



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 2021-02-18 by Faculty of Social Sciences. Revision of objectives, content and examination.

The course syllabus is valid from autumn semester 2021

Prerequisites

General entry requirements for university studies.

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
- define needs and exchange of value and price

Content

The course contains the following components:

- Definition of value
- Consumer behavior
- What consumers consume: the offer
- 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
- Segmentation, Targeting and Positioning

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).

Examination of the course objectives takes place by means of two written examinations and one written assignment. 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 course objectives must be attained. To be awarded a grade of Pass with Distinction in the course, the written assignment requires the grade of Pass with Distinction.

A retake of the examination is provided in accordance with the Local Regulations for First-Cycle and Second-Cycle Courses and Examination at Linnaeus University.

Should the university determine that a student is entitled to special educational support due to impairment, the examiner may provide the student with an adapted test or the student may carry out the examination in an alternative way.

Course Evaluation

A course evaluation is carried out either during or at the end of the course. Results and analysis of the evaluation are presented to the students who have completed the course as well as to new students at the following course date. The course evaluation is conducted anonymously.

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 (Latest edition). *Marknadsföring – Teori, strategi och praktik*. Pearson. (442 p.)

Scientific publications, 300 pages