



Italian code: SECS-P/08

Credits: 6

Course: Sports Marketing

Main language of instruction: Italian

Other language of instruction: English

Head instructor

Andrea Paesano, Ph.D. - andrea.paesano@unicusano.it

Tutor

Annagiulia Mancini – annagiulia.mancini@unicusano.it

Objectives

The course of Sports Marketing aims to analyze the typical aspects of marketing in the sports sector. The course analyzes business sport strategies within three different markets: Business to Consumer, Business to Business and Business to Public (B2C, B2B, B2P).

Syllabus

Module 1 – Introduction

Module 2 – Consumer marketing

Module 3 – Marketing mix

Module 4 – Business Marketing

Module 5 – Sports Management

Module 6 – Business Strategies and Fitness

Evaluation system and criteria

The examination is an oral exam. This includes three questions about sports Marketing topics.

International	Italy
A	30
B	28
C	26
D	23
E	18
F	insufficiente

Bibliography and resources

- *Materials to consult*

Notes written by the professor are available in Italian (slides and handouts)

- *Recommended bibliography*

Suggested readings are:

Sean Ennis (2020), Sports Marketing, Springer International Publishing.

Larry DeGaris (2015), Sports Marketing, Taylor & Francis.

- Tips

If You have any problems with the e-learning platform, I suggest you to contact the tutor Annagiulia Mancini: annagiulia.mancini@unicusano.it

Kind regards

Andrea Paesano, Ph.D.