

Short-Term Study Program

Short-Term Study Program - Summer Program

Sports Sponsorship and Marketing

2526_MK_4_2_033_E

Academic department: Marketing
Head of the course: M. COOPER
Instructors:

Core course:
Medium of instruction: Anglais
ECTS credits: 3 **ECTS credits external:** 0
Coefficient (if different from
Contact hours: 15 h
Total student workload: 75 h
Course requirements:
General marketing skills

The courses content as a link with CSR
Sustainable business
The content of the course and/or the teaching methods has a digital dimension
The course uses a pedagogic innovation
The courses is linked to NEOMA-BS area of excellence
The World We Want – Developing

Course presentation

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.

Campus de Reims - 59 rue Pierre Taittinger - CS 80032 - 51726 Reims Cedex · Tél. +33 (0)3 26 77 47 47
Campus de Rouen - 1 rue du Maréchal Juin - BP 215 - 76825 Mont-Saint-Aignan Cedex · Tél. +33 (0)2 32 82 57 00
Campus de Paris - 6 rue Vandrezanne - 75013 Paris · Tél. +33 (0)1 73 06 98 00

AoL Learning Objectives

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Additional Learning objectives

At the end of the course participants will be able to:

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

Keywords: Marketing - Sponsorship - Digital

Description of teaching methods

Case Study - Group presentation

Assessment

Pass/Fail

Type	Title	Duration	% weight in final mark
Evaluation en groupe	Written report	0 min	50 %
Evaluation finale individuelle	Presentation	20 min	50 %

Details on the assessment methods

Detail of the different assessment methods

Complementary precisions

Course structure

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NEOMA Business School - Etablissement d'Enseignement Supérieur Consulaire au capital de 73 850 100 euros · Enregistré au RCS Rouen 834 295 354
Code APE : 8542Z - N° TVA intracommunautaire : FR21 834 295 354 - Siège social : 1 rue du Maréchal Juin - 76130 Mont-Saint-Aignan · www.neoma-bs.fr

Session	Type	Duration	Topics	Preparatory work	Teaching methods
1	Course	180 min	Introduction to sport marketing and branding	-	Face-to-face
2	Course	180 min	Sport Branding	-	Face-to-face
3	Course	180 min	Sport Sponsorship	-	Face-to-face
4	Course	180 min	Sport Communication	-	Face-to-face
5	Course	180 min	Sponsorship Activation and Digital Disruption in Sport Students Presentations + Wrap up	Students Presentations + Wrap up	Face-to-face

References & teaching material

Magazine article

Strategic sport sponsorship management – A scale development and validation - Journal of Business Research. Volume 130, June 2021, Pages 295-307
Konstantinos Koronios, Demetris Vrontis, Alkis Thrassou

Book mandatory manual

Sports Marketing By Michael J. Fetchko, Donald P. Roy, Vassilis Dalakas Copyright 2024

Introduction to Sport Marketing - By Aaron C.T. Smith, Constantino Stavros, James Skinner, Andrea N. Geurin, Lauren M. Burch Copyright 2024

Routledge Handbook of Global Sport Edited By John Nauright, Sarah Zipp Copyright 2020

Routledge Handbook of Elite Sport Performance Edited By Dave Collins, Andrew Cruickshank, Geir Jordet Copyright 2019

Routledge Handbook of Digital Sports Marketing - Concepts, Cases and Conversations ; Alain Seymour and Paul Blakey 2019

Routledge Handbook of International Sport Business Edited By Mark Dodds, Kevin Heisey, Aila Ahonen Copyright 2018

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

Referent-s Module-s

- Sport Federations and Major Event Management - Short-Term Study Program - Summer Program