Globalization and the internationalization of sport

I. COURSE DESCRIPTION

Companies in the consumer goods industry have long ago understood the opportunities that foreign countries represent. Hence, we should not be surprised to find Adidas in Indonesia, Dunkin Donuts in Germany, McDonald’s in India, Nestlé in Belarus, P&G in Romania, and so on. However, it is only until recently that sports teams have started capitalizing on markets outside their immediate reach. Part of this is due to the nature of professional sports, which, for a long period of time, represented a local affair limited, at best, to a national or continental event. However, owing to the progress of technology and the increasing exchange across countries and cultures, professional sports haven taken a global dimension. All the more so since, some teams (FC Bayern Munich, Dallas Cowboys, Juventus Turin, etc.) and players (David Beckham, Roger Federer, Tiger Woods, etc.) have achieved the status of international or even global brands, and are managed as such.

But how do you go from a local product to a national and, eventually, a global brand in sports? What are the determinants of success required to start building a global sports team brand? What process should a sports team follow? What strategies are available to a sports team to establish itself as a global brand? We shall find some answers to these questions in this course, which will focus on globalization and the internationalization of sport.

With this idea in mind, this seminar should enable students to deepen their reflection, both from a conceptual and managerial point of view, on the following dimensions, around which the course is structured:

1) The globalization and internationalization concepts
   a. The globalization concept and its expressions
   b. The process of internationalization
   c. The internationalization of brands
   e. The synthesis of syntheses

2) The internationalization of branding in sport
   a. Why should a sport team go international?
   b. The process of internationalization of branding in sport: similarities and differences with theory and other industries
c. The relevant strategies for the internationalization of branding in sport: a look at different actors (players, leagues, events, sponsors, equipment makers, etc.)

d. Are all sport and all teams born equal? The importance of the context and some determinants of success in order to go international

e. The synthesis of syntheses

From a pedagogical point of view, the seminar intends to develop three types of competencies among students (e.g. analysis, synthesis and evaluation). Throughout this course, students will develop analytical and practical skills in sports marketing. Students will be exposed to both theory and practice. Students will also be asked to reflect on the ethical aspects of sports marketing and sports business at the international level.

Based on the readings for the class, we will articulate the main concepts and establish links with the practical world of sports marketing and sports business. Cases, exercises, debates and other pedagogical surprises will complement the professor’s performances. The objectives of this approach are three-fold:

- Develop critical thinking;
- Encourage the participation of a large number of students, even the introverts, in a context where risk is minimal;
- Help students analyze the relevance of theories by way of constructive criticism and real examples.

Furthermore, students will do synthesizing exercises and resolve practical cases. These methods will help enhance the learning process and unable students to develop specific skills related to sports marketing. These skills will hopefully become of use on the job market.

II. EVALUATION OF STUDENTS’ LEARNINGS

Students will be marked on:

1. The presence, as well as the quality and intensity of their participation to class discussions: 10%.
2. The oral presentation of a case study in international sports marketing (in groups of 3, 4 or 5): 40%
3. A final exam which will cover all the material seen in class during the seminar: 50%.
Guidelines for the case study resolution:

*What does the work involve.* In teams of three, four or five, depending on the number of students signed up for the course, students will have 25 minutes to solve a case study, chosen among those listed at the end of the syllabus (first come, first served).

*Evaluation criteria.* The mark for the resolution of the case study will be based on the following five elements:

- The relevance of the proposed solution(s) (6 points).
- The coherence and structure of the presentation (16 points).
- The quality of the material used throughout the presentation (6 points).
- The communication skills of the group members (the ability to convey a convincing message), as well as the respect of the time allocated for the presentation (6 points).
- The managerial and conceptual implications you can draw from the case (6 points).

III. READINGS

**Part 1: The globalization and internationalization concepts**

Part 2: The internationalization of branding in sport (and a comparison with other fields)


IV. CASE STUDIES


- FC Barcelona, pp. 1-12.
- Manchester United, pp. 114-134.
- Guinness, pp. 151-164.
- Atlético de Madrid, pp. 205-221.
- Olympic brand, pp. 222-242.

*Wish you a nice seminar!*