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| **COURSE DESCRIPTION FORM** | |
| **Course Code and Name** | **SYB 406 SPORT MARKETING** |
| **Course Semester** | 8th Semester |
| **Catalog Content** | The emergence in the history, the developments, and the current situation of the physical education and sports in the world. |
| **Textbook** | - Metin ARGAN ve Hakan KATIRCI (2015). Spor Pazarlaması. Nobel Yayın Dağıtım, Ankara. |
| **Supplementary Textbooks** | - David K. STOTLAR, (2004). Developing Successful Sport Marketing Plans. Fitness Information Technology. 2nd Edition.  - Eric C. Schwarz, Jason Hunter (2013). Advanced Theory and Practice in Sport Marketing 3rd Edition |
| **Credit** | 5 |
| **Prerequisites of the Course**  **(Attendance Requirements)** | Attendance Required |
| **Type of the Course** | Compulsory |
| **Instruction Language** | Turkish |
| **Course Objectives** | The aim of this course is to understand the importance of marketing and sports marketing concepts, basic features and importance of sports organizations and apply marketing elements to sports products. |
| **Course Learning Outcomes** | 1. Understanding the importance of sports marketing in sport industry  2. Learning marketing processes and adapting the sports industry  3.Applying elements of marketing mix to the sport products. |
| **Instruction Methods** | Formal learning |
| **Weekly Schedule** | 1. First meeting: information about the course  2. Sport industry and marketing  3. Marketing management system  4. Marketing Knowledge system  5. Marketing mix and Sport marketing  6. Consumer behavior in sport  7. Targeting and positioning  8. Marketing mix: sport products.  9. Marketing mix: sport product price  10. Marketing mix: sport product delivery and place.  11. Marketing mix: sport product promotion  12. New trends in marketing and sport marketing  13. Project presentation  14. Project presentation  15. Project presentation |
| **Teaching and Learning Methods** | Weekly theoretical course hours  Reading Activities  Internet browsing, library work  Report preparing  Presentation  Final Exam and Preparation for Final Exam |
| **Assessment Criteria** | |  |  |  | | --- | --- | --- | |  | **Numbers** | **Total Contribution (%)** | | Midterm Exams |  |  | | Assignment | 10 | 10 | | Application |  |  | | Projects | 1 | 40 | | Practice |  |  | | Quiz |  |  | | Percent of In-term Studies (%) | 11 | 50 | | Percentage of Final Exam to Total Score (%) | 1 | 50 | | Attendance |  |  | |
| **Workload** | |  |  |  |  | | --- | --- | --- | --- | | **Activity** | **Total Number of Weeks** | **Duration (weekly hour)** | **Total Period Work Load** | | Weekly Theoretical Course Hours | 14 | 3 | 45 | | Weekly Tutorial Hours |  |  |  | | Reading Tasks | 15 | 2 | 30 | | Studies | 15 | 1 | 15 | | Material Design and Implementation |  |  |  | | Report Preparing | 10 | 2 | 20 | | Preparing a Presentation | 4 | 3 | 12 | | Presentations | 1 | 1 | 1 | | Midterm Exam and Preparation for Midterm Exam |  |  |  | | Final Exam and Preparation for Final Exam | 2 | 4 | 8 | | Other (should be emphasized) |  |  |  | | Total Workload |  |  | 131 | | Total Workload / 25 |  |  | 5,24 | | Course Credit (ECTS) |  |  | 5 | |
| **Contribution Level Between Course Learning Outcomes and Program Outcomes** | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | No | Program Outcomes | 1 | 2 | 3 | 4 | 5 | | 1 | CO 1 |  |  |  |  | X | | 2 | CO 2 |  |  |  |  | X | | 3 | CO 3 |  |  |  | X |  | | 4 | CO 4 |  |  |  | X |  | | 5 | CO 5 |  | X |  |  |  | | 6 | CO 6 |  | X |  |  |  | | 7 | CO 7 | X |  |  |  |  | | 8 | CO 8 |  |  |  |  | X | | 9 | CO 9 |  |  | X |  |  | | 10 | CO 10 |  |  | X |  |  | | 11 | CO 11 |  |  | X |  |  | | 12 | CO 12 |  |  |  | X |  | | 13 | CO 13 |  |  |  |  | X | | 14 | CO 14 |  |  |  |  | X | | 15 | CO 15 | X |  |  |  |  | | 16 | CO 16 |  |  |  | X |  | | 17 | CO17 |  |  |  | X |  | | 18 | CO18 |  | X |  |  |  | | 19 | CO19 |  |  |  |  | X | | 20 | CO20 |  | X |  |  |  | | 21 | CO 21 |  |  |  | X |  | | 22 | CO 22 |  |  |  | X |  | |
| **The Course’s Lecturer(s) and Contact Informations** | Faculty Members |