

Syllabus

Course description

Course title	Sport Marketing and Sponsorship
Course code	30186
Scientific sector	SECS-P/08
Degree	Tourism, Sport and Event Management
Semester and academic year	1 st Semester, 2025/2026
Year	3 rd study year
Credits	6
Modular	NO

Total lecturing hours	36
Total lab hours	-
Total exercise hours	-
Attendance	Suggested, but not required
Prerequisites	No formal prerequisite is set, nevertheless prior knowledge of marketing is expected
Course page	https://www.unibz.it/it/faculties/economics-management/bachelor-tourism-sport-event-management/course-offering/

Specific educational objectives	<p>The course refers to the complementary educational activities.</p> <p>This course provides a comprehensive theoretical and practical understanding of sports marketing and sponsorship. The course covers the concepts, theoretical frameworks and marketing models specifically relevant to sports. The aim of the course is threefold: (1) provide students with a thorough understanding of the unique aspects of marketing sports; (2) encourage students to develop and use an experience-oriented mind-set when marketing sports; and (3) enable students to make sound sports marketing sponsorship decisions.</p> <p>After having successfully completed the course, students will be able to master the following skills: explain the concept of marketing management and discuss the special characteristics of sports marketing; use different methods for the identification of consumers' needs and demands, and discuss the main parameters that influence the buying behavior of the consumers of sports products and services; explain the principles of the sports market research; describe the process of sport consumer behavior positioning; analyze the concept, value and use of the marketing mix and draw comparisons between its elements; describe the role, function, objectives and strategies in relation to: the sport product, the pricing of the products, the distribution of the sports products, and</p>
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	the communication and promotion mix used for sports and sport events; develop and sell a sponsorship proposal; evaluate different sponsorship alternatives; assess sponsorship opportunities, activating the sponsorship, distinguish between piracy and ambush marketing and evaluate preventative measures; understand the need for post-event evaluation and be able to calculate the value of exposure and measures of market response.
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Lecturer	Prof. Serena Volo, Serena.Volo@unibz.it Campus Bruneck-Brunico, 1st floor, Office 1.10 https://www.unibz.it/en/faculties/economics-management/academic-staff/person/7585-serena-volo
Scientific sector of the lecturer	SECS-P/08
Teaching language	English
Office hours	https://www.unibz.it/en/timetable/?department=26&degree=13009%2C13134
List of topics covered	<p>Introduction to Sports marketing. Marketing through sports and marketing of sport.</p> <p>Product decision in sport marketing. Integrated marketing communications for sport. Pricing decisions in sports marketing. Distribution decisions in marketing. Relationship marketing in the business of sports. Marketing sustainability through sport. Environmental sustainability in sport: Current state and future trends.</p> <p>Sponsorship: Concepts, objectives, and components. Sponsorship foundation. Developing and Selling the Sponsorship Proposal. Assessment of sponsorship opportunities. Leveraging techniques for sponsorship. Ambush marketing. Sponsorship evaluation: identifying reasons for sponsorship failure and success. Special sponsorship forms: Venue Naming Rights, Licencing, Endorsement.</p> <p>Social media and big data in sport marketing and sponsorship. Ethical issues in sport marketing and sponsorship</p>
Teaching format	<p>This course will be taught through lectures, group activities and class-discussions:</p> <ul style="list-style-type: none"> - The theoretical background of sport marketing and sponsorship will be presented in lectures; - The practical application of this theoretical background will then be explored through class discussions, flipped-classroom activities, group works which will be conducted within the framework of short assigned case studies and additional, related practical exercises and reading assignments. <p>Appropriate professional behaviour is expected during class time.</p> <p>Proper ethical conduct and academic honesty is expected at all times.</p>

<p>Learning outcomes</p>	<p>Knowledge and understanding of:</p> <ul style="list-style-type: none"> - of the unique aspects of marketing and financing sports and events; - the theory and practice of an experience- oriented mind-set when marketing sports and events; - theories and tools of marketing through sports and events and marketing of sports; - diverse sponsorship approaches, concepts and applications; - sponsorship as a business model. <p>Ability to apply knowledge and understanding:</p> <ul style="list-style-type: none"> - to use different methods for the identification of consumers' needs and demands, and to discuss the main parameters that influence the buying behavior of the consumers of sports and events products and services. - to assist in developing sound sports and events market segmentation, targeting and product positioning. - to assist in developing marketing mix strategies and tools in the marketing through sports and events and the marketing of sports. - to develop and market sponsorship proposals. - to evaluate different sponsorship alternatives, including major advantages and disadvantages. - to develop and offer alternative basic forms of sponsorship opportunities, also within different industries. <p>Making judgments on the appropriate strategies, models and tools to allow a company to thrive in the sport marketing environment.</p> <p>Communication skills: leaning how properly communicate marketing concepts and tools both verbally and in written format.</p> <p>Learning skills: learning how to identify a variety of useful data sources, systematize them and use them for analytical purposes.</p>
<p>Assessment</p>	<p><u>For Attending Students</u> (regular attendance will be recorded by the lecturer, at least 50% of attendance is required to qualify as attending student)</p> <p>The knowledge and the skills learned throughout the course will be assessed with: two group assignments and a final written exam.</p>

