

Sports Marketing

(1) GENERAL

SCHOOL	SCHOOL OF INFORMATION SCIENCES & TECHNOLOGY		
ACADEMIC UNIT	DEPARTMENT OF STATISTICS		
LEVEL OF STUDIES	POSTGRADUATE		
COURSE CODE		TRIMESTER	2 OR 5
COURSE TITLE	Sports Marketing		
INDEPENDENT TEACHING ACTIVITIES		WEEKLY TEACHING HOURS	CREDITS
		3	5
		30	5
COURSE TYPE	Specialization in Sports Data Science		
PREREQUISITE COURSES:			
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	ENGLISH		
COURSE DELIVERY METHOD	Distance		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBSITE (URL)	https://cloud.aueb.gr/index.php/s/FAZDHyXwaTYwKHC		

(2) LEARNING OUTCOMES

Learning outcomes
- Understand core marketing principles and their application in sports. - Learn sports marketing practices for events, teams, athletes, and products/services. - Analyze sports consumer behavior and decision-making factors. - Apply market research methods in the sports context. - Design and promote sports programs and communication strategies. - Develop skills in creating and managing sponsorship programs. - Enhance strategic promotion and commercial utilization of sports organizations and events.
General Competences
- Adaptability to new situations. - Promotion of independent, creative, and analytical thinking. - Decision-making skills.

(3) SYLLABUS

The purpose of the course is to familiarize students with the application of marketing principles and functions in the sports sector. Through the course, students analyze and gain deeper insight into topics and practices related to sports events, teams, athletes,
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and sports products or services. Emphasis is placed on understanding sports consumer behavior, the importance and methods of market research, and the creation and promotion of both sports programs and sponsorship initiatives.

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Distance	
METHOD AND FREQUENCY OF COMMUNICATING WITH THE STUDENTS	Remotely via email and through weekly office hours (and whenever necessary) via teleconferencing or in-person office visits.	
ENSURING COMMUNICATION AMONG STUDENTS	Teleconference, Chat via eclass and/ or TEAMS, and QA sessions	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY	MS Teams, e-class, MS Outlook, R, Python, WayGround or Kahoot educational games and quizzes	
REQUIRED EQUIPMENT AND TECHNOLOGY KNOWLEDGE	Camera, mic, PC, MS Office, and TEAMS	
COURSE POLICY ON PLAGIARISM AND PLAGIARISM DETECTION TOOLS	Turnitin	
COURSE POLICY ON USE OF AI TOOLS	The use of Artificial Intelligence is permitted with explicit reference to the bibliography (2) for the verbal correction of assignments and as long as students have understood the basic principles and methods of the course.	
TEACHING METHODS	Activity	Semester workload
	Lectures	30
	Assignment writing	40
	Lab Exercise	20
	Self-Study hours	40
	Course total	130
STUDENT PERFORMANCE EVALUATION	Evaluation language is English. Evaluation methods include lab exercises, written assignments, and/or written examinations. Oral examinations of the assignments may be conducted if clarifications are needed or if there are suspicions of plagiarism or unauthorized use of Artificial Intelligence tools. Assessment criteria are provided on the course eClass platform and in the course materials.	

(5) RECOMMENDED BIBLIOGRAPHY

- Dees, W., Walsh, P., McEvoy, C. D., McKelvey, S., Mullin, B. J., Hardy, S., & Sutton, W. A. (2022). Sport marketing. Human Kinetics.

