



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Sports Marketing							
Course Code		SYB224		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The aim of this course is to explain the concepts of sports industry, sports product, sports consumer and sports marketing and to interpret them with marketing communication perspective.							
Course Content		Marketing communication, Branding in sport and discussing the future of sport marketing.							
Work Placement		N							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Problem Solving					
Name of Lecturer(s)		Assoc. Prof. Hasan ULUKAN							

Prerequisites & Co-requisites

ECTS Requisite	45
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Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Argan M., Katirci H. (2002). Sports Marketing, Nobel Publication
2	Bernard Mullin, Stephen Hardy, William Sutton (2014) Sport Marketing, Human Kinetics
3	Shilbury D., Westerbeek H., Quick S., Funk D. (2009) Strategic Sport Marketing. Allen and Unwin, Sydney
4	Shank M. (1999). Sport Marketing. Prentice Hall. New Jersey
5	Michael Fetchko, Donald P. Roy, Kenneth E. Clow (2012) Sports Marketing, Routledge; First edition
6	Aaron C. T. Smith , Bob Stewart (2015) Introduction to Sport Marketing, Routledge

Week	Weekly Detailed Course Contents	
1	Theoretical	Basic concepts about marketing; development stages of marketing; marketing functions
2	Theoretical	Decision making in marketing; marketing planning; marketing management process; environmental conditions of marketing; internal and external conditions; general environmental conditions; buying behaviors
3	Theoretical	Hedef pazar kararları; pazarlama karma elemanlarına ilişkin kararlar; ürün kararları, fiyat kararları, dağıtım kararları, tutundurma kararları
4	Theoretical	Advertisement and sponsorship
5	Theoretical	Supervision of marketing activities, developments in marketing understanding, elements of modern marketing understanding
6	Theoretical	Pricing strategies in sport
7	Theoretical	Competitive marketing strategies, consumer behavior
8	Intermediate Exam	Midterm
9	Theoretical	Public Relations in Sports Marketing
10	Theoretical	Promotion in sport
11	Theoretical	Sports marketing in terms of social marketing, features of sports services
12	Theoretical	Factors affecting sports demand
13	Theoretical	Coordinating and controlling marketing mix
14	Theoretical	General review and discussion
15	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	3	56
Individual Work	1	10	1	11



Midterm Examination	1	2	2	4
Final Examination	1	2	2	4
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To comprehend the unique aspects of sport marketing
2	To understand the sport marketing management
3	To understand decision making process of sport consumers
4	To design and conduct a research related to sport marketing
5	To create and develop a sport product
6	To formulate applicable sport marketing mix strategies

Programme Outcomes (Sports Management)

1	1. To be able to explain the elements of management and organization and to apply the functions of management in sports organizations
2	2. To be able to understand the interdisciplinary and the multidisciplinary nature of the field of sport management.
3	3. To be able to comprehend the knowledge, skills and values related to the management of the general business areas in addition to sports industry at the top-level.
4	4. To be able to define and explain internal and external factors that shape and influence the sports in our country and the World.
5	5. To be able to comprehend and interpret the technical strategies and the managerial skills of the branch of sports chosen.
6	The skill of creating, applying and interpreting the plans of project and program
7	7. To be able to develop strategies financially for the sports organizations, to evaluate the budgets, the sources of income and the expenses
8	8. To be able to comprehend and interpret how the ethical principles influence the process of financial, marketing and administrative decision-making at the sports organizations
9	9. To be able to know the basic principles and methods of the sports marketing at the national and international level
10	10. To be able to understand the qualitative and quantitative analysis and be able to use them effectively

