

Number of ECTS credits : 2

Course language : Anglais, Français

Course leader : GERKE Anna

Speakers : CASSAGNE Etienne , FUSIL Gérard

≡ COURSE DESCRIPTION

This course is an introduction to sport management and marketing. The course consists of three parts. The course begins with a general introduction to sport management (6h). In interactive exercises the students will learn about and critically discuss the key terms of the field: sport management, sport organisations, sport industry, sport manager, sport consumer. The second part is dedicated to exploring more in depth the field of sport marketing (6h). Basic marketing concepts will be introduced, applied and discussed in a sport context. In the first two sessions case studies will be used to illustrate the theory. Finally the third session (3h) focuses on one particular sport marketing aspect in form of a field trip and/or a practitioner who will bring in practical experience (e.g., on sport event management). The first two parts (4 sessions) will be taught in English. The third part (1 session) will be taught in French with an English written support.

≡ COURSE OBJECTIVES

The purpose of this course is to draw students' attention to the growing economy around sport and the resulting need for specifically trained sport managers and marketers. The sport industry is very diverse and offers plenty of employment opportunities. This course aims at opening the eyes for students that have an interest in sport regarding working in the sport environment.

≡ LEARNING GOALS

LG10 - CSR : Identify and understand stakeholder interests

LG14 - Cooperation : Work effectively in a team

≡ TACKLED CONCEPTS

Sport management : unique features of sport, sport management environment, sport industry and sectors, management and business functions in sport

Sport marketing : key concepts of sport marketing, the sport marketing framework, sport marketing mix, branding in sport

Sport events: organization and management

≡ LEARNING METHODS

Lectures

Case studies

Videos

Group work

Role plays

Writing a professional project report related to the sport sector (750 words excluding figure, tables, and references)

≡ ASSIGNMENTS

Students need to read one or several of these documents before each class : scientific article, book chapter, case study

Students will have to take an exam (in English)

≡ BIBLIOGRAPHY

Reading 01: Hoye, Russell; Nicholson, Matthew; Westerbeek, Hans; Smith, Aaron; Stewart, Bob, 2012, Chapter 01 Sport Management in Sport Management Principles and Applications, 2nd edition, Amsterdam: Taylor and Francis.

Reading 02: Covell, Daniel & Walker, Shariann, 2013, Chapter 01 The Sport Management Challenge and The Branded and Licensed Sport Product Industry in Managing Sport Organizations - Responsibility for performance, 3rd edition, London: Routledge.

Reading 03: Hoye, Russell; Nicholson, Matthew; Westerbeek, Hans; Smith, Aaron; Stewart, Bob, 2012, Chapter 11 Sport Marketing in Sport Management Principles and Applications, 2nd edition, Amsterdam: Taylor and Francis.

≡ EVALUATION METHODS

100 % : Examen Final

≡ SESSIONS

1

Introduction to Sport Management

LECTURE & CASE STUDIES & EXERCISES : 06h00

2

Introduction to Sport Marketing

LECTURE & CASE STUDIES & EXERCISES : 06h00

3

Le marketing & communication d'un événement de sport : Intervention Gérard Fusil_Raid Aventure

LECTURE : 03h00
