

COURSE OUTLINE

1. GENERAL

SCHOOL	Physical Education & Sport Sciences		
DEPARTMENT	Physical Education & Sport Sciences		
LEVEL OF STUDIES	Master Degree		
COURSE CODE	T104	SEMESTER	1st
COURSE TITLE	MARKETING OF SPORTS TOURISM		
PROFESSOR	Efi Tsitskari		
TEACHING ACTIVITIES <i>If the ECTS Credits are distributed in distinct parts of the course e.g. lectures, labs etc. If the ECTS Credits are awarded to the whole course, then please indicate the teaching hours per week and the corresponding ECTS Credits.</i>		TEACHING HOURS PER WEEK	ECTS CREDITS
		3	7.5
<i>Please, add lines if necessary. Teaching methods and organization of the course are described in section 4.</i>			
COURSE TYPE <i>Background, General Knowledge, Scientific Area, Skill Development</i>	SCIENTIFIC AREA		
PREREQUISITES:	NO		
TEACHING & EXAMINATION LANGUAGE:	GREEK ENGLISH IN ERASMUS STUDENTS		
COURSE OFFERED TO ERASMUS STUDENTS:	YES		
COURSE URL:	https://eclass.duth.gr/courses/PHYED7A102/		

2. LEARNING OUTCOMES

Learning Outcomes

Please describe the learning outcomes of the course: Knowledge, skills and abilities acquired after the successful completion of the course.

The course's aim is to provide students with knowledge related to the concepts of marketing, marketing research, business communication in the context of sports tourism organizations. During the lectures, the students will have the opportunity to apply the basic principles and theories in practice, through case studies, assignments and the collection of data in the context of the formulation of a hypothetical marketing plan.

After completing the course and its assignments, students should be able to:

- know the usefulness and function of marketing the tourist sports product/service,
- distinguish the separate elements of the marketing mix and how they combine to bring about the desired effect,
- Gather information about the sports tourist, to seek his/her understanding, thus ensuring the provision of services that will satisfy him/her,
- Carry out small-scale marketing research,
- Apply to some extent the theories acquired by coordinating the individual elements of the marketing mix.

General Skills

Name the desirable general skills upon successful completion of the module

Search, analysis and synthesis of data and information,
ICT Use

Adaptation to new situations

Decision making

Autonomous work

Teamwork

Working in an international environment

Working in an interdisciplinary environment

Project design and management

Equity and Inclusion

Respect for the natural environment

Sustainability

Demonstration of social, professional and moral responsibility and sensitivity to gender issues

Critical thinking

Promoting free, creative and inductive reasoning

Production of new research ideas

Search, analysis and synthesis of data and information
Leveraging technology to search for information
Group work
Demonstration of social, professional and ethical responsibility and sensitivity to issues of gender, minorities and diversity
Exercise criticism and self-criticism
Promotion of free, creative and inductive thinking
Decision making

3. COURSE CONTENT

1. Marketing of sports tourism
2. Understanding the sport tourist/consumer
3. Sponsorship: The case of Adidas
4. Practices in sport sponsorship
5. Price
6. Product
7. Promotion - Place
8. Marketing research in sports tourism
9. Ambush marketing in sport tourism & recreation
10. Marketing mix
11. Branding of the sport tourism product
12. Team work presentations
13. Team work presentations

4. LEARNING & TEACHING METHODS - EVALUATION

TEACHING METHOD <i>Face to face, Distance learning, etc.</i>	Face to face Distance learning: synchronous Distance learning: asynchronous Case studies	
USE OF INFORMATION & COMMUNICATIONS TECHNOLOGY (ICT) <i>Use of ICT in Teaching, in Laboratory Education, in Communication with students</i>	Use of ICT in teaching and in the communication with students	
TEACHING ORGANIZATION <i>The ways and methods of teaching are described in detail.</i> Lectures, Seminars, Laboratory Exercise, Field Exercise, Bibliographic research & analysis, Tutoring, Internship (Placement), Clinical Exercise, Art Workshop, Interactive learning, Study visits, Study / creation, project, creation, project. Etc. <i>The supervised and unsupervised workload per activity is indicated here, so that total workload per semester complies to ECTS standards.</i>	Activity	Workload/semester
	Lectures	40
	Case studies	20
	Bibliographic search & analysis	30
	Project 1	40
	Project 2	57.5
	Total	187.5
STUDENT EVALUATION <i>Description of the evaluation process</i> Assessment Language, Assessment Methods, Formative or Concluding, Multiple Choice Test, Short Answer Questions, Essay Development Questions, Problem Solving, Written Assignment, Essay / Report, Oral Exam, Presentation in audience, Laboratory Report,	1st team project (15%) 2nd team project (25%) Case studies (0%) Exams (40%)	

Clinical examination of a patient, Artistic interpretation, Other/Others

Please indicate all relevant information about the course assessment and how students are informed

5. SUGGESTED BIBLIOGRAPHY

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ANNEX OF THE COURSE OUTLINE

Alternative ways of examining a course in emergency situations

Teacher (full name):	Efi Tsitskari
Contact details:	etsitska@phyed.duth.gr
Supervisors: (1)	Yes
Evaluation methods: (2)	Written exams though distance learning methods
Implementation Instructions: (3)	<p>The course's exams will be held for all its students, on the exam day that will be set, at 21:00 and for just one hour.</p> <p>The examination will be conducted through M.S. Teams. The link will be sent to students via e-class exclusively to the institutional accounts of those who have registered for the course and have taken note of the distance learning terms.</p> <p>Students must log in to the exam room through their institutional account, otherwise they will not be able to participate. They will also participate in the examination with a camera which they will have open during the examination. Before the start of the exam, students will show their ID to the camera so that they can be identified.</p> <p>Each student will have to answer 4 questions that combine theory with practice.</p>

- (1) Please write YES or NO
- (2) Note down the evaluation methods used by the teacher, e.g.
- *written assignment* or/and exercises
 - written or oral examination with distance learning methods, provided that the integrity and reliability of the examination are ensured.
- (3) In the **Implementation Instructions** section, the teacher notes down clear instructions to the students:

a) in case of **written assignment and / or exercises**: the deadline (e.g. the last week of the semester), the means of submission, the grading system, the grade percentage of the assignment in the final grade and any other necessary information.

b) in case of **oral examination with distance learning methods**: the instructions for conducting the examination (e.g. in groups of X people), the way of administration of the questions to be answered, the distance learning platforms to be used, the technical means for the implementation of the examination (microphone, camera, word processor, internet connection, communication platform), the hyperlinks for the examination, the duration of the exam, the grading system, the percentage of the oral exam in the final grade, the ways in which the inviolability and reliability of the exam are ensured and any other necessary information.

c) in case of **written examination with distance learning methods**: the way of administration of the questions to be answered, the way of submitting the answers, the duration of the exam, the grading system, the percentage of the written exam of the exam in the final grade, the ways in which the integrity and reliability of the exam are ensured and any other necessary information.

There should be an attached list with the Student Registration Numbers only of students eligible to participate in the examination.