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## Sports Sponsorship and Marketing

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**HEAD OF THE COURSE: MICHAEL COOPER, LL.M INTERNATIONAL SPORTS LAW**

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**LANGUAGE OF INSTRUCTION: ENGLISH**

**ECTS CREDITS: 3 ECTS**

**CONTACT HOURS: 15 HOURS**

**TOTAL STUDENT WORKLOAD: 45 HOURS**

**REQUIRED KNOWLEDGE:**

- General marketing skills

**PRESENTATION OF THE COURSE AND GENERAL OBJECTIVES:**

This course looks at the key dynamics of sponsorship from an economic and marketing point of view within the context of sport business. Key concepts and differences between professional club sponsorship and sports federation sponsorship will be covered, with an overview of how digital platforms have revolutionized everyday practices.

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**LEARNING OBJECTIVES :**

**AT THE END OF THE COURSE PARTICIPANTS**

- Will be able to identify and critically analyse the specific marketing strategies of sporting organisations
  - Will understand the sponsorship and marketing challenges facing sports organisations today
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### ASSESSMENT

TYPE	DURATION	% WEIGHT IN FINAL MARK
Case study	3 hours	100%

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### DETAILS ON THE ASSESSMENT METHODS

Case study to be confirmed

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## **COURSE STRUCTURE**

Information about topics and assignments may be modified by teachers during the courses.

SESSION	TYPE	DURATION	TOPICS	ASSIGNMENTS
01	Brand activation	3 hrs		
02	Sponsorship	3hrs		
03	Ambush Marketing	3hrs		
04	Social Responsibility	3hrs		
05	Digital Marketing in sport - future challenges	3hrs		

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## **REFERENCES & BIBLIOGRAPHY**

**Routledge Handbook of Sports Marketing Edited by Simon Chadwick, Nicolas Chanavat and Michel Desbordes 2016**