



Course Syllabus

Course Code	Course Title	ECTS Credits
SPRT-308	Sports PR & Marketing	6
Prerequisites	Department	Semester
Senior	Management	Fall/Spring
Type of Course	Field	Language of Instruction
Major	Sports Management	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Dr Evi Dekoulou	3 rd
Mode of Delivery	Work Placement	Corequisites
Face to Face	N/A	None

Course Objectives:

The main objectives of the course are to:

- Investigate the basic theoretic concepts in the field of sports promotion.
- Familiarize students with the origin of today's sport promotion and behavior.
- Stress the key disciplines related to the field, such as sports, marketing, management, sociology, economics and politics.
- Provide an insight on the interrelation of sports promotion and management.
- Explore to understand different sport promotion patterns.
- Investigate to understand the opportunities related to the field of sport promotion for marketing purpose in various sectors.
- Extend awareness towards sports promotion and how affects the development of sports.

Learning Outcomes:

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

1. Identify key marketing and PR concepts and determine their relationships and their practical application in a variety of settings and organizations.
2. Determine and assess contemporary concerns and developments existing within the field of marketing and PR both in the local and international markets.
3. Relate marketing and PR theory and analysis to current marketing issues, challenges and problems.
4. Identify and use relevant sources of information that support the field of marketing and PR.

5. Review and assess the relationship between the different aspects of the marketing and PR function.
6. Assess and criticize the relationship between theory and marketing and PR practice.

Course Content:

- Sports as a business and industry
- The sport consumer-consumer behavior
- Market research
- Sport Product
- Pricing, sales, promotion
- Sponsorship and promotion
- Public relations and media
- Market research in sport promotion

Learning Activities and Teaching Methods:

PowerPoint Lectures, videos, student presentations/assignments/exercises

Assessment Methods:

Students' PowerPoint presentations, assignments, exercises, Mid-Term exam, Final exam

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Sports Marketing	Michael J. Fetchko, Donald P. Roy, Kenneth E. Clow	Routledge	2019	978-1-138-03983-4

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Event Management in Sport, Recreation and Tourism	Cheryl Mallen, Lorne Adams	Routledge	2017	978-1-138-23475-8