

Sports Marketing¹

CONDENSED ONLINE VERSION

Duration of the seminar: 10 hours

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Welcome to the Sports Marketing Seminar!

Dear All, a warm welcome!

Under such uncertain times, I invite you to join me and find a 'pedagogical refuge' in this sports marketing course!

This is an online class. The video conferencing platform shall be confirmed in due course.

In relation with the learning objectives, these shall stay on par with a 'traditional' course and students are expected to commit as they would for an in-class seminar (please, see sections below).

Topics and learning objectives:

The goal is to cover the following topics during our seminar:

- The sports industry today and major trends that impact the actors of the sports ecosystem (for instance, how the 'tech-celeration' manifests itself in sports during Covid-19 and how it might do so beyond the pandemic);
- The role and value of 'fan-actors', co-creators of their experience and ambassadors of the sports organization;
- The creation and management of a sports brand;
- The most effective branding strategies, such as co-branding, lifestyle branding, product and brand extensions, retro-marketing and storytelling;
- The socio-economic legacy of sporting infrastructures and events; how countries can build an effective 'soft power' through sports (if time permits; this could take the form of an introduction to the topic);
- Additionally, there will be a synthesis of syntheses to crystallize our learnings at the end of the seminar.

Moreover, the main objectives of this class are the following:

- Introduce students to the major transformations of the sports industry and lead them to develop a critical perspective on the issues sports organizations and actors are facing in their daily activities, in the context of what is being called 'sportainment';
- Learn to build and manage effective marketing strategies for sports organizations and sports actors;

¹ Sports marketing and sport marketing shall be used interchangeably.

- Acquire the know-how and build the competencies that shall help students undertake the challenges and seize the opportunities the sports industry has to offer;
- Invite students to reflect on the ethical issues prevalent in the sports industry;
- Transcend the sports industry by identifying how the concepts and strategies learnt in this seminar could apply to other sectors (arts, music, consumer goods, etc.).

Additionally, students will work on developing:

- Oral and written communications skills;
- Interpersonal skills and teamwork;
- A reflection on their career path and their personal growth.

This approach is in line with the 'knowledge', 'know-how' and 'how to be' philosophy of teaching, following [Benjamin Bloom's taxonomy](#).

Description of Content:

- The main objective of this seminar is to lay down the foundations of sports marketing, at a time when the sports industry faces huge transformations because of the media, technology, money and globalization (notwithstanding the current pandemic);
- The course will look at the different actors of the industry, namely teams, players, leagues, federations, events, managers, sponsors, equipment makers, etc. Comparisons between Europe, North America and the rest of the World will be made throughout the seminar by referring to concrete examples and recent research conducted by the Professor. This class intends to broaden our horizons on sport business and sports marketing, as the two are strongly intertwined;
- This seminar is designed for two types of students: first, those who want to have a deeper look at a fascinating industry and learn specific marketing approaches that could be of value in their career; second, those students who are specifically looking to work (if not already working) in the sports industry and want to acquire (additional) knowledge and develop valuable competencies;
- Throughout this seminar, students will develop analytical and practical skills in sports marketing, as well as sports business. Students will be exposed to both theory and practice. In addition, students will also be asked to reflect on the ethical aspects of sports marketing and sports business.

Assessments:

Students will be marked on:

1. A synthesis of synthesis of the key learnings from this seminar (in groups of three students; one week after the conclusion of the seminar): 80%.
2. An active individual contribution to the seminar (throughout the course): 20%

1) A synthesis of synthesis of the key learnings from this seminar (80%)

What am I looking for? The ‘synthesis of syntheses’ exercise mainly intends to: i) help participants better assimilate the course concepts and ii) bring students to identify the key learnings they can include in their ‘sports marketing portfolio’ comprised of both knowledge and competencies.

In the table presented below (please, respect the size of characters and font), and in groups of three teammates, students shall identify and explain five main learnings from this course, from their point of view. These learnings can be linked to concepts, theories, strategies or cases learnt during our seminar. It goes without saying that the learnings identified are specific to each group. This synthesis shall have a maximum of three pages, and must be sent by e-mail to the professor (arichelieu@yahoo.com) no later than one week after the conclusion of the course.

<u>Learnings</u>	<u>Why is it important to me?</u>	<u>Web links to three recent video examples (different from the ones provided by the Professor and of three years or less; videos from YouTube)</u>
<u>Learning 1:</u>	<ul style="list-style-type: none"> • • • 	<ul style="list-style-type: none"> • • •
<u>Learning 2:</u>	<ul style="list-style-type: none"> • • • 	<ul style="list-style-type: none"> • • •
<u>Learning 3:</u>	<ul style="list-style-type: none"> • • • 	<ul style="list-style-type: none"> • • •
<u>Learning 4:</u>	<ul style="list-style-type: none"> • • • 	<ul style="list-style-type: none"> • • •
<u>Learning 5:</u>	<ul style="list-style-type: none"> • • • 	<ul style="list-style-type: none"> • • •

Students shall be evaluated on the quality of the content (60 points), as well as on the format of their synthesis (20 points). All team members shall be granted the same grade, unless exceptional circumstances arise.

2) An active contribution to the seminar (20%)

What am I looking for? A learning experience is a joint responsibility between the Professor and the students. Furthermore, we intend to make this class a true seminar, even at a distance. Consequently, students' participation is instrumental in the dynamics of the course and the learning process.

This means that students are expected to participate in a constructive way, even those who are introvert. In this regard, I will consider the frequency and quality of interventions, and how these interventions do help students' learnings. This includes, without being limited to, the exercises I shall assign to the class throughout the seminar. The grade that each student shall receive will reflect their continuous contribution to the online class through discussions, debates and exercises (the latter can be individual or in groups).

More specifically, students are expected to participate in the following ways:

- Be present at each session, from start to finish, with their camera open;
- Contribute to the virtual sessions during our discussions, debates and exercise.

Teaching Method:

As stated previously, students will have a major role to play throughout the course. Based on the readings and research done by students, 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 online performance. The objectives of this approach are three-fold:

- Develop critical thinking among students;
- Encourage the participation of a large number of students, in a context where risk is relatively 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 foster the learning process and enable students to develop specific skills related to sports marketing. These skills will hopefully become of use in the real world, as mentioned above.

Please, note that participation is mandatory. Subsequently, students taking this course must participate and commit to all sessions. Moreover, as underscored earlier, your camera should be open during the entire online sessions.

Bibliography:

- [Desbordes, M. & A. Richelieu \(2018\). Marketing du Sport. Une Vision Internationale. Bruxelles, Belgique: De Boeck.](#) **OR**

- [Desbordes, M. & A. Richelieu \(2019\). International Sport Marketing. Issues and Practice. London, UK: Routledge Publishers.](#)
- Some videos for the online course: <https://www.andrerichelieu-sportsmarketing.com/documents/videos/> (please, copy and paste if direct link does not work).
- Video capsules: “The ‘sportainment’ news” at <https://www.andrerichelieu-sportsmarketing.com/accueil/links/> (just below the list of books; copy and paste if the direct link does not work).
- A short bio of the Professor: <https://www.andrerichelieu-sportsmarketing.com/about/biography/>
- A welcome introduction to the course: <https://www.youtube.com/watch?v=xnPkhzCzfPs>

+ Additional references and documents shall be provided before or during the sessions.

Wishing you all a great sports marketing seminar!