



**AIM OF THE COURSE** (*content and acquired skills*):

The aim of this course is the presentation of modern marketing and its application to sports. Emphasis is placed upon the main characteristics of the sport product, the functions of sport marketing, the techniques and the basic tools used for the communication with the market, the marketing mix, the SWOT analysis and the construction of sponsorship proposal.

**COURSE CONTENTS** (*outline – titles of lectures*):

1. Introduction.
2. Definitions – Basic concepts of marketing.
3. The specificity of sport – Sport as product.
4. Reasons and places of application of marketing in sport.
5. Marketing mix (product, price, place, promotion).
6. SWOT analysis.
7. Market – The product cycle.
8. Marketing plan.
9. Sponsorship.
10. Sponsorship plan.
11. Market research.
12. Presentation of papers.
13. Presentation of papers.

**TEACHING METHOD** (*lectures – labs – practice etc.*):

1. Lectures.
2. Discussions on issues presented in the class.
3. Guest speakers.
4. Writing and presentation of papers.

**ASSESSMENT METHOD(S):**

1. Active participation in class (10%)
2. Written essay (20%)
3. Presentation of essay in class (20%)
4. Written final exam (50%)

**LEARNING OUTCOMES:**

Upon the completion of this course the student will be able to comprehend the: 1) basic principles of marketing, 2) specificity of sport as a “product”, 3) marketing mix and they will be able to: 4) implement a SWOT analysis and 5) create a sponsorship proposal

**LEARNING OUTCOMES – CONTINUED:**

<i>Learning Outcomes</i>	<i>Educational Activities</i>	<i>Assessment</i>	<i>Students Work Load (hours)</i>
Comprehension of the basic principles of marketing.	Lectures, discussion in class, study at home.	Questions in class.	15
Comprehension of the specificity of sport as a product.	Lectures, discussion in class, study at home.	Questions in class	10
Comprehension of the	Lectures, discussion in	Questions in class.	10

marketing mix.	class, study at home.		
Ability to implement a SWOT analysis.	Writing of SWOT analysis.	Presentation in class.	10
Ability to create a sponsorship proposal.	Writing of a sponsorship proposal.	Presentation of the proposal in class.	15
		<b>TOTAL</b>	<b>60</b>

**OBLIGATORY & SUGGESTED BIBLIOGRAPHY:**

1. Alexandris, K. (2010). Principles of management and marketing for sport and recreation organizations. Thessaloniki: Christodoulidis.
2. Mullin, B., Hardy, S. & Satton, W. (2004). Sport marketing. Translation in Greek Y. Afthinos, Athens: Paschalidis (chapters 1, 2, 7, 12).