



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Sports Marketing							
Course Code		BSÖ589		Couse Level		Second Cycle (Master's Degree)			
ECTS Credit	7	Workload	176 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Promotion and marketing, the basic principles and its sports relation.							
Course Content		The definition of sports marketing, national and international sports organizations, sports products and features, sports marketing components (product, location, price, promotion, public relations) sports and consumer decision making, sports and consumer marketing in the sports organization management, sport organization, sponsorship							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	Spor Pazarlaması Metin Argan, Hakan Katırcı 2002, nobel yayınevi
2	Spor pazarlaması, makale, NWSA 2010 Ekmekci R., Ekmekci A.

Week	Weekly Detailed Course Contents	
1	Theoretical	Definition, purpose, content of the course/ Developments at marketing perception
2	Theoretical	Size of sport marketing /Sport marketing in social marketing
3	Theoretical	Specialty of sport services
4	Theoretical	Comparison of public and private sector services
5	Theoretical	Marketing of watched sport/ Marketing of athlete/ Marketing via sport
6	Theoretical	Factors affecting sport demand
7	Theoretical	Designation of optimum combination of marketing component in marketing of widespread sport programme
8	Intermediate Exam	midterm study
9	Theoretical	Marketing plan for widespread sport programme
10	Theoretical	Marketing application at NBA
11	Theoretical	Marketing application at Formula 1
12	Theoretical	Marketing example via sport
13	Theoretical	Marketing exampla via football clubs
14	Theoretical	Marketing exampla via athlete
15	Theoretical	Marketing exampla via nature sports
16	Final Exam	final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	5	5	140
Individual Work	4	4	4	32
Midterm Examination	1	1	1	2
Final Examination	1	1	1	2
Total Workload (Hours)				176
[Total Workload (Hours) / 25*] = ECTS				7

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	Students Gain the capability of analysing marketing questions
2	Students Gain planning and applying capabilities on marketing of sport organizations
3	Students Determine the impacts of marketing on sports management and financing
4	Students Know and use the concepts related to marketing and sports marketing
5	Students will have information about the structure of sports clubs.

Programme Outcomes (*Physical Education and Sports Master*)

1	Uses application and problem solving skills in interdisciplinary studies.
2	Develops basic scientific knowledge and attitude appropriate to body and sport.
3	Interpret the results of test development and measurement for the development of individuals in physical education and sport.
4	Explains the scientific methods in physical education and sports.
5	o follow national and international developments in the field and maintain professional development.
6	Beden eğitimi ve spor örgütlerinin örgüt iklimi ve kültürünü tanımlar.

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P1	2	2	3	3	2
P2	2	3	2	2	3
P3	3	1	1	2	1
P4	3	1	2	1	2
P5	1	2	1	2	4
P6	2	3	2	4	3

