



Information about the subject

Degree: Bachelor of Sciences of Physical Activity and Sport

Faculty: Faculty of Physical Activity and Sport Sciences

Code: 282025 **Name:** Sports Marketing

Credits: 6,00 **ECTS Year:** The course is not offered this academic year **Semester:** 1

Module: 10) Optional Itinerary Module

Subject Matter: Sports Marketing **Type:** Elective

Field of knowledge: Management and didactics in Physical Activity

Department: -

Type of learning: Classroom-based learning

Languages in which it is taught:

Lecturer/-s:



Module organization

10) Optional Itinerary Module

Subject Matter	ECTS	Subject	ECTS	Year/semester
Nutrition and physical and sports activity	6,00	Nutrition and Physical and Sports Activity	6,00	4/1
Sport Injuries	6,00	Injuries in Physical Activity	6,00	4/1
Sports Marketing	6,00	Sports Marketing	6,00	This elective is not offered in the academic year 24/25
Sport and recreation	6,00	Sport and Recreation	6,00	This elective is not offered in the academic year 24/25

Recommended knowledge

Having successfully passed the Itinerary bridge course: Sports Planning and Organization



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 Acquire and understand the basic theoretical concepts related to sports marketing and all its dimensions and applications. strategies.
- R2 Demonstrate practical skills in developing marketing mix.
- R3 Effectively perform assigned tasks as a team member applied to the management of the customer relationship (CRM) and sports sponsorship.
- R4 Apply the acquired skills to develop and demonstrate the ability to create and implement a comprehensive marketing plan.



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):

GENERAL	Weighting			
	1	2	3	4
CG2 Ability to apply information technology and communication (ICT)		X		
CG3 Develop skills to solve problems through decision-making				X
CG4 Transmit any information regarding the contents of body expression both in writing and orally				X
CG5 Plan and organize any activity efficiently			X	
CG7 Be capable of critical reasoning using the knowledge gained			X	
CG10 Develop skills to adapt to new situations and autonomous learning		X		
CG11 Develop skills for creativity, initiative and entrepreneurship				X
CG13 Being able to apply theoretical knowledge in practice				X
CG18 Being able to assess themselves		X		
SPECIFIC	Weighting			
	1	2	3	4
CE4 Knowing and understanding behavioural and social elements which determine Physical activity and sport		X		



Assessment system for the acquisition of competencies and grading system

Assessed learning outcomes	Granted percentage	Assessment method
R1, R4	50,00%	Written/oral and/or practical tests.
R2, R3, R4	20,00%	Completion of a project.
R1, R4	30,00%	Exam or practical questionnaires.

Observations

To pass the subject or in the 1st enrolment will be essential:

- To pass the course the student must obtain at least 50% of the total mark for each of the sections of evaluation.
- Failure to pass these criteria will be his second official evaluation in conserving call other scores for the outdated skills (theory test and student work).
- Students who do not meet the requirements to pass the course but the overall rating is equal to or greater than 5 pts. will be rated at 4.5 pts.

Learning activities

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

- M1 Exhibition of contents by the teacher.
- M2 Dynamics and group activities.
- M3 Resolution of problems and cases.
- M5 Discussion in small groups.



M6 Practical lesson.





IN-CLASS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
<p>PRACTICAL /SEMINAR CLASS: Dynamics and group activities. Resolution of problems and cases. Laboratory practices. Data search in a computer room, library... Meaningful construction of knowledge through the interaction and activity of the student</p> <p>M2, M3, M5, M6</p>	R2, R3, R4	29,00	1,16
<p>TUTORY: Learning supervision, evolution. Discussion in small groups. Resolution of problems and cases. Presentation of results before the teacher. Presentation of schemes and indexes of the proposed works.</p> <p>M5</p>	R1, R2, R4	2,00	0,08
<p>EVALUATION: Set of oral and / or written tests used in the evaluation of the student, including the oral presentation of the final project.</p> <p>M2, M3</p>	R1, R2, R3, R4	4,00	0,16
<p>THEORETICAL CLASS: Presentation of content by the teacher. Competency analysis. Demonstration of skills, abilities and knowledge in the classroom.</p> <p>M1, M2, M5</p>	R1, R2, R3	25,00	1,00
TOTAL		60,00	2,40



LEARNING ACTIVITIES OF AUTONOMOUS WORK

	LEARNING OUTCOMES	HOURS	ECTS
GROUP WORK: Problem solving. Preparation of exercises, works, memories, to exhibit or deliver in classes and / or in tutoring. M2, M3	R2, R3, R4	35,00	1,40
AUTONOMOUS WORK: Study, Individual preparation of exercises, works, memories, to exhibit or deliver in classes and / or in tutoring. Platform activities or other virtual spaces. M3	R1, R2, R3, R4	55,00	2,20
TOTAL		90,00	3,60

Description of the contents

Description of the necessary contents to acquire the learning outcomes.

Theoretical contents:

Content block	Contents
I. INTRODUCTION TO MARKETING	Item 1. introduction Item 2. Concepts and fundamentals of sports marketing
II. MARKETING MANAGEMENT IN SPORT	Item 3. Sports marketing program and management. Item 4. Marketing MIX Item 5. Marketing offline tools Item 6. Marketing online tolos
III. APPLICATIONS OF MARKETING	Item 7. Sports sponsorship



Temporary organization of learning:

Block of content	Number of sessions	Hours
I. INTRODUCTION TO MARKETING	9,00	18,00
II. MARKETING MANAGEMENT IN SPORT	16,00	32,00
III. APPLICATIONS OF MARKETING	5,00	10,00



References

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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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