Advanced Topics in International Sport Management, Marketing, and Fan Behaviour - September 2017

Lecturer:
Markus Buser (M.Sc.)
Research Assistant at the Department of Services Management
University of Bayreuth, Germany

Email: markus.buser@uni-bayreuth.de

Course Hours:
Thursday  Sept 14 - 19:00 - 22:00
Friday     Sept 15 - 18:00 - 21:00
Saturday   Sept 16 - 9:00 - 12:00; 13:00 - 17:00
Sunday     Sept 17 - 9:00 - 12:00; 13:00 - 17:00
Monday     Sept 18 - 18:00 - 22:00
Tuesday    Sept 19 - 18:00 - 22:00
Wednesday  Sept 20 - 18:00 - 22:00
Thursday   Sept 21 - 18:00 - 22:00

Course Objectives:
After completing the course “Advanced Topics in International Sport Management, Marketing, and Fan Behaviour” students will understand the theoretical and practical foundations in modern international sport management, marketing, and fan behaviour. Furthermore, students will gain insights in the special characteristics of international sport management and will be able to apply their new acquired skills to management and marketing cases in sports. Thereby, the content focuses on contemporary developments, innovations and trends in sport related marketing (and management).

Course Content:
- Introduction to International Sport Marketing
- Value Co-Creation for Sport Spectators and Athletes
- Sport Consumer Behavior
- Sponsoring vs. Ambush Marketing
- Brand Management in Sport
- Sport Marketing through Innovative Services
- Service-Quality Value Framework in Sport Management
- Customer Engagement in Sport Management
- Sponsoring Engagement

Course Evaluation:
1. Course Participation (10%)
2. Preparation and Presentation of Case Study (20%)
3. Final Exam (70%)

List of Required Pre-Readings: