Course: BOK 2 Sport Marketing — credits: 5

Course code	SKVP25BOK2
Name	BOK 2 Sport Marketing
Study year	2026-2027
ECTS credits	5
Language	English
Coordinator	G. van Dalfsen
Modes of delivery	Guest lecture Lecture Project-based learning Tutorial
Assessments	BOK 2 Sport Marketing - Computer, organised by STAD examinations Iinternational Game Great Run - Active participation

Learning outcomes

By the end of the course, students will be able to analyze and apply Sport Marketing frameworks in real-world contexts. They will enhance their strategic thinking, teamwork, and decision-making skills through a simulated management experience, preparing them to navigate challenges in the evolving sports industry.
LILO 2. Design (Competency Level 1)
LILO 3. Implementing (Competency Level 1)

Sport and physical activity management
11. Management
12. Marketing

Content

Content of the course component: The body of knowledge of Sport Marketing will be introduced in the weeks prior to the international West Ham United Game.

The Body of Knowledge of Sport Marketing is presented in this module. The Sport Marketing Framework is the leading model in this, providing a clear overview of the different steps in the (Sport) Marketing process and all theory that is to be discussed. Important topics include: the sports market, challenges and controversial issues of Sport Marketing, opportunities and strategies and the Marketing mix: price, product, distribution and promotion. These topics are then supplemented with digital marketing, social media and ethics. In addition to the theory provided, much work is conducted across assignments in which the theory is tested in a practical form.

New technology, different forms of organisation, emerging sports and changes of values - the world is in transition, and this means that the future of many (sports) organizations is uncertain. Although every organization must periodically consider its raison d'être and strategic course, this certainly also applies to organizations that are active in the context of sports and exercise. Using theory and an entrepreneurial and investigative attitude, the student learns how to support and advise organizations in a change process, while the world around the student is also changing.

The complete body of knowledge is required to fulfil the challenges and assignments during the Great Run (GR) international game. The game participants are students from the Dutch and English stream of Sport Studies as well as students from partner universities in Europe. The GR is a half marathon with its origin in Newcastle, England. The international game GR is a team-based simulation in order to develop skills in the application of current sport, health and management theories to a practical situation in the context of a real-life event.

Through the game, the students will:
* develop skills of teamwork through the execution of an applied sport, health and management exercise
* achieve an integrated view in which the following components are recognised: planning, sports marketing, management & organization

Objectives at the end of the game successful students will be able to recognise and respond to the demands of a (simulated) management experience and to:
* develop an understanding of diversity management and cultural differences within sport, health and management
* develop an understanding of ethical issues in sport management and marketing
* develop personal competencies associated with working in a team, making decisions, taking responsibilities and applying sound principles to the effective execution of a sports/health event
* strategy and policy activities and practical communication skills in association with a group exercise.

After the intensive period of 5 full days and the GR game, the course is concluded with a written exam/case study

Course structure: The course consists of guest lectures, regular lectures, and tutorials led by your instructor.

Assessment structure: Written exam – case study

Literature and any costs:
Shilbury, D., Westerbeek, H., Quick, S., Funk, D., & Karg, A. (2020). Strategic Sport Marketing. In *Routledge eBooks*. https://doi.org/10.4324/9781003117483 (approx. 56 EUR)

Included in programme(s)

Sport Studies

School(s)

Well-being, Education & Sport

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