



## Information about the subject

**Degree:** Bachelor of in 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:** Basic Sciences (FCAFD)

**Type of learning:** Classroom-based learning

**Languages in which it is taught:** Spanish

**Lecturer/-s:**

IGRD Eduardo Mata Varea (**Responsible Lecturer**)

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## 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	This elective is not offered in the academic year 20/21
Sport Injuries	6,00	Injuries in Physical Activity	6,00	This elective is not offered in the academic year 20/21
Sports Marketing	6,00	Sports Marketing	6,00	This elective is not offered in the academic year 20/21
Sport and recreation	6,00	Sport and Recreation	6,00	This elective is not offered in the academic year 20/21

## Recommended knowledge

Having successfully passed the Intinerary 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.
R2, R3, R4	15,00%	Oral exhibition of individual and / or group works.
R2, R3, R4	15,00%	Design and evaluation of the final individual work supervised.

### Observations

#### AWARD CRITERIA FOR REGISTRATION OF HONOR:

Sum of scores greater than 9 pts., In order from highest to lowest based on the number of students and ratio as indicated by rules of the UCV. In case of equal numbers of the final grade, the teacher will consider the interest, willingness and involvement of students in the course.

#### 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.

#### To pass the subject or in the 2nd enrolment:

- There will be a specific group with a teacher assigned to that group. The professor in charge of this group performed 6 sessions monitoring and tutoring for 2 hours each. Each session will be a review of the subject so that the work of the skills that each student needs to pass the course will be reinforced.
- Evaluation of theoretical contents will be in the review posted on the official calendar for this course. The assessment of practical content will be made with the participation and completion of questionnaires to be determined in the practical sessions.
- Scores exceeded the powers were retained in previous calls.

#### To pass the subject on the 3rd and successive enrolments:



·In these calls no notes from previous calls are saved, so that the student has to overcome the core competencies of the course, established by consensus by all teachers of the subject (examination department official date). They must obtain at least 50% of the grade in the theoretical to the practical block block is evaluated. The overall rating should be greater than a 5 out of 10.

·Monitoring of the subject must agree with the assigned teacher responsible for the course.

## 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
<b>TOTAL</b>		<b>60,00</b>	<b>2,40</b>



## 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
<b>TOTAL</b>		<b>90,00</b>	<b>3,60</b>

## 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 tools
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

### **BASIC BIBLIOGRAPHY:**

Esteban, Á. (1997). Principios de marketing [Texto impreso]. Madrid: Esic.

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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García, J., Fernández, J., & Bernal, A. (2014). Perceived quality and loyalty in low-cost fitness center clients. *Suma Psicológica*, 21(2), 123–130.

García, J., & Pires, F. (2010). Fidelización de usuarios mayores en centros de fitness: Gestión de clientes por programas de actividad física. *RETOS. Nuevas Tendencias en Educación Física, Deporte y Recreación*, (17), 103–106.

García-Fernández, J., Bernal-García, A., Fernández-Gavira, J., & Velez-Colon, L. (2014). Analysis of existing literature on management and marketing of the fitness centre industry. *South African Journal for Research in Sport, Physical Education and Recreation*, 36(3), 75–91.

Granada, I. (2003) Una aproximación a los mercados de actividades físico deportivas. Madrid: Encuentros multidisciplinares, Vol. 5, 14, 13-20

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.

Reichheld, F. F. (2002). *El Efecto lealtad : crecimiento, beneficios y valor último* (2a). Barcelona: Ariel.

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

Blackboard Collaborate Ultra



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

Blackboard Collaborate Ultra

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: