



Course Syllabus

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| Course Code | Course Title | ECTS Credits |
| SPRT-407 | Case Studies in Sports Management | 6 |
| Prerequisites | Department | Semester |
| None | 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 | Prof Nicos Kartakoullis | 4 th |
| Mode of Delivery | Work Placement | Corequisites |
| Face to Face | N/A | None |

Course Objectives:

The main objectives of the course are to:

- Examine the major issues faced by a number of sports and sports organizations around the world.
- Provide the student the opportunity to apply material they have learned in related courses by reviewing cases in sports management/marketing.
- Enhance the student's understanding about the relevance of the theoretical knowledge and real cases and situations.
- Provide the student the opportunity to examine an array of sports management/marketing situations and cases.
- Serve as an "exhibition game" in which the student can practice decision making, alternative solutions and make mistakes in a cost and risk free setting.

Learning Outcomes:

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

1. Apply theoretical knowledge to sports management/marketing cases and situations.
2. Make effective decision making regarding the management/marketing of various sports and sports organizations.
3. Recognize the most common challenges sports and sporting organizations face at a national, continental and international level.

4. Assess sports marketing/management situations and have the ability to identify mistakes and find alternative solutions.
5. Analyze, plan and strategize in a variety of situations and cases.
6. Illustrate international sports industry and the competition of the global marketplace.
7. Analyze and Criticize case studies that show how contemporary sport business is done into commercial management practice.

Course Content:

- Tools for case analysis
- Sporting goods companies' cases
- International events marketing
- New-found sports and events marketing
- Tickets sales and fans' related cases
- Teams and franchise merchandise
- Charity sports events
- Television and internet sports marketing cases
- Olympic marketing
- Celebrity athletes and endorsements

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 |
|--|----------------------------|-------------------|------|---------------|
| International cases in the business of sport | Simon Chadwick, John Beech | Taylor & Francis | 2017 | 9781138802452 |
| Case Studies in Sport Development | Robert J. Schinke | Unknown Publisher | 2021 | 9781935412625 |

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| Case Studies in Sport Diplomacy | Craig Esherick | Fit Publishing | 2018 | 9781940067056 |
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Recommended Textbooks / Readings:

| Title | Author(s) | Publisher | Year | ISBN |
|--|------------------|--|-------------|-----------------------|
| Case Studies in Sport Socialisation | Mark Brooke | Common Ground Research Networks | 2019 | 978-1-86335- 142-3 |