

2019.HS

<b>Module Name: Sports Marketing</b>			
Module Code	w.BA.XX.2SpMa.XX		
Module Description	The module teaches students the skills to detect and classify specific processes and activities of sports marketing (both marketing of sports and use of sports for marketing) analytically and to develop their own marketing and sponsorship concepts. In addition, some job profiles concerning various sport marketing roles are also taught.		
Program and Specialization	<ul style="list-style-type: none"> <li>§ Business Administration - Accounting, Controlling, Auditing</li> <li>§ Business Administration - Banking and Finance</li> <li>§ Business Administration - Banking and Finance (FLEX)</li> <li>§ Business Administration - Banking and Finance (PIE)</li> <li>§ Business Administration - Economics and Politics</li> <li>§ Business Administration - General Management</li> <li>§ Business Administration - Risk and Insurance</li> </ul>		
Legal Framework	Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009		
Module Category	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;"><b>Module Type:</b> Compulsory Elective</td> <td style="width: 50%;"><b>Program Phase:</b> Main Study Period</td> </tr> </table>	<b>Module Type:</b> Compulsory Elective	<b>Program Phase:</b> Main Study Period
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ECTS	3		
Organizational Unit	W Institut für Marketing Management Ltg.		
Module Coordinator	Marcel Hüttermann (huet)		
Deputy Module Coordinator	Frank Hannich (hanf)		
Prerequisite Knowledge	Business Administration 1, basic marketing courses		
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> <li>§ Professional Competence</li> <li>§ Methodological Competence</li> <li>§ Social Competence</li> <li>§ Self-Competence</li> </ul>		
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> <li>Professional Competence <ul style="list-style-type: none"> <li>§ Knowing and Understanding Content of Theoretical and Practical Relevance</li> <li>§ Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance</li> <li>§ Evaluate Content of Theoretical and Practical Relevance</li> </ul> </li> <li>Methodological Competence <ul style="list-style-type: none"> <li>§ Problem-Solving &amp; Critical Thinking</li> <li>§ Scientific Methodology</li> <li>§ Work Methods, Techniques, and Procedures</li> <li>§ Information Literacy</li> <li>§ Creativity &amp; Innovation</li> </ul> </li> <li>Social Competence <ul style="list-style-type: none"> <li>§ Written Communication</li> <li>§ Oral Communication</li> <li>§ Teamwork &amp; Conflict Management</li> <li>§ Intercultural Insight &amp; Ability to Change Perspective</li> </ul> </li> <li>Self-Competence <ul style="list-style-type: none"> <li>§ Self-Management &amp; Self-Reflection</li> <li>§ Ethical &amp; Social Responsibility</li> <li>§ Learning &amp; Change</li> </ul> </li> </ul>		
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> <li>§ understand the particular characteristics and organization of the sports market.</li> <li>§ recognize the different perspectives of sports marketing.</li> <li>§ know how to assess the influence of external factors on their brand-marketing activities and exploit them for profit.</li> <li>§ recognize concepts for organizing sports projects, sports events, and their financing.</li> <li>§ recognize job profiles concerning sport marketing.</li> <li>§ are able to recognize and utilize the potential of customer loyalty in the sports market.</li> </ul>		
Module Content	<ul style="list-style-type: none"> <li>§ The differences between marketing of/in sport and marketing in/through sport</li> <li>§ Brand management in sport</li> <li>§ Brand communication in sport</li> <li>§ International sports marketing</li> <li>§ CRM in the sports sector</li> <li>§ Sponsoring</li> <li>§ International sports marketing</li> <li>§ Trends in sports marketing</li> </ul>		

Links to other modules	-		
Methods of Instruction	§ Lecture § Case Studies § Exercises § Project Work § Literature Review	<b>Social Settings Used:</b> Group Work	
Digital Resources	Reader		
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>
Large Class	-	-	
Small Class	28 h	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
<b>Total</b>	<b>28 h</b>	<b>0 h</b>	<b>62 h</b>
Performance Assessment			
<b>End-of-module exam</b>	<b>Form</b>	<b>Length (min.)</b>	<b>Weighting</b>
-	-	-	-
<b>Permitted Resources</b>	-		
<b>Others</b>			
	<b>Assessment</b>	<b>Length (min.)</b>	<b>Weighting</b>
Talk/oral presentation	Grade	20	100,00 %
Classroom Attendance Requirement	For the groups presenting their performance assessment, attendance is mandatory on that day.		
Language of Instruction/Examination	German		
Compulsory Reading	Selected scientific articles		
Recommended Reading	Documentation from guest lecturers, selected scientific contributions		
Comments	-		