

Sports Sponsorship and Marketing

HEAD OF THE COURSE: MICHAEL COOPER, LL.M. INTERNATIONAL SPORTS LAW
COURSE PROFESSOR: GUILLAUME BUDET

LANGUAGE OF INSTRUCTION: ENGLISH

ECTS CREDITS: 3 ECTS

CONTACT HOURS: 15 HOURS

TOTAL STUDENT WORKLOAD: 45 HOURS

REQUIRED KNOWLEDGE:

- General marketing skills

PRESENTATION OF THE COURSE AND GENERAL OBJECTIVES:

This course looks at the key dynamics of sponsorship from an economic and marketing point of view within the context of sport business. Key concepts and differences between professional club sponsorship and sports federation sponsorship will be covered, with an overview of how digital platforms have revolutionized everyday practices.

LEARNING OBJECTIVES :

AT THE END OF THE COURSE PARTICIPANTS

- Will be able to identify and critically analyse the specific marketing strategies of sporting organisations
 - Will understand the sponsorship and marketing challenges facing sports organisations today
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ASSESSMENT

| TYPE | DURATION | % WEIGHT IN FINAL MARK |
|------------|-----------------|------------------------|
| Case study | Written report/ | 60% |
| | Presentation | 40% |
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DETAILS ON THE ASSESSMENT METHODS

Case study to be confirmed

COURSE STRUCTURE

Information about topics and assignments may be modified by teachers during the courses.

| SESSION | TYPE | DURATION | TOPICS | ASSIGNMENTS |
|---------|--|----------|--------|-------------|
| 01 | Introduction to sport marketing and branding | 2 hrs | | |
| 02 | Sport Branding | 3hrs | | |
| 03 | Sport Sponsorship | 3hrs | | |
| 04 | Ambush Marketing | 2hrs | | |
| 05 | Customer Social Responsibility (CSR) | 2hrs | | |

REFERENCES & BIBLIOGRAPHY

Routledge Handbook of Sports Marketing Edited by Simon Chadwick, Nicolas Chanavat and Michel Desbordes 2016