Subject: SPORT PROJECT MANAGEMENT

GENERAL INFORMATION

Organization unit	Faculty of: Physucal Education Chair of: Organisation, Management and Economy Chairman: Monika Piątkowska
Course name	MARKETING
Subject code	SI-19
Teaching language	English
Type of subject (obligatory/ facultative)	Facultative
Level of studies (eg. bachelor, master)	Bachelor
Study year	2
Semester	II
ECTS points	2
Professor	Monika Piątkowska
Studies program in which the subject is realized	SPORT
Method of realization (stationary/ distance learning)	stationary
Prerequisites	-

DETAILED INFOMATION

Course aims and objectives

1. To provide students with a comprehensive understanding of the core principles, concepts, and functions of marketing, including customer needs, value creation, and relationship building in both commercial and non-commercial settings.
2. To develop students' ability to analyze and apply marketing strategies, including segmentation, targeting, positioning (STP), and the marketing mix (4Ps/7Ps), in diverse business and sport-related contexts.
3. To foster critical thinking and practical skills in identifying consumer behavior patterns, creating marketing plans, and evaluating real-world case studies, preparing students for further studies or entry-level roles in marketing, event, or sport management.

Main topics

No	Topic

Lectures/classes	
1.	Understand marketing fundamentals through definitions, evolution, and functions in contemporary organizations.
2.	Compare marketing management orientations (production, product, selling, marketing, societal) and evaluate strategic implications.
3.	Analyse customer needs and behavior using psychological models (e.g., Maslow) to guide value-driven marketing decisions.
4.	Assess marketing environments at micro and macro levels, including AI applications and environmental scanning.
5.	Develop market-oriented strategies using mission, vision, and goal-setting techniques in strategic planning.
6.	Apply segmentation, targeting, and positioning (STP) using real-world case studies to craft effective market strategies.
7.	Design integrated marketing mixes by comparing 4Ps, 7Ps, 4C, and 4A models for various market contexts.
8.	Create product and brand strategies by exploring product levels, lifecycle, brand equity, and individual product decisions.
9.	Evaluate pricing strategies and simulations, including value-based, cost-based, and competition-based approaches.
10.	Design distribution and channel strategies by analyzing supply chains, logistics, and value delivery networks.
11.	Plan marketing communications including message development, media choice, and promotional strategies.
12.	Construct a basic marketing plan covering analysis, objectives, strategy, budgeting, and controls in group projects.
13.	Collaborate on a team project, applying theoretical knowledge to a real-world brand initiative.
14.	Present and defend project proposals, reflecting on peer and instructor feedback for final evaluation.
15.	Demonstrate integrated understanding of course concepts in a final written test and project-based assessment.

CONDITIONS FOR PASSING CLASSES:

Component	Weight	Description
Final test (closed questions)	50%	Assesses theoretical knowledge of marketing concepts and strategic frameworks.
Active participation in classes	10%	Includes contributions to discussions, teamwork, and workshop engagement.
Marketing plan (group project)	40%	Evaluation of the proposed marketing strategy, clarity, creativity, feasibility. Includes project presentation.

- 5.0   90-100%
- 4.5   85-89 %
- 4.0   75-84 %
- 3.5   70-74 %
- 3.0   60-69 %

1 ECTS point = 25 hours students work (contact + self study)

TYPES OF CLASSES	HOURS
1. Contact classes	30
2. Students' preparations of the presentations	10
3. Self study as preparation to the written exam	8
4. Self study as reading text prepared by the teacher	2
Total = 50 hours – 2 ECTS points	

Author of the class card:	Name, surname and email
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