

SPORT MANAGEMENT AND MARKETING

A. General Background

1. Academic Unit	SCHOOL OF BUSINESS AND ECONOMICS			
2. Carrera	BUSINESS			
3. Code	RIC 155			
4. Number of sessions per week	2			
5. Ubicación en la malla	5 th Year			
6. Credits	10			
7. Módulos de dedicación	Theoretics	2	Practice	1
8. Módulos de ayudantía	No			
9. Tipo de Asignatura	Obligatory		Elective	x
10. Pre-requisite	4 th /5 th Year			

B. Profile contribution ending of class.

Presently sports together with entertainment and leisure have become a worldwide business activity. Chile and worldwide countries are not excluded on this scenario.

Various sport economic organizations have the necessity to be managed efficiently by professionals with academic background in sport management, capable to satisfy consumer needs and understand the complex human behaviour of the sport market.

The way to meet sport consumer needs is through academic programs in sport management.

In North America sport industry is ranked eleven among the top twenty five economical and financial industries, the latest estimate in 1999 by Street & Smith Sport Business Journal “money generated by organized sports”, stated that sport industry was worth over USD 213 billion.

Chile and Latin American countries lacks of academic programs, compare to over 200 universities in North American that offer sport management degree programs

at the bachelor, masters and doctorate level, same you can find in Australia, Asia and Europe.

The elective course *“SPORT MANAGEMENT AND MARKETING”* is an excellent starting point for students attracted to sport management and develop new job opportunities in the sport industry.

C. General Objective of learning subject

1. Provided a curriculum guide line to integrate the needs of students from different academic backgrounds interested in sport business.
2. Provide students with basic knowledge needed to start or supplement their careers in sport management.
3. For students to recognize sport as an industrial, business and social product.

D. Subject matter, objective and learning

Unit Contents	Objectives
<p>1. Nature of Sports as a special business product.</p> <p>2. The sport consumer behaviour</p>	<p>1. <i>The student should understand why business is involved in sport, scope of business opportunities and sport management as profession.</i></p> <p>2. <i>The students recognize questions that sport marketers should understand of their consumers, recognize the difference between socialization, commitment and involvement of a sport consumer.</i></p>
<p>3. Marketing Management in Sport</p> <p>4. Marketing Segmentation</p> <p>5. Management of a sport organization</p>	<p>3. <i>The student will be able apply fundamental concepts and marketing Mix to the sport industry, will understand sport as a product, marketing myopia and sport process of planning</i></p> <p>4. <i>The student will understand segmentation process, identification of target markets and benefits of segmentation.</i></p> <p>5. <i>The student will be able to understand what constitutes management and sport organization and to describe the skills requires in managing a sport organization.</i></p>

E. Class Methodology

1. Classes are developed in accordance to an interactive, dual and high participation of students.
2. Presentation of oral and written group projects.
3. Core content finishes with a wrap up session by students.
4. Develop creative and innovation projects.

F. Format Evaluation

Two quarter evaluation 25% each oral or written, and a final group project 50%

<i>Evaluation Format</i>
<i>a) Oral expositions</i>
<i>b) 2 Written controls</i>
<i>c) Final written oral project</i>

Assistance Requirement: 85% de assistance.

G. Learning Resources

Study Text "Sport Management and Marketing", Rodrigo Ovalle

BIBLIOGRAPHY

Basic

1. CHELLADURAI, PACKIANATHAN, "MANAGING ORGANIZATIONS". HOLCOMB HATHAWAY.
2. MULLIN, BERNARD J. "SPORT MARKETING". HUMAN KINETICS
3. LOMBARDI, VINCE, JR. "WHAT IT TAKES TO BE NO. 1." EDITORIAL MCGRAW HILL.

Complementary

Magazines and others