

Subject card

Subject name and code	, PG_00156126						
Field of study	Sport Management						
Date of commencement of studies	October 2025		Academic year of realisation of subject			2025/2026	
Education level	Bachelor's studies		Subject group			Obligatory subject group in the field of study Subject group related to scientific research in the field of study	
Mode of study	full-time studies		Mode of delivery			at the university	
Year of study	1		Language of instruction			Polish	
Semester of study	1		ECTS credits			5.0	
Learning profile	academic		Assessment form			exam	
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	30.0	30.0	0.0	0.0	0.0	60
	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	60		4.0		61.0	125
Subject objectives	The aim of the course is to familiarize students with the issues related to the scope and specificity of various marketing instruments in sports, their evolution, and contemporary perspectives. The course content is designed to make students aware of the necessity of taking a holistic view of marketing mix tools, considering the interconnections between them, as well as the impact of the environment on shaping the marketing instruments of sports organizations.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZSSML3_W10] The student knows and understands the mechanism of functioning of functional areas in various entities operating in the sports market, their interrelationships and role in achieving the objectives of the enterprise or institution.	The student understands the mechanisms of various areas of marketing activity within sports organizations and is able to assess their interrelationships and impact on the achievement of marketing goals of a sports company or institution.	[SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[ZSSML3_K06] The student is ready to work in, co-create or manage a group. The student is able to think and act in an entrepreneurial manner.	The student is ready to collaborate in teams to carry out marketing tasks, co-create teams, and manage them. The student is able to think and act in an entrepreneurial manner, taking initiatives in the area of sports marketing.	[SK2] presentation/project/paper/report [SK8] observation of student's independent or team work
	[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 the functioning of entities in the sports market and the factors influencing the effectiveness of marketing activities, taking into account the specifics of local, regional, and international markets.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[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 knows and understands the dynamic nature of marketing trends in sports and recognizes the need for continuous improvement of knowledge in this area by following new trends, technologies, and practices, both in the academic and professional contexts.	[SK1] oral statement/conversation/discussion [SK3] text preparation/written work
	[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 is able to analyze and forecast phenomena occurring in the environment of entities related to sports, both at the macro-environment and micro-environment levels, using tools and methods applied in marketing.	[SU2] presentation/project/paper/report [SU5] implementation of a problem task
Subject contents	1. Sports marketing 2. Marketing environment 3. Segmentation in the sports market 4. Sports consumers 5. Sports marketing instruments 6. Sports products 7. Pricing concepts 8. Distribution channels 9. Marketing communication 10. Trends in sports marketing		
Prerequisites and co-requisites	None.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	final project and presentation	51.0%	50.0%
	written test	51.0%	50.0%
Recommended reading	Basic literature	1. A. Sznajder, <i>Marketing sportu 2.0 w erze cyfrowej</i> , Wydawnictwo Nieoczywiste, Warszawa 2021 2. Ph. Kotler, K.L. Keller, <i>Marketing</i> , Rebis, Poznań 2022 3. E. Michalski, <i>Marketing. Podręcznik akademicki</i> , PWN, Warszawa 2022	
	Supplementary literature	1. A. C.T. Smith, <i>Introduction to Sport Marketing</i> , Taylor & Francis, London 2015 2. Ph. Kotler, H. Kartajaya, I. Setiawan, <i>Marketing 5.0. Technologie Next Tech</i> , MT Biznes, Warszawa 2021 3. W. Dryl, T. Dryl, U. Kęprowska, <i>Nowe 4P Marketingu ludzie, procesy, programy, dokonania</i> , CeDeWu Warszawa 2023	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

Document generated electronically. Does not require a seal or signature.