teams

☒ Kaltura



Situation 3: Confinement due to a new State of Alarm.

In this case, the following changes are made:

1. Educational Activities of Onsite Work:

All the foreseen activities to be developed in the classroom as indicated in this field of the guide of the subject, as well as the group and personalized tutoring, will be done with the telematic tools provided by the University, through:

☒ Microsoft Teams

☒ Kaltura

Explanation about the practical sessions:



2. System for Assessing the Acquisition of the competences and Assessment System

ONSITE WORK

Regarding the Assessment Tools:

☒ The Assessment Tools will not be modified. If onsite assessment is not possible, it will be done online through the UCVnet Campus.

☐ The following changes will be made to adapt the subject's assessment to the online teaching.

Course guide		Adaptation	
Assessment tool	Allocated percentage	Description of the suggested changes	Platform to be used

The other Assessment Tools will not be modified with regards to what is indicated in the Course Guide.

Comments to the Assessment System: