

The version you're consulting is not final. This course description may change. The final version will be published on 1st June.

3.00 credits

22.5 h + 15.0 h

Q2

Language :	French
Place of the course	Louvain-la-Neuve
Main themes	<ul style="list-style-type: none"> <li>• Foundations of traditional and digital marketing applied to sport</li> <li>• Strategic marketing planning</li> <li>• Sponsorship for sports organisations</li> <li>• Sport entertainment and the impact of the media</li> <li>• The use of social networks and new technologies (e.g. virtual reality) in marketing and fan engagement</li> <li>• Public relations</li> <li>• Consumer characteristics in the sports industry</li> <li>• The marketing mix and market segmentation in the sports industry</li> <li>• Sports productsSports products</li> <li>• Banding (individual athletes and sports teams) and the sports industry</li> <li>• Influencers in the sports industry</li> <li>• Promotion and advertising</li> </ul>
Learning outcomes	<p><b>At the end of this learning unit, the student is able to :</b></p> <ul style="list-style-type: none"> <li>• Explain and apply key marketing concepts and theories to the sports industry (1.1, 1.2, 1.5 , 4.1, 7.2 , 7.3)</li> <li>• Explain, apply and critically evaluate basic communication concepts and techniques in sport (1.1., 1.2, 1.5 , 4.1 , 7.2 , 7.3)</li> <li>• Explain the role and process of marketing in a complex and varied environment (1.1, 1.2, 1.5 , 4.1 , 7.2 , 7.3)</li> <li>• Explain the marketing mix and the role of effective segmentation, targeting and positioning in building strong consumer and fan relationships and brand recognition (1.1, 1.2, 1.5 , 4.1, 7.2 , 7.3)</li> <li>• Explain changes in consumer and buyer behaviour related to traditional, digital and integrated marketing strategies (1.1, 1.2, 1.5 , 4.1, 7.2 , 7.3)</li> <li>• Assess how sports organisations use social media platforms as marketing strategies (1.1, 1.2, 1.5, 4.1, 7.2, 7.3)</li> <li>• Analyse the role of sports organisations' digital communities and social media (1.1, 1.2, 1.5 , 4.1 , 7.2, 7.3)</li> </ul>
Other infos	This course is strictly reserved for FSM students. It is not open to other UCLouvain students.
Faculty or entity in charge	FSM

<b>Programmes containing this learning unit (UE)</b>				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Motor Skills: Physical Education	EDPH2M	3		