



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 2021-06-21 by Faculty of Social Sciences. Standard text added.

The course syllabus is valid from spring semester 2022

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.
- 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.

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

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.)