

Subject card

Subject name and code	Sport Marketing, PG_00021080						
Field of study	Economics, International Economic Relations						
Date of commencement of studies	October 2023		Academic year of realisation of subject		2025/2026		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		Polish		
Semester of study	5		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Department of Transport Market -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Dariusz Tłoczyński				
	Teachers		dr hab. Dariusz Tłoczyński				
			dr Joanna Czerepko				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		0.0		0.0	30
Subject objectives	W: Student knows the difference between sports marketing and sports marketing Student can adapt marketing instruments to different segments of the sports market U: The student proposes solutions to selected problems of sports clubs The student evaluates promotional campaigns of sports eventsS: The student is cautious in drawing conclusions from specific sports problems The student assesses risks of introducing new marketing strategies						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSG3_K06] is ready to be guided in his/her professional life by business ethics and corporate social responsibility, to respect others and to be loyal to his/her employer	He is ready to be guided, in the course of performing duties related to sports business, by business ethics and corporate social responsibility, respect for colleagues, and loyalty to the employer.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[EKONL3_U04] can predict and forecast the course of economic and social processes and phenomena	He is able to anticipate the course of economic and social processes and phenomena, and to forecast these developments in the sports market.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[EKONL3_U06] uses the knowledge acquired in economics, finance and management to solve economic and social dilemmas arising in the professional context	He applies his knowledge of economics, finance, management, and marketing to implement marketing strategies in sports entities.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[EKONL3_W02] has advanced knowledge of the different types of existing business entities and organisations and public institutions	He has advanced knowledge of the roles of economic entities, organizations, and sports institutions in both domestic and international markets.	[SW1] oral statement/conversation/discussion
	[EKONL3_W04] knows the types of economic and social ties and the regularities governing them	He understands the types of economic and social relationships and the principles governing them, particularly in the context of interactions occurring in the sports market.	[SW1] oral statement/conversation/discussion
	[MSG3_W01] has an advanced knowledge of economic sciences, in particular of economics and its place in the system of sciences, including within related disciplines	He has advanced knowledge in the field of economic sciences, particularly in economics and marketing, and their place within the system of sciences, especially in relation to the sports market.	[SW1] oral statement/conversation/discussion
	[MSG3_W04] has an advanced knowledge of different types and essential elements of the structures of economic entities and organisations, and public institutions	He has advanced knowledge of the issues, types, and key elements of the structures of entities operating in the sports market.	[SW1] oral statement/conversation/discussion
	[MSG3_U01] can correctly interpret and explain economic and social phenomena, analyse their causes, course and connections between these phenomena using the acquired knowledge of economics, finance and international economic relations	He is able to correctly interpret and explain economic and social phenomena, analyze their causes, course, and interrelations, particularly those related to the use of marketing instruments in sports entities, drawing on his knowledge of economics, finance, and international relations.	[SU2] presentation/project/paper/report [SU5] implementation of a problem task [SU8] observation of student's independent or team work
	[MSG3_U04] uses the acquired theoretical knowledge in economics to analyse and evaluate the operation of economic entities on the international market, with particular emphasis on the European Union market	He applies his theoretical knowledge of economics to analyze and assess the functioning of sports entities and institutions in both domestic and international markets.	[SU2] presentation/project/paper/report [SU5] implementation of a problem task [SU8] observation of student's independent or team work
	[EKONL3_K06] is willing to be guided in his professional life by business ethics and corporate social responsibility, to respect others and to be loyal to his employer	He is ready to be guided, in the course of performing duties related to sports business, by business ethics and corporate social responsibility, respect for colleagues, and loyalty to the employer.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report

Subject contents	1. Course topics: The concept of contemporary sport and its determinants- Relationship between sport and business- Marketing through sport- Professionalisation and commercialisation of sport 2. Course topics: Characteristics of the sports market- Specific features of the sports market- Sports clubs as entities conducting marketing activities- Primary versus secondary sports market 3. Course topics: Products of sport- Infrastructure of sport- Club products - merchandising- Branding of sports organisations and brand strategies 4. Course topics: Promotion of sports organisations- Characteristics and scope of promotional activities- Forms of promotion used by sports organisations- Use of media in promotional marketing activities 5. Class topics: Sports sponsorship- Characteristics of sports sponsorship and its determinants- Scope of decisions made by the sponsor- Offer of sponsorship 6. Course topics: Sponsorship, patronage - branding process in sports - NATA 7. Class topics: Organisation of sports events - representative of the organiser of mass events 8. Class topics: Hospitality activities - technical excursion to the Polsat Plus Arena Gdańsk stadium 9. Class topics: Organisation of commercial events at sports facilities - technical excursion to the Ergo Arena hall 10. Class topics: The role of social media in the development of cooperation between fans and the football club - meeting with a representative of the football club		
Prerequisites and co-requisites	Requirements: knowledge of basic economic and marketing issues, ability to work in a group, willingness to acquire new knowledge on the implementation of sports marketing,		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	activity	51.0%	50.0%
	presentation	51.0%	50.0%
Recommended reading	Basic literature	W. Dees et al., Sports Marketing. Human Kinetic, 2022	
	Supplementary literature	M. Carson, Managers. How great football strategists think and work. Rebis Publishing House, Poznań. Marketing. Fundamentals and controversies. Edited by W. Żurawik, Published by UG, Gdańsk 2005	
	eResources addresses		
Example issues/ example questions/ tasks being completed	marketing strategy of a sports cluborganisation of sporting events		
Work placement	Not applicable		

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