



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 2012-10-31. Revision of objectives and prerequisites.

The course syllabus is valid from spring semester 2013

Prerequisites

NO VALUE DEFINED

Objectives

After completing the course, students will be able to

- explain the service logic in the sports industry
- on a deeper level, explain and relate to the experience that sport creates and how it affects key stakeholders, such as sponsors and audience.
- on a scientific basis identify, plan and present a marketing project in sport and health, based on field experience

Content

The course deals with the following areas:

- Service management as the basis for the development and maintenance of a sustainable and long-term sports product.
- Sports as a service and its characteristics.
- sports sponsoring and promotion
- Sports as an experience and how the interested parties can be involved and affect the experience.

- Sponsoring and its value for the interested parties.
- The identification, planning and reporting of a marketing project within the field of sports.

Type of Instruction

Teaching is in the form of lectures, literature studies and tutoring/seminars. Also included in the course is a project carried out within a Swedish organisation/Swedish co-operation researching a factual marketing problem.

Examination

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

Course Evaluation

Course evaluations are carried out and are compiled in writing and fed back to the students. The compilation is presented to relevant institutional bodies and the programme council. The compilation is filed at the responsible institution.

Other

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

Required Reading and Additional Study Material

Grönroos, Christian. (1998). *Marknadsföring i tjänsteföretag*. Liber Ekonomi. 195 p. ISBN: 9789147043897

Mossberg, Lena. (2003) *Att skapa upplevelser – från OK till WOW!*. Studentlitteratur. 211 p. ISBN: 9789144026879

Masterman, Guy. (2007) *Sponsorship – for a return on investment*. Butterworth-Heinemann, Elsevier. 267 p. ISBN: 9780750668378