UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Sports Marketing

Academic Year 2025/2026

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

1. Understand the principles of marketing and their application to the sports industry.
2. Analyze the role of sports marketing as a management, communication, and promotion tool for organizations, clubs, athletes, and events.
3. Develop strategic and operational skills to plan, implement, and evaluate marketing initiatives in sports.
4. Foster practical connections with the market, encouraging contact with real-life cases, applied projects, and professional simulations.

15. Specific Objectives

1. Identify and segment target audiences in the sports context.
2. Understand the specificities of the sports product.
3. Develop sports marketing plans.
4. Explore the role of social media and digital marketing in promoting clubs, athletes, and events.
5. Assess the importance of sponsorships, branding, and image in sports.
6. Apply market research tools to understand sports consumption behaviors.

16. Skills to be acquired

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1. Identify and analyze fundamental marketing concepts applied to the sports context.
2. Plan marketing strategies for sports organizations, events, and products.
3. Evaluate the impact of campaigns and promotional activities on the performance and recognition of sports brands.
4. Apply segmentation and positioning techniques to target audiences and markets in the sports sector.
5. Integrate digital marketing and social media practices into sports communication plans.

17. Teaching Methodology

Theoretical-practical teaching methodology using expository and interactive classes, project studies and practical cases.

18. Course Unit Program

1. General Marketing Concept
2. Fundamentals of Marketing applied to sports
3. Marketing Management in Sports
4. Implementation of a Sports Marketing Program
5. Sports Marketing Mix
6. Operational Marketing
7. Marketing Management in Sports: SWOT Analysis and TOWS Analysis
8. Strategic Marketing - Segmentation, Targeting and Positioning
9. Digital Marketing in Sports
10. Trends and Innovation in Sports Marketing
11. Sports Marketing & Branding

19. Assessment Methods

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

20. Didactic Resources

Multimedia resources (projectors, digital presentations, videos), supporting materials (scientific articles, case studies, market reports), digital analysis tools, and social media will be used, as well as active methodologies using practical studies. Additionally, testimonials from invited professionals will be used whenever possible.

21. Sustainability Objectives

1. SDG 4-Quality Education:Promotes the acquisition of technical and strategic marketing skills in the sports sector, preparing qualified professionals.
2. SDG 8-Decent Work and Economic Growth:By addressing marketing and brand management strategies, it contributes to the sustainable development of sports organizations and the creation of qualified employment opportunities.
3. SDG 17-Partnerships for implementing objectives:Encourages collaboration between clubs, sponsors, and public entities.

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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: 17ª Year: 2018
Local: Porto
Publisher: Dom Quixote
ISBN Code: 9789722065917

Author(s): Chadwick, S., Chanavat, N., & Desbordes, M.
Title: Routledge Handbook of Sports Marketing.
Edition: 1ª Year: 2016
Local: Londres
Publisher: Routledge
ISBN Code: 9781138787048

Author(s): Sá, D.
Title: Marketing desportivo: Mais do que um jogo
Edition: 1ª Year: 2024
Local: Lisboa
Publisher: Pactor
ISBN Code: 9789896931742.

24. Complementary Bibliography

Author(s): Ferreira, R. M. , Medeiros, M.
Title: Marketing Desportivo como Estratégia Empresarial
Edition: 1ª Year: 2015
Local: São Paulo
Publisher: PODIUM Sport, Leisure and Tourism Review
ISBN Code:

Author(s): Sá C. , Sá D.
Title: Marketing Para Desporto - Um Jogo Empresarial
Edition: 3ª Year: 2009
Local: Porto
Publisher: I.P.A.M.
ISBN Code: 789729529382

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Autor / Author	Prof. Doutora TATIANA BALTAZAR FAZENDA
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