



Course syllabus

Faculty of Social Sciences

Department of Sport 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 2009-12-14

Revised 2017-09-29 by Faculty of Social Sciences. Modules changed.

The course syllabus is valid from autumn semester 2018

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.

After completing the course, students shall be able to:

- 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 mix
- explain how the customer is the foundation of business
- define needs and exchange of value and price

Content

The course contains the following components:

- 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 personalisation
- Entrepreneurship as creating expectations of their deals: branding and communications
- The creation of values, in the company as well as with other businesses and the consumers

Type of Instruction

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

Examination

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

The student's knowledge is demonstrated by the means of written and oral examination assignments, and by active participation in seminars. Detailed information about the examination assignments is given in separate study guidelines, and the examination formats are specified in a study guide. Irrespective of examination format, it is the individual student's performance that is assessed and graded. In order to receive a grade of Pass, the intended learning outcomes must be attained. The grading criteria for each grade are specified in the study guidelines.

Course Evaluation

A course evaluation is carried out at the end of the course, which is compiled in writing and presented to the students who have completed the course. The results are also presented to the students at the following course date, together with any measures taken. The results are presented to the departmental bodies and the programme council concerned, and filed by the course coordinating department.

Other

Any additional costs that may arise in connection with the course are paid for by the students themselves.

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