



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Sports Marketing

Academic Year 2026/2027

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



UNIVERSIDADE LUSÍADA
LISBOA

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



UNIVERSIDADE LUSÍADA
LISBOA

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

The teaching methodology is based on a theoretical-practical approach, combining the presentation of key concepts with the analysis of case studies, problem-solving activities, discussion of scientific articles, the use of audiovisual resources, and the development of projects applied to the sports context. The methodology aims to encourage active student participation, critical thinking, and the application of marketing principles to sports organisations and events.

18. Course Unit Program

- 1- Introduction to the Course Unit: Objectives, Assessment and Overview of Sport Marketing
- 2- The Concept and Evolution of Marketing
- 3- Fundamentals of Sport Marketing
- 4- Sport Marketing Management and the Marketing Planning Process
- 5- Implementation of Sport Marketing Programmes
- 6- Sport Marketing Mix (4Ps, 7Ps and Adaptations to the Sport Context)
- 7- Strategic Marketing: Segmentation, Targeting and Positioning
- 8- SWOT and TOWS Analysis Applied to Sport Organisations
- 9- Sport Consumer Behaviour
- 10- Digital Marketing in Sport
- 11- Sport Sponsorship and Sponsorship Activation
- 12- Fan Engagement, CRM and Fan Loyalty
- 13- Sport Marketing and Branding
- 14- Merchandising, Licensing and Brand Commercialisation
- 15- Trends and Innovation in Sport Marketing (Artificial Intelligence, eSports, streaming, Augmented Reality, Personalisation and Immersive Experiences)

19. Assessment Methods

The prevailing Supplementary Regulation on the Assessment of Knowledge and Competencies shall apply. Continuous assessment mandatorily includes oral contributions distributed throughout the academic term and a final written assessment, both weighted at factor 3 and may also include individual or group assignments, weighted at factor 2, as well as other assessment elements, in accordance with the terms and weightings defined in the regulations and the respective Continuous Assessment Plan.

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.



UNIVERSIDADE LUSÍADA
LISBOA

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.

22. Keywords

Marketing
Sport
Brand
Image
Sponsorship



UNIVERSIDADE LUSÍADA
LISBOA

23. Main Bibliography

Author(s): Abeza, G., & Sanderson, J.
Title: Social Media in Sport: Evidence-Based Perspectives
Edition: 1st Year: 2025
Local: London
Publisher: Routledge
ISBN Code: 9781032757087

Author(s): Smith, A. C. T., Stavros, C., Skinner, J., Geurin, A. N., & Burch, L. M.
Title: Introduction to Sport Marketing
Edition: 3rd Year: 2024
Local: London
Publisher: Routledge
ISBN Code: 9781032488943

Author(s): Karg, A., Shilbury, D., Westerbeek, H., Funk, D., & Naraine, M.
Title: Strategic Sport Marketing
Edition: 5th Year: 2022
Local: London
Publisher: Routledge
ISBN Code: 9781760878801

24. Complementary Bibliography

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

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



UNIVERSIDADE LUSÍADA
LISBOA

Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'MARKETING DESPORTIVO': Academic Year 2026/2027
Autor / Author	Prof. Doutora TATIANA BALTAZAR FAZENDA
Classificação / Classification	-
Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
Data Hora / Date Time	
Formato de dados / Data Format	Texto / Text, PDF
Estatuto de utilização / Usage	Acesso público / Public Access
Relação / Relation	Version 1,0
(c) Universidade Lusíada, 2026	