

Course Title	SPORT MARKETING AND CONSUMER BEHAVIOR			
Course Code	SSMAR407-1			
Course Type	PHYSICAL EDUCATION AND SPORT SCIENCE ELECTIVE			
Level	BSc (Level 1)			
Year / Semester	4th / Fall			
Teacher's Name	Dr. Apostolia Dovoli			
ECTS	6	Lectures / week	3	Laboratories / week
Course Purpose	<p>The aim of the course is to provide students with knowledge related to the concept of sports marketing and consumer behavior as well as the organization and participation in outdoor recreational sports activities. Specifically, the strategic planning of the marketing plan is presented, and all its phases are analyzed. Consumer behavior in sports, its research methods, and the relevant theories that interpret it are analyzed in depth. In addition, the concepts of marketing mix, sports sponsorship, public relations, and marketing plan evaluation are presented. During the course, students can apply the basic principles and theories in practice after being asked to create a marketing plan for a sports organization. Finally, the course will analyze the key factors influencing the decision-making process for purchasing sports products/services and/or participation in leisure, sports, and sports tourism services. Both exogenous and endogenous factors will be discussed.</p>			
Learning Outcomes	<p>At the end of the course students should be able to:</p> <ol style="list-style-type: none"> 1. Know the usefulness and function of marketing in sports 2. Understand the characteristics of the sports market as well as sports consumers 3. Analyze the process of consumer behavior of the sports market 4. They synthesize information from the external and internal market environment by making innovative proposals 5. Implement marketing plans by coordinating the individual elements of the marketing mix 6. Evaluate the success and effectiveness of a marketing plan 7. Analyze consumer decision-making 8. Apply consumer behavior theory to develop marketing strategy 9. Use consumer behavior data to segment the market and position sports services 10. Apply quality assessment models for sports services 11. Design sponsorship programs based on consumer behavior 12. Design marketing and communication strategies based on the consumer decision-making process 			

Prerequisites	No	Corequisites	No
Course Content	<ol style="list-style-type: none"> 1. The outdoor recreation and sports tourism industry 2. Strategy of outdoor recreation and sports tourism 3. The product of outdoor recreation and its features 4. Pricing strategies 5. Distribution channels 6. Promotion strategies 7. The process of consumer segmentation of outdoor recreation 8. Sponsorship and consumer behavior 9. Public relations and communication 10. The consumer decision-making process <ul style="list-style-type: none"> • Process Stages / Consumer Trends • Brand Development in Outdoor Recreation and Sports Tourism 11. Exogenous Factors & Intrinsic Factors <ul style="list-style-type: none"> • Demographics • Socio-economic • Age Generations • Culture • Inhibitors of Sports Participation • The hierarchical model 12. Sponsorship of sporting events 13. Consumer Behaviour Survey 		
Teaching Methodology	<p>Theory</p> <p>The teaching of the course includes lectures to provide the theoretical background. Detailed notes with PowerPoint and material rich in images and videos are used in teaching. Methods like case studies, real scenarios, discussion, and questions/answers are used in the teaching methodology depending on the course's nature. In addition, workshops and site visits with hands-on experiences are provided to deliver the practical background of course content. Relevant material published in international scientific journals is also used to follow the latest developments related to the subject of the course.</p>		
Bibliography	<p>Manuals:</p> <ul style="list-style-type: none"> • Αλεξανδρή, Α., Ντοβόλη, Α., Καραγιώργος, Θ., (2024 In Press). Καταναλωτική Συμπεριφορά στον Αθλητισμό. Εκδόσεις Κυριακίδη. • Alexandris, K., Ntovoli, A., Polyakova, O., (2024 In press). Consumer Behaviour in Sports. In Handbook of Sport Management. London: Routledge. 		

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Bibliographic references – Articles:

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	<ul style="list-style-type: none"> ● Konstantinos Alexandris (2013) Segmenting recreational tennis players according to their involvement level: a psychographic profile based on constraints and motivation, <i>Managing Leisure</i>, 18:3, 179- 193. ● Lam T.C.E., & Bae, J. (2014). Confirmatory factor analysis of the Purchaser Style Inventory for Sport Products (PSISP). <i>Sport Management Review</i>, 17, 254–264. ● O'Reilly N. & Horning L.D. (2013). Leveraging sponsorship: The activation ratio. <i>Sport Management Review</i>, 16, 424–437. ● Ratten, V. & Ratten, H. (2011). International sport marketing: practical and future research implications. <i>Journal of Business & Industrial Marketing</i>, 26/8, 614–620. ● Stavros, C., Meng, D. M. & Westberg, K. (2014). Understanding fan motivation for interacting on social media <i>Sport Management Review</i>, 17, 455–469. ● Stephen L. Shapiro, L.S. & Drayer, J. (2014). An examination of dynamic ticket pricing and secondary market price determinants in Major League Baseball. <i>Sport Management Review</i> 17, 145–159. ● Steward, B., Smith A.C.T. & Nicholson (2003). Sport consumer typologies: A critical review, <i>Sport Marketing Quarterly</i>, 12, 206-216. € Tzetzis, G., Alexandris, K., & Kapsampeli, S. (2014). Predicting visitors' satisfaction and behavioral intentions from service quality in the context of a small-scale outdoor sport event. <i>International Journal of Event and Festival Management</i>, 5(1), 4-21.
<p>Assessment</p>	<p>Continuous evaluation (50%):</p> <p>The assessment shall include a combination of the following:</p> <ul style="list-style-type: none"> ● Individual Assignment (20%): provides opportunities for students to apply their theoretical knowledge practically. The work is designed in a way that requires critical thinking, research, analysis, and synthesis of information and is aligned with learning outcomes. Students are assessed on the quality of their work, the depth of understanding they demonstrate, and their ability to effectively explain their ideas. The thesis concerns the following topic: "In an existing sports organization - sports club (domestic or not) of the student's choice, to define the three levels of the sports product, to analyze the competition and the main target groups." ● Group Work (30%): provides opportunities for students to apply their theoretical knowledge practically. The project is designed in a way that requires critical thinking, research, analysis, and synthesis of information and is aligned with the learning outcomes. Students are assessed on their work's quality, the depth of understanding they demonstrate, and their ability to effectively explain their ideas, as well as teamwork and team cohesion. The thesis concerns the following topic: "In an existing sports organization - sports club (domestic or not)



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	<p>of students' choice, to define the profile of fans - participants and analyze the marketing and communication strategies used."</p> <p>Final exam (50%): Comprehensive final exam to assess students' overall theoretical knowledge. These assessments cover a wider range of topics and learning outcomes from across the curriculum, to assess students' understanding and integration of knowledge in various areas.</p>
Language	Greek / English