



Course Code SPRT-407	Course Title Case Studies in Sports Management	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 Fourth	Lecturer(s)
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:

- 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 will be 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. Know 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

Course Contents:

1. Tools for case analysis
2. Sporting goods companies' cases
3. International events marketing
4. New-found sports and events marketing
5. Tickets sales and fans' related cases
6. Teams and franchise merchandise
7. Charity sports events
8. Television and internet sports marketing cases
9. Olympic marketing
10. Celebrity athletes and endorsements

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
Simon Chadwick, Dave Arthur	International cases in the business of sport	Butterworth- Heinemann Publications	2008	978-0-7506- 8543-6
Mark A. McDonald, George R. Milne	Cases in sport marketing	Jones and Bartlett Publishers Inc	1999	0-7637-0863-1

- A Course reading manual will be provided throughout the course-period.