

Centre: Barcelona

Course: **Sports Marketing**

Programme: Business, Design and Innovation

Semester: 2 (Spring)

ECTS credits: 6 ECTS

Duration: 45 hours

Language of instruction: English

Instructor: Ignacio Armenter

Course description

Sports marketing is a dynamic and evolving field that bridges the worlds of sports, media, and commerce. This course explores the relationship between sports and communication, examining how marketing strategies are designed to engage fans, attract sponsors, and drive revenue for sports organizations.

As Paul Blakey (2011) states, “sports marketing is a matching process – the matching of sport products and services with the demands of sports consumers and customers.” At the heart of this process lies communication, making it essential to understand how media, sports organizations, and commercial brands interact in today’s global sports industry.

This course goes beyond theoretical frameworks; it provides students with practical insights into working within a sports marketing department, designing strategic communication plans, and understanding the economic forces shaping the sports business. From sponsorship strategies and brand partnerships to digital media and fan engagement, students will gain a 360-degree view of how marketing operates within the sports industry.

Prerequisites

None

Attendance policy

Attendance is mandatory for all classes, including study visits. Any exams, tests, presentations, or other work missed due to student absences can only be rescheduled in cases of certified medical or family emergencies. If a student misses more than three classes in the course half a letter grade will be deducted from the final grade for each additional absence. Seven absences from the course will result in a Fail grade.

Objectives

- To understand the fundamentals of sports marketing and its key stakeholders
- To develop strategic marketing and sponsorship plans for sports organizations
- To analyse the impact of digital transformation and media on sports marketing
- To assess global branding, commercialization, and industry trends in sports

Learning outcomes

By the end of the course, students will be able to:

- Understand the core components of the sports marketing ecosystem, including key stakeholders, revenue models, and digital transformation.
- Analyse the role of communication, branding, and sponsorship in building successful sports organizations and events.
- Develop strategic marketing plans that incorporate sponsorships, media strategies, and fan engagement techniques.
- Evaluate the impact of digital platforms, data analytics, and emerging technologies on sports marketing.
- Assess the role of sports in global branding, economic impact, and social responsibility.

Method of presentation

The course will be divided into theoretical and practical seminars. The lecturer is going to explain at the beginning of the class the basic concepts of the lesson. Later students will have to discuss articles related to those topics with the lecturer, or among themselves.

During the course, some experts and professionals will be in the class to explain different experiences that can help students to understand the professional world of sports marketing.

Additionally, fieldtrips related to course contents will be organized to put into practice the concepts exposed in class.

Required work and assessment methods

- Individual book review of sport marketing - (50%).
- Team project - (30%).
- Commentary of articles in forums and class participation (20%)

Contents

- 1. Introduction to sports marketing**
 - a. The sports media complex: Key stakeholders and their roles.
 - b. Evolution of the sports business and media's influence on its growth.
- 2. The sports industry and its revenue models**
 - a. Core revenue streams.
 - b. The role of entertainment multinationals and commercialization in sports.

- 3. Sponsorship and commercialization in the sports market**
 - a. Sponsorship strategies & lifecycle.
- 4. Communication strategies in sports marketing**
 - a. Corporate communication, PR, and crisis management in sports organizations.
 - b. Developing and executing a strategic sports communication plan.
- 5. Digital transformation and fan engagement**
 - a. The impact of social media, data analytics, and AI on fan engagement.
 - b. The rise of e-sports, personalization, and direct-to-consumer (DTC) models.
- 6. Branding and globalization in sports**
 - a. Brand-building strategies for sports companies & organizations.
 - b. Global expansion, sports diplomacy, and place branding.
- 7. Future trends and challenges**
 - a. Understanding the future of sports marketing: digital innovation, sustainability, and ethics are shaping the industry.
- 8. Developing a sports marketing strategy**
 - a. Creation of a comprehensive marketing plan for a sports organization.

Recommended reading

Blakey, P. (2011). *Sport Marketing*. Learning Matters.

Shank, M. D., & Lyberger, M. R. (2014). *Sports Marketing: A Strategic Perspective*

Foster, G., O'Reilly, N., & Davila, A. (2020). *Sports Business Management: Decision Making Around the Globe*.

Stoldt, G. C., Dittmore, S. W., & Branvold, S. E. (2020). *Sport Public Relations*

Boyle, R., & Haynes, R. (2021). *Power Play: Sport, the Media and Popular Culture*

Additional bibliography and Internet links will be provided in class by lecturers.