

## COURSE OUTLINE ENTREPRENEURSHIP & MARKETING IN SPORTS

### 1. GENERAL

<b>SCHOOL</b>	PHYSICAL EDUCATION, SPORT SCIENCE AND OCCUPATIONAL THERAPY		
<b>DEPARTMENT</b>	PHYSICAL EDUCATION AND SPORT SCIENCE		
<b>LEVEL OF STUDIES</b>	ISCED level 6 – Bachelor's or equivalent level		
<b>COURSE CODE</b>	C171	<b>SEMESTER</b>	7 <sup>th</sup> – 8 <sup>th</sup>
<b>COURSE TITLE</b>	ENTREPRENEURSHIP & MARKETING IN SPORTS		
<b>TEACHING ACTIVITIES</b> <i>If the ECTS Credits are distributed in distinct parts of the course e.g. lectures, labs etc. If the ECTS Credits are awarded to the whole course, then please indicate the teaching hours per week and the corresponding ECTS Credits.</i>		<b>TEACHING HOURS PER WEEK</b>	<b>ECTS CREDITS</b>
		3	6
<i>Please, add lines if necessary. Teaching methods and organization of the course are described in section 4.</i>			
<b>COURSE TYPE</b> <i>Background, General Knowledge, Scientific Area, Skill Development</i>	SKILL DEVELOPMENT		
<b>PREREQUISITES:</b>	None		
<b>TEACHING &amp; EXAMINATION LANGUAGE:</b>	Greek English for Erasmus students		
<b>COURSE OFFERED TO ERASMUS STUDENTS:</b>	YES		
<b>COURSE URL:</b>	<a href="https://eclass.duth.gr/courses/KOM02441/">https://eclass.duth.gr/courses/KOM02441/</a>		

### 2. LEARNING OUTCOMES

#### Learning Outcomes

*Please describe the learning outcomes of the course: Knowledge, skills and abilities acquired after the successful completion of the course.*

Upon successful completion of the course, students will be able to:

- *carry out a small-scale market survey*
- *can identify potential target groups and develop the marketing mix to their satisfaction*
- *develop their own marketing personnel,*
- *write a CV and prepare for an interview*
- *have an understanding of what constitutes a business mindset*
- *formulate a small-scale marketing plan*

#### General Skills

*Name the desirable general skills upon successful completion of the module*

*Search, analysis and synthesis of data and information,  
ICT Use*

*Adaptation to new situations*

*Decision making*

*Autonomous work*

*Teamwork*

*Project design and management*

*Equity and Inclusion*

*Respect for the natural environment*

*Sustainability*

*Demonstration of social, professional and moral responsibility  
and sensitivity to gender issues*

<i>Working in an international environment</i>	<i>Critical thinking</i>
<i>Working in an interdisciplinary environment</i>	<i>Promoting free, creative and inductive reasoning</i>
<i>Production of new research ideas</i>	

  

<ul style="list-style-type: none"> <li>• <i>Search, analysis and synthesis of data and information, ICT use</i></li> <li>• <i>Decision making</i></li> <li>• <i>Teamwork</i></li> <li>• <i>Sustainability</i></li> <li>• <i>Demonstration of social, professional and moral responsibility and sensitivity to gender issues</i></li> <li>• <i>Critical thinking</i></li> <li>• <i>Promoting free, creative and inductive reasoning</i></li> </ul>
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### 3. COURSE CONTENT

<ol style="list-style-type: none"> <li>1. <i>Formatting a CV</i></li> <li>2. <i>Preparing for an interview</i></li> <li>3. <i>Business mindset and principles</i></li> <li>4. <i>Marketing research in sport</i></li> <li>5. <i>Branding of the sports product</i></li> <li>6. <i>Principles of pricing of the sports product</i></li> <li>7. <i>Distribution of the sports product</i></li> <li>8. <i>Promotion of the sports product</i></li> <li>9. <i>Formulation and presentation of a marketing plan</i></li> <li>10. <i>Communication &amp; Public Relations in sport</i></li> <li>11. <i>Career Day</i></li> <li>12. <i>Project Presentations</i></li> <li>13. <i>Project Presentations</i></li> </ol>
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### 4. LEARNING & TEACHING METHODS - EVALUATION

