



Course syllabus

Faculty of Social Sciences

Department of Sport Science

11V307 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 2009-12-14

Revised 2013-05-16 by Faculty of Social Sciences. Revision of learning outcomes and content.

The course syllabus is valid from autumn semester 2013

Prerequisites

General entry requirements.

Objectives

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

- describe the value, the offer, business and markets, based on a sports and health perspective
- apply the elements of a marketing plan
- define the offer as a marketing
- explain how the customer is the foundation of business
- define needs and exchange of value and price

Content

The course contains the following elements:

- Definition of value
- Consumption of value and satisfaction
- Consumer behavior
- what consumers consume: the offer, services and experiences
- The company as a market operator
- Entrepreneurship as offering value
- Pricing: understanding and capturing customer value
- relations as a consequence of the exchange of values
- Mass communication, segmentation and personalization
- Entrepreneurship as creating expectations of their deals: branding and communications
- The creation of values, in company with other businesses and with consumers

Type of Instruction

Teaching is in the form of lectures, literary studies and seminars.

Examination

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

Course Evaluation

Course evaluations are carried out on a continuous basis verbally and/or in writing throughout the course. When the course has finished, an evaluation is compiled. The results are reported to the students and then archived according to the rules of the school.

Other

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

Required Reading and Additional Study Material

Kotler, Philip, Armstrong, Gary, Parment, Anders. *Marknadsföring – Teori, strategi och praktik*. Pearson. latest edition. 442 pages.

Scientific articles, 300 pages