

Summer School Lisbon Syllabus

Subject:

SPORTS MARKETING

Lecturers:

Pedro Dionísio

Marketing Professor at ISCTE Business School, where he teaches several undergraduate and executive programmes in the following areas: Marketing Strategy, Marketing Project, Retail Marketing, Negotiation, Sports Marketing and Management, Digital Marketing and, lastly, Political Marketing.

Director of the Bachelor in Marketing Management.

Member of the Strategic and Scientific Council of FutureCast Lab.

He has his own company, where he does consulting projects and market research. And, it has 2 best-sellers published: Mercator and Publicitor.

Course Structure:

Course Title: SPORTS MARKETING
Department: Marketing, Operations and General Management
Target: Bachelor or Master students

Pre-requisites: None

Objectives:

Prepare students to do a Sports Marketing plan.

At the end of this course, students should know how:

- To know the main concepts of the Sports Marketing;
- To develop a strategy and a Marketing plan for organizations with approach in the Sport (rendering of sportive services and sponsors).

Programme:

1. Conceptual framework of the Sports Marketing
2. Consumer behaviour:
 - A) Participants
 - B) Spectators
3. Brand, mission and values
4. Segmentation and positioning
5. Marketing Mix
6. Borussia Dortmund case
7. Sponsorship decisions
8. "Clermont Ferrand" case
9. Plan Marketing Implementation and control

Assessment:

The evaluation is based on the following components and respective weights:

- An individual or group assignment, with a weighting of 30%;
- Class participation with a weighting of 20%
- An individual test, with a weighting of 50% and a minimum score of 10 points.

Teaching Method:

Student must participate in:

1. Case solving;
2. Elaboration of theoretical and practical projects and exercises;
3. Class discussion

In the cases and exercises discussion, the students must be active and to understand that a participated debate is richer than a correction of a teacher.

Furthermore, the lessons will be animated by expositions from the teacher and the students.

The work groups for project preparation must include 3 to 5 students.

Reading:

The students will be provided at the beginning of the Summer School with a **Course Reading Packet** consisting of articles, various texts and case studies.

References:

- Shank, M., Lyberger, M., Sports Marketing, Routledge, New Jersey, 2022
- Mullin, B., Hardy, S., Sutton, W., Sport Marketing, 2014