	<ul style="list-style-type: none"> Two group assignments (20%+20%) will take place during the course, the dates will be communicated the first day of lectures and will be available in the reserve collection under Course Daily Activities. These group assignments will have the objective of evaluating the students' knowledge on the sport marketing theory and practice. The groups will be formed by the lecturer and only those students who have attended 50% of the lectures can take part to the group assignments. The <u>final written exam</u> (60%) will consist of three to five essay and/or open-ended questions aimed at testing the knowledge of sponsorship concepts, models, techniques, and tools acquired as well as the students' ability to apply this knowledge to a variety of sport market settings. The final exam will last up to 70 minutes. Active contribution to class discussion and activities is expected for each and every class and bonus points will be assigned as reward for high-level contributions. <p>Results of the intermediate project-works and bonus points are valid only for the academic year in which these activities have taken place, and results of these activities cannot be carried over beyond that time frame.</p> <p><u>For NON-Attending Students</u> (Students who will not attend at least 50% of classes or will be unable to complete the group assignments)</p> <p>The knowledge and the skills learned throughout the course will be assessed with: <u>a written exam (100%)</u>. The final exam will cover all topics, will include up to seven essays and/or open-ended questions at testing the knowledge of marketing and management concepts, models, techniques, and tools acquired and the students' ability to apply it to a variety of market settings.</p> <p>The final exam will last up to 120 minutes.</p>
Assessment language	English
Evaluation criteria and criteria for awarding marks	<p>The students' learning outcomes will be evaluated as follows:</p> <p><u>For Attending Students</u> (regular attendance will be recorded by the lecturer, at least 50% of attendance is required to qualify as attending student)</p> <ul style="list-style-type: none"> The following criteria will be used to evaluate the <u>group assignment</u>: relevance and clarity of

	<p>answers, ability to summarize, evaluate, compare and contrast models, topics and data, presentation.</p> <ul style="list-style-type: none"> - The following criteria will be used to evaluate the <u>written exam</u>: relevance and clarity of answers, ability to summarize, evaluate, compare and contrast models, topics and data; creativity in sponsorship, skills in critical thinking, ability to summarize and communicate findings. <p>Results of the intermediate project works and bonus points are valid only for the academic year in which these activities have taken place, and results of these activities cannot be carried over beyond that time frame.</p> <p><u>For NON-Attending Students</u> (Students who will not attend classes or will be unable to complete the project work)</p> <ul style="list-style-type: none"> - The following criteria will be used to evaluate the <u>written exam</u>: relevance and clarity of answers, ability to summarize, evaluate, compare and contrast models, topics and data; creativity in sponsorship, skills in critical thinking, ability to summarize and communicate findings. <p><u>General information on assessment:</u></p> <ul style="list-style-type: none"> - Participation to lectures is highly recommended. - During the written examinations students are not allowed to use/consult books and/or any other teaching/learning material. - Proper ethical conduct and academic honesty is expected by all students at all times. Students are expected to produce and submit personally created academic work. - Any student discovered plagiarizing, engaging in academic dishonesty, or in any other dishonest conduct will fail the course and the regulations of the Faculty on academic misconduct will apply.
<p>Required readings</p>	<p>TEXTBOOK: Sports Marketing. Fullerton S. (2007 or latest edition). McGraw-Hill.</p> <p>ARTICLES: Selected scientific articles, website links and industry reports will be indicated during the lectures and will be available on the Reserve Collection and on TEAMS.</p> <p><u>Lecture notes, selected readings and case studies</u> will be available on the Reserve Collection and on TEAMS.</p> <p>To prepare for the exam students must use all above materials and non-attending students should make the effort to access their colleagues' notes and meet with the lecturer at least one month before the date of the exam in order to obtain proper guidance.</p>

	DAILY SCHEDULE OF ACTIVITIES (topics, readings, chapters) is available on the Reserve Collection and on TEAMS.
Supplementary readings	Additional readings will be provided via the Reserve Collection in the form of scientific articles, website links and industry reports.