

Programme : Sport Federations and Events Management

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 analyze the specific marketing strategies of sporting organizations
 - Will understand the sponsorship and marketing challenges facing sports organizations today
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ASSESSMENT

TYPE	DURATION	% WEIGHT IN FINAL MARK
Case Study	Written report/ Presentation	60% 40%

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