



Course syllabus

Faculty of Social Sciences

Department of Sport Science

IIV310 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 2009-06-17

Revised 2015-11-30 by Faculty of Social Sciences. The faculty responsible for the course has been changed.

The course syllabus is valid from spring semester 2016

Prerequisites

The course Marketing in Sport and Health Organisations I, 7.5 credits, or the equivalent.

Objectives

The aim of the course is for students to acquire a deepened understanding and knowledge of marketing, with special emphasis on marketing of services and experiences, and how this knowledge may be applied to the field of sports and health, based on Swedish conditions.

After completing the course, students shall 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
- by the use of scientific basis, autonomously evaluate and argue for the plausibility of the suggested marketing project.

Content

The course consists of the following components:

- Service management as the basis of the development and maintenance of a sustainable and long-term sports product

- sustainable and long-term sports product.
- Sports as a service and its characteristics.
- Sports as an experience and how the interested parties can be involved and affect the experience.
- Sponsoring and its importance to 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 and supervision/seminars. Also included in the course is a project carried out within a Swedish sports or health organisation/Swedish company, researching a real marketing problem.

Examination

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

Examination takes place by means of a written exam and a group assignment.

In order to receive a grade of Pass, the course objectives must be fulfilled. For a Pass with Distinction in the entire course, it is required that the group assignment is assessed as Pass with Distinction.

Course Evaluation

At the end of the course, a course evaluation is carried out which is compiled in writing and presented to the students who have completed the course, as well as to new students at the following course date, together with any measures taken. The compilation is presented to the departmental bodies and the programme council concerned, and is later 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

Grönroos, Christian. (Latest edition). *Marknadsföring i tjänsteföretag*. Liber Ekonomi, (195 p).

Mossberg, Lena. (Latest edition)). *Att skapa upplevelser – från OK till WOW!*. Lund: Studentlitteratur, (211 p).

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