

**DISCLAIMER:** The course outline below serves as a general informational guide for students. Course content and assessment modes may vary for different lecturers. Actual course outlines will be made known to students on NTULearn by the individual lecturers. **DO NOT** purchase textbooks based on the information contained in this document.

## **SS2104 Sport Marketing and Sponsorship**

[Lectures: 36 hours; Pre-requisites: None; Academic Unit: 3.0]

### **Learning Objective**

The learning objective is to introduce sport marketing to students so that they understand the roles that sport marketing play in the industry. In particular, students are introduced to the concepts of market research, market segmentation, marketing mix and sport sponsorship.

### **Content**

This course will introduce students to theories in the area of sport marketing and sponsorship. Students will learn various marketing theories and concepts which will allow them to appreciate the roles that marketing play in the industry.

- Market Segmentation and Consumer Behaviour
- Marketing Mix
- Sponsorship

### **Course Outline**

S/N	Topic	Lecture Hours
1	Market Segmentation and Consumer Behaviour	9
2	Marketing Mix	18
3	Sponsorship	9

### **Learning Outcome**

Students will be able to describe the various marketing concepts and develop a simple marketing plan. In particular, they will be able to appreciate how marketing can help an organisation achieves its goals.

### **Student Assessment**

Students will be assessed by:

- a. Final 2.5-hour written examination (50%)
- b. Continuous assessment (50%)
  - i) **Class Participation** Students will be given class assignments including readings, case studies and discussion questions. (10%)
  - ii) **Assignment.** Students are expected to develop a marketing plan and other projects to demonstrate their understanding of marketing concepts. (40%)

### **Textbooks/References**

- a. Mullin , B. J., Hardy, S., & Sutton, W. A. (2007). *Sport marketing* (3rd ed.). Champaign, IL: Human Kinetics.
- b. Shank, M. (2009). *Sports marketing: A strategic perspective* (4<sup>th</sup> ed.). Upper Saddle River, NJ: Prentice Hall.
- c. Fullerton, S. (2010). *Sports Marketing* (2<sup>nd</sup> ed.). New York: McGraw-Hill