

3.00 credits

22.5 h + 15.0 h

Q2

Teacher(s)	De Meeter Alexandre ;
Language :	French
Place of the course	Louvain-la-Neuve
Main themes	• Foundations of traditional and digital marketing applied to sport • Strategic marketing planning • Sponsorship for sports organisations • Sport entertainment and the impact of the media • The use of social networks and new technologies (e.g. virtual reality) in marketing and fan engagement • Public relations • Consumer characteristics in the sports industry • The marketing mix and market segmentation in the sports industry • Sports productsSports products • Banding (individual athletes and sports teams) and the sports industry • Influencers in the sports industry • Promotion and advertising
Learning outcomes	At the end of this learning unit, the student is able to : • Explain and apply key marketing concepts and theories to the sports industry (1.1, 1.2, 1.5 , 4.1, 7.2 , 7.3) • Explain, apply and critically evaluate basic communication concepts and techniques in sport (1.1., 1.2, 1.5 , 4.1 , 7.2 , 7.3) • 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) • 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) • 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) • Assess how sports organisations use social media platforms as marketing strategies (1.1, 1.2, 1.5, 4.1, 7.2, 7.3) • Analyse the role of sports organisations' digital communities and social media (1.1, 1.2, 1.5 , 4.1 , 7.2, 7.3)
Other infos	This course is strictly reserved for FSM students. It is not open to other UCLouvain students.
Faculty or entity in charge	FSM

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