



Information about the subject

Degree: Official Master's Degree in Municipal Sports Management

Faculty: Faculty of Physical Activity and Sport Sciences

Code: 1770023 **Name:** Marketing, Sponsorship and Communication

Credits: 4,00 **ECTS** **Year:** 0 **Semester:** 1/2

Module: Management of municipal sporting activities and events

Subject Matter: Marketing, Patrocinio y Comunicación **Type:** Compulsory

Department: Physical Activity and Sport Sciences

Type of learning: Blended

Languages in which it is taught:

Lecturer/-s:



Module organization

Management of municipal sporting activities and events

Subject Matter	ECTS	Subject	ECTS	Year/semester
Management of municipal sporting activities and events	5,00	The Management of Municipal Sports Events and Activities	5,00	1/2
Marketing, Patrocinio y Comunicación	4,00	Marketing, Sponsorship and Communication	4,00	0/2

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 Being able to recognize the sporting objectives of a local Corporation, its adaptation to the reality of the municipality, and possible problems that may arise.
- R2 Being able to provide original solutions consistent with realities, sports, social and economic of the different municipalities.
- R3 Understand the need for close collaboration between the different agents sports facilitators in a municipality for the universalization of sports practice as a daily healthy habit.
- R4 Being able to develop a strategic plan for local sport applied to each reality municipal.
- R5 Understand the importance of marketing plans for the achievement of the efficiency of sports services provided by local corporations.
- R6 Know the different means of diffusion of the sports achievements of the municipalities, and how to use them to contribute to the success of municipal sports management.
- R7 Know the importance of sports sponsorship in Local Corporals.



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
CB6	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.		X		
CB7	That students know how to apply the knowledge acquired and their ability to solve problems in environments new or little known within broader (or multidisciplinary) contexts related to their area of study.		X		
CB8	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 your knowledge and judgment.		X		
CB9	That students know how to communicate their conclusions and the knowledge and ultimate reasons that support them to audiences specialized and non-specialized in a clear and unambiguous way.		X		
CB10	That students possess the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous.		X		
GENERAL		Weighting			
		1	2	3	4
CG6	Understand the scientific literature in English and in other languages ??of significant presence in the scientific field through proper information management.	X			
CG7	Knowing how to apply information and communication technologies (ICT).		X		
CG8	Develop skills for solving problems through decision making.			X	
CG9	Transmit any related information properly both in writing and orally.			X	



CG10	Plan and organize any activity efficiently.				X
CG11	Develop interpersonal relationship skills and teamwork, both in international and national contexts and in interdisciplinary and non-interdisciplinary teams.	X			
CG12	Being able to carry out critical reasoning using the knowledge acquired.			X	
CG15	Develop skills for adaptation to new situations and for autonomous learning.				X
CG16	Develop skills for creativity, initiative and entrepreneurship.	X			
CG17	Develop leadership skills.			X	
CG18	Be able to apply theoretical knowledge in practice.				X
CG19	Use the internet properly as a means of communication and as a source of information.		X		
CG20	Transmit the knowledge acquired both to people specialized in the matter and to people not specialized in The subject in question.			X	
CG21	Understand the proposals of other specialists and communicate with them, both in their language and in a second language foreign.	X			
CG23	Be able to self-evaluate.	X			

SPECIFIC		Weighting			
		1	2	3	4
CE1	Have basic and specialized knowledge of the basic subjects related to Municipal Sports Management, so that the manager successfully manages the municipal sports services.				X
CE2	Know how to apply the specific knowledge acquired in the theoretical sessions, in order to be able to solve problems that may arise in the Municipal Sports Services and detect opportunities in new environments within broader contexts, national and international.				X
CE3	Reflect on the social and ethical responsibilities that the future municipal sports manager will have and know how to apply the knowledge acquired through the master's degree to solve problems.				X



CE4	Know the objectives in the strategic planning of municipal sports management, the different tasks that the municipal sports manager must perform and the tools necessary to carry out their work effectively and efficiently.		x
CE5	Recognize and respond to the increasingly specific demand of the citizen.		x
CE6	Identify the real problems that a municipal sports manager may face, as well as define and apply the different solutions, among others.		x
CE7	Know how to plan, program, control, evaluate, administer, coordinate and lead a work group in a municipal sports service. For this, it will be necessary to develop own leadership skills, such as motivation, direction, self-control, fluency in dealing with people, and in turn, being a decisive person.		x
CE8	Know how to communicate conclusions to a working group of a municipal sports service, in a clear, fluid and unambiguous way.		x

Assessment system for the acquisition of competencies and grading system

Assessed learning outcomes	Granted percentage	Assessment method
R1, R5, R6, R7	20,00%	Written and oral tests.
R1, R2, R3, R4, R6	80,00%	Resolving problems and practical cases in person or remotely.

Observations

Attendance at in-person and virtual sessions is mandatory. Failure to attend more than 20% of the sessions will result in failure to pass the subject.



Learning activities

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

- M1 Presentation of content by the teacher.
- M2 Group dynamics and activities. (Resolution of problems and cases. Meaningful construction of knowledge through student interaction and activity).
- M3 Individual student work (Information search, text analysis and practical application to real cases, study individual).
- M5 Tutoring (Personalized and small group attention. Guidance carried out by a tutor in order to facilitate the work and monitor student practices).
- M6 Evaluation (Collection and presentation of works, sharing and reflection on their experiences. Carrying out tests, tests and exercises.)



IN-CLASS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Theoretical class. M1	R1, R2, R3, R4, R5, R6, R7	8,00	0,32
Practical class / seminar. M1, M2, M3	R1, R2, R3, R4, R5, R6, R7	8,00	0,32
Tutorships. M5	R2, R4	2,50	0,10
Evaluation. M6	R1, R2, R3, R4, R5, R6, R7	1,50	0,06
TOTAL		20,00	0,80

LEARNING ACTIVITIES OF AUTONOMOUS WORK

	LEARNING OUTCOMES	HOURS	ECTS
Team work. M2, M3	R2, R4, R6, R7	15,00	0,60
Autonomous work. M3	R1, R2, R3, R4, R5, R6, R7	65,00	2,60
TOTAL		80,00	3,20



Description of the contents

Description of the necessary contents to acquire the learning outcomes.

Theoretical contents:

Content block	Contents
MARKETING, SPONSORSHIP AND COMMUNICATION	2.2: Sponsorship and sports patronage 2.3: Developing a marketing plan for the service municipal sports 2.4: Design of the offer 2.5: Making posters and brochures 2.6: Sports communication 2.7: Communication at sporting events municipal 2.8: Communication in sports activities municipal

Temporary organization of learning:

Block of content	Number of sessions	Hours
MARKETING, SPONSORSHIP AND COMMUNICATION	10,00	20,00



References

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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.

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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: