



## Course syllabus

Faculty Board of Health, Social Work and Behavioural Sciences  
School of Education, Psychology and Sports Science

IIV307 Marknadsföring inom idrotts- och hälsoorganisationer I, 7,5  
högskolepoäng

Marketing in Sport and Health Organizations I, 7.5 credits

**Main field of study**

Sport Science

**Subject Group**

Sport Science

**Level of classification**

First Level

**Progression**

G1N

**Date of Ratification**

Approved by the Board of the School of Education, Psychology and Sports Science  
2009-12-14

Revised 2010-12-15. Revision due to English translation.

The course syllabus is valid from autumn semester 2011

**Prerequisites**

General entry requirements.

### Expected learning outcomes

The aim of the course is to lay a foundation for understanding and knowledge of marketing and how this knowledge can be applied to the field of sport and health.

On completion of the course, students should

- have acquired knowledge of the history of marketing, basic concepts, models and be able to relate these to sport contexts
- have acquired the knowledge that makes possible the analyses, planning and carrying out as well as evaluation of the functions and activities of marketing within sports-oriented organisations
- have acquired knowledge of what concepts such as service marketing, integrated marketing communications, brand development, event marketing, sponsoring and market planning mean in sport contexts

## Content

The course contains the following elements:

- a marketing context and importance for the business strategy of a company
- the importance of marketing for different types of sport organisations
- customer shopping behaviour in certain markets
- customer and market analysis
- the company's choice of competitive means and marketing strategies
- the marketing strategies of different sport organisations
- transaction marketing versus relationship marketing

## Type of Instruction

Teaching is in the form of lectures, literary studies and seminars. Also included in the course is the critical examination of authentic projects, which is carried out as part of a group. Attendance at lessons is obligatory unless otherwise agreed upon with the examiner.

## Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

## Course Evaluation

Course evaluations are carried out verbally and/or in writing continuously throughout the course. At the end of the course, a written course evaluation is performed. Course evaluations are compiled and stored at the institution. The results are fed back to the students who have taken the course and are presented, together with the possible measures taken, to the students the next time the course is given.

## Other

Possible additional fees regarding assignments and such shall be paid by the student.

## Required Reading and Additional Study Material

Armstrong, Gary & Kotler, Philip *Marketing – an introduction 8 ed.*  
Upper Saddle River, N.J.: Pearson Prentice Hall (2007) 520 pages