



Course syllabus

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

1IV310 Marknadsföring inom idrotts- och hälsoorganisationer II, 7,5
högskolepoäng

Marketing in Sport and Health Organizations II, 7.5 credits

Main field of study

Sport Science

Subject Group

Sport Science

Level of classification

First Level

Progression

G1F

Date of Ratification

Approved by the Board of the School of Education, Psychology and Sports Science
2009-06-17

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

The course syllabus is valid from spring semester 2011

Prerequisites

NO VALUE DEFINED

Expected learning outcomes

The objective of the course is to mediate a deeper 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 be able to

- demonstrate knowledge of how business processes are created, managed and renovated within sport promotion and sales management as well as the basic concepts within the field.
- demonstrate knowledge of how different theoretical perspectives can be used to identify, analyse and belabour different business-process problems within sport and health organisations.
- demonstrate knowledge of how, through literature studies and empirical studies, various projects and contexts within the field of sport promotion and sales management can be studied, described and understood scientifically.

Content

The course deals with the following areas:

- sport promotion and sales management: theoretical foundations and practical applications
- planning and carrying out of marketing campaigns
- sports sponsoring and promotion
- literature analysis and database searching
- identification, planning, carrying out and reporting of a marketing project in the field of sport

Type of Instruction

Teaching is in the form of lectures, literature studies and seminars. Also included in the course is critical examination of authentic projects, which are carried out in groups. 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

Irwin, Richard L, Sutton, William A. & McCarthy, Laurence M. *Sport promotion and sales management* Champaign, IL: Human Kinetics, 2007.600 pages

Grönroos, Christian. *Service Management och Marknadsföring* Liber, 2002. 436 pages