



Course syllabus

Faculty of Social Sciences

Department of Sport Science

1IV325 Marknadsföring inom idrott, 7,5 högskolepoäng

1IV325 Marketing in sports, 7.5 credits

Main field of study

Business Administration, Sport Science

Subject Group

Sport Science

Level of classification

First Level

Progression

G1N

Date of Ratification

Approved by Faculty of Social Sciences 2023-05-15

The course syllabus is valid from spring semester 2024

Prerequisites

General entry requirements for university studies.

Objectives

Upon completion of the course, students should be able to:

- describe value, offer, businesses and markets, based on a perspective of sports and health,
- apply these elements in a marketing plan,
- define the offer as a marketing mix,
- explain in what ways the consumer forms the basis of business,
- define the need as well as exchange of value and price.

Content

The course is based on the perspective of the customer, focusing on how to create customer value. This takes place by looking into areas such as:

- the customer's needs, wishes and demands
- the importance of consumer behaviour in relation to the value exchange
- what the consumer consumes; the offer

This is followed by looking into the perspective of the organisation, to gain an

understanding of how an organisation can create value together with the customer. This takes place by looking into areas such as:

- the organisation as an actor on the market
- running a business in the form of offering value
- pricing; understand and capture the customer value
- reaching out to the customer; segmentation, targeting and positioning

As a final part of the course, the relation of customer - organisation is discussed, as a consequence of the value exchange.

Type of Instruction

Teaching takes place in the form of lectures and seminars.

Examination

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

Examination of the course takes place by means of two individual tests and one written group assignment.

In order to receive a grade of Pass, the course objectives must be attained.

For a grade of Pass with Distinction in the course, it is required that the written assignment is assessed as Pass with Distinction.

Irrespective of examination format, it is the individual student's performance that is assessed and graded.

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.

Required Reading and Additional Study Material

Kotler, Philip, Armstrong, Gary & Parment, Anders (latest edition). *Marknadsföring: Teori och tillämpningar*. Pearson, (ca. 500 p.).

Scientific publications, approximately 100 pages.