## Course Syllabus

| | |
|---|---|
| **Code - Course Title** | **PZL207U - Sports Marketing** |
| **Course Type** | III. SEMESTER |
| **Laboratory + Practice** | 0+0 |
| **ECTS** | **6.0** |
| **Language of Instruction** | Türkçe |
| **Course Type** | Required Courses |
| **Course Instructor(s)** | ASSIST. PROF. DR. NUR ÖZER CANARSLAN |

| | |
|---|---|
| **Mode of Delivery** | Distance Education |
| **Prerequisites** | There is no prerequisite or co-requisite for this course. |
| **Courses Recomended** | Eğlence Pazarlaması, Pazarlama İletişimi, Pazarlama İlkeleri, Pazarlama Yönetimi |
| **Recommended Resources** | ARGAN, M., KATIRCI, H., (2012), Spor Pazarlaması, Editör: Sevgi Ayşe ÖZTÜRK, Anadolu Üniversitesi Yayınları No: 2481, Açıköğretim Fakültesi Yayınları No: 1452, Eskişehir |
| **Work Placement** | Bu ders için uygun değildir. |

## Course Syllabus

| Weeks | Learning Outcomes | Topics | Teaching Methods |
|---|---|---|---|
| **Week - 1** | | Sports Industry and Marketing | |
| **Week - 2** | | Consumer in sport and fan behaviour | |
| **Week - 3** | | Segmenting Sports Market. | |
| **Week - 4** | | Positioning | |
| **Week - 5** | | Sports Product | |
| **Week - 6** | | Product Management | |
| **Week - 7** | | MID TERM | |
| **Week - 8** | | Pricing in Sports | |
| **Week - 9** | | Distribution Channels in Sports | |
| **Week - 10** | | Logistic mix | |
| **Week - 11** | | Communication Process | |
| **Week - 12** | | Marketing Communication in Sports | |
| **Week - 13** | | Strategic Sports Marketing Management | |

## Course Syllabus

| Weeks | Learning Outcomes | Topics | Teaching Methods |
|---|---|---|---|
| Week - 14 | | FINAL EXAM | |

## Learning Outcomes

| # | Learning Outcome |
|---|---|
| 1 | Describe the sports as an industry. |
| 2 | Discuss consumer and fan behaviors in sports industry. |
| 3 | Comprehend the segmentation of the sports market. |
| 4 | Interpret the marketing mix tools and strategic marketing process in sports marketing. |

## Sustainable Development Goals

*No content has been provided.*

## Course Theme

*No content has been provided.*

## AKTS Workload

| Activity | Duration (Hour) | Count | Workload |
|---|---|---|---|
| Teorik Derse Katılım | 0 | 0 | 0 |
| Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı) | 0 | 0 | 0 |
| Ödevler | 0 | 0 | 0 |
| Proje - Rapor - Sunum Hazırlama | 0 | 0 | 0 |
| Ara Sınav Hazırlığı (sınav süresi dahil) | 0 | 0 | 0 |
| Final Sınavı Hazırlığı (sınav süresi dahil) | 0 | 0 | 0 |
| Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.) | 0 | 0 | 0 |
| Staj Uygulaması | 0 | 0 | 0 |
| | | **Calculated ECTS** | **0** |

## Assessment Method and Passing Requirements

*No content has been provided.*