

SPORTS MARKETING, SPONSORSHIP AND MEDIA

1	Course Title:	SPORTS MARKETING, SPONSORSHIP AND MEDIA	
2	Course Code:	AEB0055	
3	Type of Course:	Optional	
4	Level of Course:	First Cycle	
5	Year of Study:	3	
6	Semester:	5	
7	ECTS Credits Allocated:	5.00	
8	Theoretical (hour/week):	3.00	
9	Practice (hour/week):	0.00	
10	Laboratory (hour/week):	0	
11	Prerequisites:		
12	Language:	Turkish	
13	Mode of Delivery:	Face to face	
14	Course Coordinator:	Öğr.Gör. TOLGA BAHADIR ŞİMŞEK	
15	Course Lecturers:		
16	Contact information of the Course Coordinator:	Öğr.Gör.Tolga Bahadır ŞİMŞEK tbsimsek@uludag.edu.tr 0224-711 27 81 Bursa Uludağ Üniversitesi İnegöl M.Y.O	
17	Website:		
18	Objective of the Course:	Sports marketing has many benefits such as increasing brand image, brand loyalty and brand awareness, creating income through TV broadcast revenues, sponsorships, player and jersey sales, and promoting sports.	
19	Contribution of the Course to Professional Development:	It contributes to the development of sports management in terms of business by contributing to the product, price, distribution and promotion planning of an individual who receives coaching training within sports management.	
20	Learning Outcomes:		
		1	What are the marketing mix elements?
		2	Sports Marketing and its components
		3	Factors affecting the development of the Sports Industry
		4	What is sponsorship? What are the contributions of sponsorship to sports organizations?
		5	Sports media elements
		6	Types of sports media
		7	Human resources in sports media
		8	Social media impact on sports organizations
		9	Social media impact on individual athlete development
		10	Current approaches in sports media
21	Course Content:		
		Course Content:	
Week	Theoretical	Practice	
1	sports marketing		
2	product in sports marketing		

3	sports marketing and pricing strategies	
4	sports marketing promotion and distribution	
5	sports industry	
6	Segmentation of sports marketing	
7	Brand and Image management	
8	Brand strategies	
9	Branding in Sports	
10	What is sponsorship?	
11	Sponsorship strategies in sports	
12	Sponsorship and financing	
13	Sports and media	
14	new media techniques	

22	Textbooks, References and/or Other Materials:	Ammon, R. and Stotlar, D. K. (2003). Contemporary Sports Management. (Editor: Parks, J. B., Quarterman, J.), Champaign: Human Kinetics. Argan, M. (2004). Sports Sponsorship Management. Ankara: Detay Publishing. Argan, M. and Katırcı, H. (2008). Sports Marketing. (2nd Edition), Ankara: Nobel Publishing. Basaran, K. (2009). "The Big Four Scored the First Goal in the Crisis, Spent 184 Million Euros on Transfer",
----	---	---

Activites	Number	Duration (hour)	Total Work Load (hour)
Theoretical	Callıca, R. L., & Stotlar, D. K. (1990). Sports Management, Career Strategies and Professional Career Development. Champaign: Human Kinetics Books.	42.00	42.00
Practicals/Labs	0	0.00	0.00
Self study and preperation	Illinois: Human Kinetics Books.	42.00	42.00
Homeworks	Cemalciler, I. (1996). Marketing (Concepts and Decisions). Ankara: Detay Publishing.	20.00	40.00
Projects	Devocioğlu, S. (2004). "Economic Dimension of Sports", TSE	0.00	0.00
Field Studies	0	0.00	0.00
Midterm exams	42.00	10.00	10.00
Others	Devocioğlu, S. (2005). "Development of Sports Sector in Turkey", TSE	0.00	0.00
Final Exams	Research Center, Archive, www.tesam.org	20.00	20.00
Total Work Load	Fried, G., Shapiro, S. J. & Deschriver, T. D. (2003). Sport Management. Champaign: Human Kinetics.		154.00
Total work load/ 30 hr	Fullerton, S. (2007). Sports Marketing. (International Edition) Irwin: McGraw Hill		5.13
ECTS Credit of the Course			5.00
	Present Stituation and Future Expectation", Journal of Sport Management, 11 (4), 342-34		

23	Assesment	
TERM LEARNING ACTIVITIES	NUMBER	WEIGHT
Midterm Exam	1	40.00
Quiz	0	0.00
Home work-project	0	0.00
Final Exam	1	60.00
Total	2	100.00
Contribution of Term (Year) Learning Activities to Success Grade		40.00

Contribution of Final Exam to Success Grade	60.00
Total	100.00
Measurement and Evaluation Techniques Used in the Course	test exam
24	ECTS / WORK LOAD TABLE

25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16
ÖK1	3	4	2	3	3	3	2	4	4	4	0	0	0	0	0	0
ÖK2	2	3	4	1	4	2	4	2	1	4	0	0	0	0	0	0
ÖK3	3	4	5	1	2	3	4	1	4	4	0	0	0	0	0	0
ÖK4	1	5	4	2	2	3	4	5	2	1	0	0	0	0	0	0
ÖK5	2	5	3	2	3	4	5	4	3	1	0	0	0	0	0	0
ÖK6	2	1	3	3	4	5	3	2	1	3	0	0	0	0	0	0
ÖK7	3	2	1	5	4	3	2	1	4	5	0	0	0	0	0	0
ÖK8	3	1	5	1	4	3	2	1	4	5	0	0	0	0	0	0
ÖK9	3	1	4	3	1	4	5	3	1	3	0	0	0	0	0	0
ÖK10	2	5	1	3	3	4	2	5	4	4	0	0	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																
Contribution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			