



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Sports Marketing

Academic Year 2024/2025

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Sport Organization Management

3. Cycle

1st

4. Course Unit

Sports Marketing (C1110)

5. Scientific Area

6. Curricular Year

1st

7. Type of Curricular Unit / Semester

2nd Semester



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8. Class type and workload (work time)

Theoretical classes:

Practical classes:

Theoretical-Practical Classes 30,00

Tutorial Guidance: 20,00

9. ECTS Credits

6,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutora TATIANA BALTAZAR FAZENDA

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

The main objectives of this curricular unit are to allow students to understand the fundamental concepts of Marketing applied to companies and sports organizations.

15. Specific Objectives

1. Analyze the role of Marketing framed within the specificity of services, companies and organizations of sports services;
2. Apply Marketing techniques to concrete situations of companies and sports organizations;
3. Plan and organize sporting events;
4. Draw up business plans for companies and sports organizations.

16. Skills to be acquired

Ability to understand, develop and implement marketing strategies applied to the sporting phenomenon.

17. Teaching Methodology

Theoretical-practical teaching methodology, using the presentation of contents and complemented with the preparation of group work.

18. Course Unit Program



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1. General Marketing Concept
2. Marketing Fundamentals
3. Sports Marketing Management
4. Marketing Mix
5. Operational Marketing
6. SWOT Analysis and TOWS Analysis
7. Strategic Marketing
8. Digital Marketing in Sports
9. Sports Marketing & Branding

19. Assessment Methods

2 continuous assessment tests will be carried out, complemented with individual and group practical work.

20. Didactic Resources

Bibliographic elements will be used.

Theoretical exposition will also be used, accompanied by analysis of texts, books, notes, databases, powerpoint presentations, graphics, among others, in paper and digital support on the topics of the program of the respective curricular unit.

21. Sustainability Objectives

- Quality education;
- Decent work and economic growth;
- Partnerships for the implementation of objectives;

22. Keywords

Marketing
Brand
Image
Sport



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23. Main Bibliography

Author(s): Baynast, A. , Dionísio P. , Lévy, J. , Rodrigues, V. e Lendrevie, J.
Title: Mercator 25 Anos - O Marketing na Era Digital
Edition: Year: 2018
Local:
Publisher: Dom Quixote

Author(s): Chedwick et al.
Title: Routledge Handbook of Sports Marketing.
Edition: Year: 2016
Local:
Publisher: Routledge

Author(s): Sá C. , Sá D.
Title: Marketing Para Desporto - Um Jogo Empresarial
Edition: Year:
Local:
Publisher: IPAM

24. Complementary Bibliography

Author(s): Ferreira, R. M. , Medeiros, M.
Title: Marketing Desportivo como Estratégia Empresarial
Edition: Year: 2015
Local:
Publisher: PODIUM Sport, Leisure and Tourism Review

Author(s):
Title:
Edition: Year:
Local:
Publisher:



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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'MARKETING DESPORTIVO': Academic Year 2024/2025
Autor / Author	Prof. Doutora TATIANA BALTAZAR FAZENDA
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Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
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