

## COURSE OUTLINE

### 1. GENERAL

<b>SCHOOL</b>	Physical Education & Sport Sciences		
<b>DEPARTMENT</b>	Physical Education & Sport Sciences		
<b>LEVEL OF STUDIES</b>	Master Degree		
<b>COURSE CODE</b>	<b>T106</b>	<b>SEMESTER</b>	<b>1<sup>st</sup></b>
<b>COURSE TITLE</b>	UNDERSTANDING THE SPORT CONSUMER – DEVELOPMENT OF MARKETING PRACTICES IN SPORTS		
<b>PROFESSOR</b>	Efi Tsitskari		
<b>TEACHING ACTIVITIES</b> <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>		<b>TEACHING HOURS PER WEEK</b>	<b>ECTS CREDITS</b>
		3	7.5
<i>Please, add lines if necessary. Teaching methods and organization of the course are described in section 4.</i>			
<b>COURSE TYPE</b> <i>Background, General Knowledge, Scientific Area, Skill Development</i>	SCIENTIFIC AREA		
<b>PREREQUISITES:</b>	NO		
<b>TEACHING &amp; EXAMINATION LANGUAGE:</b>	GREEK ENGLISH IN ERASMUS STUDENTS		
<b>COURSE OFFERED TO ERASMUS STUDENTS:</b>	YES		
<b>COURSE URL:</b>	<a href="https://eclass.duth.gr/courses/PHYED7B101/">https://eclass.duth.gr/courses/PHYED7B101/</a>		

### 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 purpose of the course is to provide students with knowledge related to sports marketing and its application in sports services, exercise, event management and sports recreation. There is a thorough analysis of marketing research, the importance of understanding and serving the sports consumer and the elements that make up the so-called marketing pyramid. Consumer behavior in sports, research methods, as well as the relevant theories that interpret it are analyzed in depth.

During the lectures, students will have the opportunity to apply the basic principles and theories in practice, through case studies, assignments and data collection in the context of a market research application. The goal is to develop skills in utilizing research tools and the marketing mix in sporting events and organizations.

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

- know the usefulness and function of marketing in the organization of sporting events,
- can distinguish the separate elements of the marketing mix and how they are linked for the desired effect,
- Gather information about the sports consumer, to seek his/her understanding thus ensuring the provision of services that will satisfy him/her,
- Carry out small-scale marketing research
- Synthesize information from the external & internal market environment, formulating innovative or new proposals
- apply to a certain 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 Production of new research ideas	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
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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 sport & recreation
2. Understanding the sport consumer
3. Sponsorship: The case of Adidas
4. Practices in sport sponsorship
5. Price
6. Promotion
7. Place
8. Sports recreation: the case of running events
9. Licensing of the sports product/service
10. Corporate Responsibility in sport & recreation – Ethics
11. Public and social relations
12. Team work presentations
13. Team work presentations

### 4. LEARNING & TEACHING METHODS - EVALUATION

<b>TEACHING METHOD</b> <i>Face to face, Distance learning, etc.</i>	Face to face Distance learning: synchronous Distance learning: asynchronous Case studies	
<b>USE OF INFORMATION &amp; COMMUNICATIONS TECHNOLOGY (ICT)</b> <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	
<b>TEACHING ORGANIZATION</b> <i>The ways and methods of teaching are described in detail. Lectures, Seminars, Laboratory Exercise, Field Exercise, Bibliographic research &amp; analysis, Tutoring, Internship (Placement), Clinical Exercise, Art Workshop, Interactive learning, Study visits, Study / creation, project, creation, project. Etc.  The supervised and unsupervised workload per activity is indicated here, so that total workload per semester complies to ECTS standards.</i>	<b>Activity</b>	<b>Workload/semester</b>
	Lectures	40
	Case studies	20
	Bibliographic search & analysis	30
	Project 1	40
	Project 2	57.5
	<b>Total</b>	<b>187.5</b>
<b>STUDENT EVALUATION</b>		

#### Description of the evaluation process

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

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

1st team project (15%)  
2nd team project (25%)  
Case studies (0%)  
Exams (40%)

## 5. SUGGESTED BIBLIOGRAPHY

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17. Κώστα Γ., Ματσούκα Ο., Τσίτσικαρη Ε., & Τριγώνης Ι. (2015). *Αθλητική Ψυχαγωγία & Αναψυχή*. Σύνδεσμος Ελληνικών Ακαδημαϊκών Βιβλιοθηκών, Αθήνα.
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## ANNEX OF THE COURSE OUTLINE

### Alternative ways of examining a course in emergency situations

<b>Teacher (full name):</b>	Efi Tsitskari
<b>Contact details:</b>	<a href="mailto:etsitska@phyed.duth.gr">etsitska@phyed.duth.gr</a>
<b>Supervisors: (1)</b>	Yes
<b>Evaluation methods: (2)</b>	Written exams though distance learning methods
<b>Implementation Instructions: (3)</b>	<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.