

Subject	Sports Management and Marketing		
Type	Type	Semester	ECTS
	OBLIGATORY (O)	V	5
Lecturer	Dr.sc. Blerta Abazi		
Goals and objectives	<p>The aim of this module is to introduce students to the field of sport management and provide a comprehensive overview of the sport industry. Furthermore, this module provides a systematic and critical understanding of global sports marketing, critical assessment of current marketing practices, within the global context of sport, and the challenges they present in this rapidly changing environment. This course will also discuss the role of sport in society and the importance of an ethical approach to sport management</p>		
Learning Outcomes	<p>Upon completion of this module, students shall be able to:</p> <ul style="list-style-type: none"> ✓ Identify and explain the main concepts applicable in the field of sports management. ✓ Demonstrate an understanding of the broad issues, areas and approaches relevant to sport management. ✓ Demonstrate an understanding of the complex and non-homogeneous nature of the sports industry. ✓ Explain the theoretical perspectives that underpin knowledge about sport marketing theory and practice. ✓ Investigate the synergistic effects of integrated marketing communications considering practical examples in different sports contexts. ✓ Identify career opportunities in sports management and marketing including the development, specific tasks and career path of these opportunities. 		
Content	Week	Topics	
	Syllabus presentation		
	1	What is Sport Management?	
	2	Organization of professional teams and their income	
	3	Management of sports events and facilities	
	4	Sports marketing and sales	
	5	Marketing field and brand management	
	6	Generation and management of financial resources	
	Mid-term exam – 1		
	7	Sponsorships in Sports	
	8	Media and Public Relations	
	9	Sports Management and Media	
	10	Public relations and television broadcasting.	
	11	Ethical principles in the management of sport - its managers	
12	Sports law and career in the sports industry		
Mid-term exam – 2			
Teaching/Learning Methods	Activity	Weight (%)	
	Lectures	30%	
	Lab	20%	
	Research	10%	
	Independent learning	40%	

Methods of Evaluation	Methods of assessment:		%
	Participation		10%
	a) Mid-term exam -1		40%
	b) Mid-term exam - 2		40%
	Home work		10%
Sources	Resources		Number
	Lectures		1
	Presentations		1
	Web of science		1
	PubMed		1
	Scopus		1
ECTS Workload	Activity	Weekly hours	Workload
	Lectures	2	24
	Lab	1	12
	Independent learning	n/a	64
	Examination preparatin	n/a	25
Literature	<ul style="list-style-type: none"> • Pedersen, P. M., & Thibault, L. (2018). Contemporary sport management. Human Kinetics. • Mullin, B. J., Hardy, S., & Sutton, W. (2014). Sport Marketing 4th Edition. Human Kinetics. • Ratten, V. (2017). Sports innovation management. Routledge. • Nicholson, M., Smith, A. C., Stewart, B., & Hoye, R. (2018). Sport management: Principles and applications. Routledge. 		
Ethical standards	<p>This course follows UBT College's Code of Ethics, requiring all students to behave accordingly. Any case of academic misconduct, including but not limited to cheating, plagiarism, or other forms of dishonesty, will lead to significant punishment such as failure of the specific assessment or the entire course, as well as further disciplinary measures in accordance with UBT College's academic integrity policies.</p>		
Contact	blerta.abazi@ubt-uni.net		