<b>TEACHING METHOD</b> <i>Face to face, Distance learning, etc.</i>	Face to face	
<b>USE OF INFORMATION &amp; COMMUNICATIONS TECHNOLOGY (ICT)</b> <i>Use of ICT in Teaching, in Laboratory Education, in Communication with students</i>	Use of ICT in teaching and communication with students: <ul style="list-style-type: none"> <li>- Digital slides</li> <li>- Videos</li> </ul> MS Teams/e-class, webmail	
<b>TEACHING ORGANIZATION</b> <i>The ways and methods of teaching are described in detail.</i> <i>Lectures, Seminars, Laboratory Exercise, Field Exercise, Bibliographic research &amp; analysis, Tutoring, Internship (Placement), Clinical Exercise, Art Workshop, Interactive learning, Study visits, Study / creation, project, creation, project. Etc.</i>  <i>The supervised and unsupervised workload per activity is indicated here, so that total workload per semester complies to ECTS standards.</i>	<b>Activity</b>	<b>Workload/semester</b>
	Teaching	39
	Team project	30
	Intermediate test	21
	Career Day	20
	Exams	40
	<b>TOTAL</b>	<b>150</b>

STUDENT EVALUATION	
<p><i>Description of the evaluation process</i></p> <p><i>Assessment Language, Assessment Methods, Formative or Concluding, Multiple Choice Test, Short Answer Questions, Essay Development Questions, Problem Solving, Written Assignment, Essay / Report, Oral Exam, Presentation in audience, Laboratory Report, Clinical examination of a patient, Artistic interpretation, Other/Others</i></p> <p><i>Please indicate all relevant information about the course assessment and how students are informed</i></p>	Creating a cv 5%
	Team project 35%
	Intermediate test 20%
	Final exams 40%

## 5. SUGGESTED BIBLIOGRAPHY

1. Funk, Dc., Alexandris, K. & Mcdonald, H. (2024). *Consumer Behavior. Marketing Strategies. Christodoulidi*
2. Dessler, G. (2015). *Human Resource management. Kritiki, Athens*
3. Lagoudaki, G., Tsitskari, E., Karagiorgos, T., Yfantidou, G., Tzetzis, G., & Tsiotras, G. (2024). *Corporate Social Responsibility and Consumer Behavior in Sports: Exploring and Adapting a Participatory Sports Scale. Sustainability, 16(14), 5825.*
4. Matic, R.M., Karagiorgos, T., Maksimovic, N., Alexandris, K., Bujkovic, R. & Drid, P. (2021). *Testing the influence of destination image and event quality on athletes' intentions to re-visit the city: a case study of the 2017 World youth & juniors' sambo championships. Managing Sport & Leisure, 25(5), 390-401*
5. Neck, H.M., Neck, C.P. & Murray, E.L. (2020). *Entrepreneurship. Strategies and Mindsate. Kritiki, Athebs*
6. Paschalidou, K., Tsitskari, E., Alexandris, K., Karagiorgos, T., & Filippou, D. (2024). *Conceptualizing ethics positions of health and fitness managers: an empirical investigation in Greece. Retos: nuevas tendencias en educación física, deporte y recreación, (51), 398-407.*
7. Paschalidou, K., Tsitskari, E., Alexandris, K., Karagiorgos, T., & Filippou, D. (2023). *Segmenting Fitness Center Customers: Leveraging Perceived Ethicality for Enhanced Loyalty, Trust, and Word-of-Mouth Communication. Sustainability, 15(22), 16131.*
8. Polyakova, O., Karagiorgos, T., Anagnostopoulos, C., & Alexandris, K. (2024). *Testing the relationships among involvement, sponsorship perceived fit and intention to purchase sponsors' products: The case of esports tournament viewers. International Journal of Sports Marketing and Sponsorship.*
9. Tsiotsou, R. (2020). *Sports Marketing. . Paschalidis*

## ANNEX OF THE COURSE OUTLINE

### Alternative ways of examining a course in emergency situations

<b>Teacher (full name):</b>	Efi Tsitskari
<b>Contact details:</b>	etsitska@phyed.duth.gr
<b>Supervisors:</b>	Yes
<b>Evaluation methods:</b>	<div>Creating a cv 5%</div> <div>Team project 35%</div>

	<p>Intermediate test    20%</p> <p>Final exams            40%</p>
<b>Implementation Instructions:</b>	<p>The preparation of the CVs will be based on the instructions given to the students in the lectures.</p> <p>The group projects will be presented in the classroom in the form of short marketing plans</p> <p>The mid-term exam will be in the form of multiple choice and True-False</p> <p>The written examination will be in the form of multiple choice, True-False and open questions.</p>