Course Syllabus

Code - Course Title	**PZL207U - Sports Marketing**
Course Type	II. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	ASSOC. 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.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	30
Final Exam	1	70
	Sum (%)	**100**