

## Subject card

|                                             |                                                                                                                                                                                                                                                                                                                               |                                                          |                                         |                                     |         |                                                |     |
|---------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------|-------------------------------------|---------|------------------------------------------------|-----|
| Subject name and code                       | Sports Product Brand, PG_00156145                                                                                                                                                                                                                                                                                             |                                                          |                                         |                                     |         |                                                |     |
| Field of study                              | Sport Management                                                                                                                                                                                                                                                                                                              |                                                          |                                         |                                     |         |                                                |     |
| Date of commencement of studies             | October 2025                                                                                                                                                                                                                                                                                                                  |                                                          | Academic year of realisation of subject |                                     |         | 2026/2027                                      |     |
| 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                         |                                     |         | credit                                         |     |
| 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. |                                                          |                                         |                                     |         |                                                |     |

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|----------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|
| Learning outcomes                                              | Course outcome                                                                                                                                                                                                                                                                                                                                                                          | Subject outcome                                                                                                                                                                                                                                                                                                                       | Method of verification                                                                                                                             |
|                                                                | [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<br>[SK4] test/exam - oral or written<br>[SK5] implementation of a problem task                        |
|                                                                | [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<br>[SU2] presentation/project/paper/report<br>[SU8] 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 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<br>[SW1] oral statement/conversation/discussion<br>[SW2] presentation/project/paper/report                       |
|                                                                | [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<br>[SW2] presentation/project/paper/report                                                            |
|                                                                | [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<br>[SK2] presentation/project/paper/report<br>[SK8] observation of student's independent or team work |
| Subject contents                                               | 1. Specificity of sports products<br>2. Introduction of new sports products to the market<br>3. Target audience of sports product brands<br>4. Brand strategy in the sports market<br>5. Brand purpose, vision, values, personality, and archetypes<br>6. Brand positioning in the sports market<br>7. Visual brand identity<br>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                                                                                                                      |
|                                                                | written exam                                                                                                                                                                                                                                                                                                                                                                            | 51.0%                                                                                                                                                                                                                                                                                                                                 | 50.0%                                                                                                                                              |
|                                                                | project and presentation                                                                                                                                                                                                                                                                                                                                                                | 51.0%                                                                                                                                                                                                                                                                                                                                 | 50.0%                                                                                                                                              |
| Recommended reading                                            | Basic literature                                                                                                                                                                                                                                                                                                                                                                        | 1. R. Jones, <i>Branding</i> , Wydawnictwo Uniwersytetu Łódzkiego, Łódź 2021<br>2. J. Kotarbiński, <i>Marka 5.0</i> , PWN, Warszawa 2021<br>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<br>2. M. Skorek, <i>Społeczność wokół marki</i> , PWE Polskie Wydawnictwo Ekonomiczne, Warszawa 2019<br>3. D. Kubuj, <i>Brand Equity. Metody badania siły marek</i> , Wydawnictwo Naukowe PWN, Warszawa 2022 |                                                                                                                                                    |
|                                                                | eResources addresses                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                    |
|                                                                |                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                    |
| Example issues/<br>example questions/<br>tasks being completed |                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                    |
| Work placement                                                 | Not applicable                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                    |

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