Jan Amos Komeński STATE UNIVERSITY OF APPLIED SCIENCES in Leszno

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Course syllabus for ERASMUS+ incoming students

Course Title	
Sports Marketing	
Academic Teacher	Mikołaj Zgaiński, PhD
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ECTS credits	5
Number of hours	120
Course code	INT-IZKFWF-SM-26

Course description

This course introduces students to the principles and practices of sports marketing in a global context. Students will explore the unique characteristics of the sports industry, consumer behavior, branding strategies, sponsorship, digital marketing, fan engagement, event marketing, and commercialization of sports organizations.

Through case studies and practical assignments, students will learn how marketing contributes to the success of sports clubs, leagues, athletes, and events.

Learning outcomes - course content

Module 1: Introduction to Sports Marketing

- Definition and scope
- Characteristics of the sports industry
- Global sports market
- Sport as a product

Module 2: The Sports Consumer

- Consumer behavior
- Fan motivation
- Fan loyalty
- Market segmentation

Module 3: Sponsorship

- Sponsorship models
- Sponsorship objectives
- Measuring sponsorship effectiveness
- Case studies

Module 4: Media and Broadcasting

- Traditional media
- Social media
- Streaming platforms
- Media rights

Module 5: Digital Sports Marketing

- Social media strategy
- Influencer marketing
- Content marketing
- Fan engagement

Module 6: Sports Events Marketing

- Event planning
- Promotion strategies
- Legacy and sustainability
- Visit to the sports club (speedway, futsal, basketball, etc.)

Module 7: Marketing of Professional Sports Organizations

- Sports clubs
- Professional leagues
- Olympic organizations
- National federations

Module 8: International Sports Marketing

- Globalization
- Cultural differences
- International sponsorship
- Emerging markets

Module 9: Current Trends

- Corporate Social Responsibility in Sport
- AI in sports marketing
- Esports
- Sustainability
- Community engagement

Module 10: Course Review and Final Assessment

- Test
- Student Group Presentations

Knowledge

- Explain the fundamentals of sports marketing.
- Identify key stakeholders in the sports industry.
- Understand the role of branding, sponsorship, and media in sports marketing.
- Describe current trends in digital and international sports marketing.

Skills

- Analyze sports marketing campaigns.
- Develop marketing strategies for sports organizations and events.
- Evaluate sponsorship opportunities.
- Design promotional activities using digital marketing tools.

Social Competencies

- Work effectively in multicultural teams.
- Present marketing ideas professionally.
- Critically evaluate issues in sports marke

Student workload (self-study description)

- Taking part in classes (30 hours)
- Reading recommended textbooks, scientific articles, and reports on sports marketing, sports industry, sponsorship and sustainability. Reviewing lecture materials and preparing for examinations (30 hours),
- Preparing the project: (60 hours)
  Selecting and defining the project topic.

Conducting market and competitor analysis.
Identifying the target audience and consumer segments.
Developing a branding and positioning strategy.
Preparing a marketing communication plan, including digital and social media activities.
Designing a sponsorship and partnership strategy.
Preparing a presentation.
Presenting the project and participating in peer discussion.

Literature

1. Shank, M. D., & Lyberger, M. R. (2021). Sports Marketing: A Strategic Perspective (6th ed.). Routledge.
2. Dees, W., Walsh, P., McEvoy, C., McKelvey, S., Mullin, B. J., Hardy, S., & Sutton, W. A. (2022). Sport Marketing (5th ed.). Human Kinetics.
3. Seymour, A., & Blakey, P. (2021). Digital Sport Marketing: Concepts, Cases and Conversations. Routledge.