

Subject card

Subject name and code	Sports Product Brand, PG_00156145						
Field of study	Sport Management						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2025/2026		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	4		ECTS credits		3.0		
Learning profile	academic		Assessment form				
Conducting unit	Department of Marketing -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Liwia Delińska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		9.0		36.0	75
Subject objectives	The aim of the course is to familiarize students with the specifics of sports products and the process of introducing new sports products to the market. The course content is designed to teach students how to create strategies for strong brands in the sports industry and effectively manage athletes' personal brands.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZSSML3_K02] The student is aware of the need to supplement and expand the acquired knowledge and skills and strives to combine knowledge from different fields and disciplines of science interdisciplinarily.	The student understands the necessity of expanding knowledge in sports brand management, including integrating marketing, psychology, and sociology to better manage the image of a sports product.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK8] observation of student's independent or team work
	[ZSSML3_W06] The student understands the impact of business on the environment and society, as well as the ethical challenges that accompany it.	The student understands the impact of sports brands on society and the environment and recognizes the importance of ethical practices in brand management, especially in the context of sustainable development.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[ZSSML3_W08] The student has advanced knowledge of enterprise and entrepreneurship, as well as other subjects of the sports market, the determinants shaping the effectiveness of economic activity, taking into account regional and international aspects.	The student possesses advanced knowledge of sports brand management and understands how regional and international aspects influence the building and development of a sports product brand.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[ZSSML3_U06] The student can forecast and simulate selected economic and social phenomena concerning the macro scale (economy) and micro (enterprise) using methods and tools applied in management and quality studies.	The student can analyze and forecast market trends and changes in consumer preferences related to sports brands, both on a global (macro) and local (micro) level, using appropriate marketing tools.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
	[ZSSML3_K01] The student is aware of the depreciation of knowledge over time and understands the need for lifelong learning and deepening of knowledge in both academic and non-academic modes.	The student understands the dynamic nature of the sports product market and recognizes the need for continuous improvement of knowledge in sports brand management by following new trends and market changes.	[SK1] oral statement/conversation/discussion [SK4] test/exam - oral or written [SK5] implementation of a problem task
Subject contents	1. Specificity of sports products 2. Introduction of new sports products to the market 3. Target audience of sports product brands 4. Brand strategy in the sports market 5. Brand purpose, vision, values, personality, and archetypes 6. Brand positioning in the sports market 7. Visual brand identity 8. Personal branding building athletes' personal brands		
Prerequisites and co-requisites	Passing the courses Marketing in sports and Consumer behaviour.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	project and presentation	51.0%	50.0%
	written exam	51.0%	50.0%
Recommended reading	Basic literature	1. R. Jones, <i>Branding</i>, Wydawnictwo Uniwersytetu Łódzkiego, Łódź 2021 2. J. Kotarbiński, <i>Marka 5.0</i>, PWN, Warszawa 2021 3. A. Chimkowska, <i>Autentyczny personal branding, czyli silna marka osobista w praktyce</i>, MT Biznes, Warszawa 2022	
	Supplementary literature	1. K. Wadas, <i>Strategia marki krok po kroku, czyli jak z marek małych zrobić wielkie</i>, Wyd. OnePress, Gliwice 2022 2. M. Skorek, <i>Spółeczność wokół marki</i>, PWE Polskie Wydawnictwo Ekonomiczne, Warszawa 2019 3. D. Kubuj, <i>Brand Equity. Metody badania siły marek</i>, Wydawnictwo Naukowe PWN, Warszawa 2022	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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