

**Subject card**

<b>Subject name and code</b>	Sports Marketing and Brand Management in Sports, PG_00195013						
<b>Field of study</b>	Sport Management						
<b>Date of commencement of studies</b>	October 2026	<b>Academic year of realisation of subject</b>			2027/2028		
<b>Education level</b>	Bachelor's studies	<b>Subject group</b>			Obligatory subject group in the field of study Subject group related to scientific research in the field of study		
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	2	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	3	<b>ECTS credits</b>			5.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>			exam		
<b>Conducting unit</b>	Department of Marketing -> Faculty of Management -> Rector						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Liwia Delińska				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	30.0	30.0	0.0	0.0	0.0	60
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	60		2.0		63.0	125
<b>Subject objectives</b>	The aim of the course is to familiarise students with the specificity of marketing in sport and the principles of building and managing a brand in the sports market. The course develops the ability to analyse sports products, design brand strategy and identity (including athletes personal branding), and evaluate factors influencing brand value and development in a dynamic market environment.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZSSML3_U11] Can engage and collaborate in teams, assuming different roles.	Is able to cooperate and work in a team while developing a sports brand strategy concept, assuming different roles in the project process.	[SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
	[ZSSML3_W04] Has advanced knowledge and understanding of the roles, places, and behaviours of people in organisations and in the sports market—at the individual, group, and organisational levels.	Understands the role and importance of individual and group behaviour within a sports organisation and the sports market in the context of building and managing a sports brand.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[ZSSML3_U02] Can identify problems related to the functioning of an organisation, especially the sports market, the processes carried out within it, and its relations with the environment, and propose appropriate solutions.	Is able to identify problems related to building and managing a sports brand and propose appropriate solutions taking into account the specificity of the sports market and stakeholder relations.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[ZSSML3_W03] Has advanced knowledge and understanding of the nature and dynamics of the relationship between an organisation, particularly one operating in the sports market, and its stakeholders, as well as the phenomena, processes, and connections in the organisation's environment and their impact on its functioning.	Knows and understands the nature of relationships between a sports organisation and its stakeholders as well as the impact of the market environment on brand strategy and development.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
Subject contents	<ol style="list-style-type: none"> <li>1. Specificity of marketing in sport.</li> <li>2. Sports products and their development in the market.</li> <li>3. Segmentation of the sports market and sports brand audiences.</li> <li>4. Brand strategy and positioning in the sports market.</li> <li>5. Brand identity: values, personality, archetypes and visual identity.</li> <li>6. Brand equity and sports brand management.</li> <li>7. Sports brand development, rebranding and reputation management.</li> <li>8. Athlete personal branding and its commercialisation.</li> <li>9. Trends in sports marketing.</li> </ol>		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	written exam	51.0%	50.0%
	project and project presentation	51.0%	50.0%
Recommended reading	Basic literature	<ol style="list-style-type: none"> <li>1. A. Sznajder, Marketing sportu 2.0 w erze cyfrowej, Wydawnictwo Nieoczywiste, Warszawa 2021.</li> <li>2. D. Kubuj, Brand Equity. Metody badania siły marek, Wydawnictwo Naukowe PWN, Warszawa 2022.</li> <li>3. R. Jones, Branding, Wydawnictwo Uniwersytetu Łódzkiego, Łódź 2021.</li> <li>4. A. C. T. Smith, Introduction to Sport Marketing, Routledge, LondonNew York 2015.</li> </ol>	
	Supplementary literature	<ol style="list-style-type: none"> <li>1. K. Wadas, Strategia marki krok po kroku, czyli jak z marek małych zrobić wielkie, OnePress, Gliwice 2022.</li> <li>2. M. Skorek, Społeczność wokół marki, Polskie Wydawnictwo Ekonomiczne, Warszawa 2019.</li> <li>3. A. Chimkowska, Autentyczny personal branding, czyli silna marka osobista w praktyce, MT Biznes, Warszawa 2022.</li> <li>4. R. K. Miller, K. Washington, Sports Marketing 2022, 20th ed., Richard K. Miller &amp; Associates, Miramar, FL 2021.</li> </ol>	
	eResources addresses		

Example issues/ example questions/ tasks being completed	<ol style="list-style-type: none"><li>1. What elements constitute sports brand identity and what is their significance in the process of building a brand?</li><li>2. What contemporary trends influence the development of sports marketing and sports brand management?</li><li>3. Development of a brand strategy concept for a selected sports organisation.</li><li>4. Development of a personal brand strategy concept for a selected athlete.</li></ol>
Work placement	Not applicable

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