



Course Code SPRT-303	Course Title Sport Promotion	ECTS Credits 6
Department Hospitality ,Tourism and Sports Management	Semester Fall / Spring	Prerequisites None
Type of Course Compulsory/Elective	Field Sports Management	Language of Instruction English
Level of Course 1 st Cycle	Year of Study Third	Lecturer(s) Dr. Antonis Alexopoulos
Mode of Delivery face-to-face	Work Placement N/A	Co-requisites None

Objectives of the Course:

The main objectives of the course are to:

- Present an overview of the various techniques and strategies used in meeting the wants and the needs of consumers in the sport industry
- Understand how sport can be used to assist in the marketing of other companies and products
- Address the uniqueness of sport marketing in comparison to traditional marketing
- Understand how marketing concepts like, strategic planning, segmentation, market research and consumer identification and others, apply to sport marketing
- Develop an understanding of sport as industry and the fan as consumer

Learning Outcomes:

After completion of the course students will be expected to be able to:

1. Know marketing terminology and theory related to the sport industry
2. Comprehend sport marketing theory and how it can be used in the sport industry to meet the wants and needs of the sport consumer
3. Apply sport marketing theory and strategies in developing sponsorship proposals and completing application assignments
4. Analyze case studies in sport to determine if decisions made by the sport marketers were the effective ones
5. Synthesize a marketing plan for sports organizations

Course Contents:

1. Sports as a business and industry
2. The sport consumer-consumer behavior
3. Market research
4. Sport Product
5. Pricing, sales, promotion
6. Sponsorship and promotion
7. Public relations and media
8. Market research in sport promotion

Learning Activities and Teaching Methods

Lectures, Students' Presentations, Tutorials, Assignments, Movies and Videos

Assessment Methods:

Homework, Assignments, Mid term Exam, Final Exam

Required Textbooks/Reading

Authors	Title	Publisher	Year	ISBN
Richard L. Irwin, William Anthony Sutton, Larry M. McCarthy	Sport promotion and sales management	Human Kinetics (2 nd edition)	2008	073606477X
<ul style="list-style-type: none">• A Course reading manual will be provided throughout the course-period.				

Recommended Textbooks/Reading

Authors	Title	Publisher	Year	ISBN
Bernard James Mullin, Stephen Hardy, William Anthony Sutton	Sport marketing	Human Kinetics (3rd edition)	2007	0736060529