University of Gdańsk

Subject card

Subject name and code	Marketing the sports organizations, PG_00191149						
Field of study	Finance and Accounting, Informatics and Econometrics, Management, Management of Healthcare Institutions, Sport Management						
Date of commencement of studies	October 2025		Academic year of realisation of subject	2025/2026			
Education level	Bachelor's studies		Subject group	Optional subject group			
Mode of study	full-time studies		Mode of delivery	at the university			
Year of study	1		Language of instruction	Polish			
Semester of study	2		ECTS credits	2.0			
Learning profile	academic		Assessment form	credit			
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor	dr Sabina Nowak					
	Teachers	dr Sabina Nowak					
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	0.0	0.0	15
	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	15		1.0		34.0	50
Subject objectives	The objective of this course is to introduce students to the concepts of sports marketing, with a particular focus on marketing sports organizations. We will analyze the factors that evoke emotions in sports and influence the level of interest in sports entities and events. The classes will help students understand the unique aspects of sports marketing and the importance of marketing activities for sports organizations. Additionally, students will develop the skills needed to analyze various phenomena within the realm of sports marketing.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[IiEL3_W01] The student knows and understands to an advanced degree the nature and evolution of theories in management, quality sciences, economics, and finance, along with their place in the social sciences system —especially in applying informatics or statistics tools.	The student knows the areas of operation of sports organisations, understands the factors influencing customer interest in a sports organisation's products, in particular sporting events in which it participates, understands the importance of relationship marketing in a sports organisation, and the importance of cooperation between a sports organisation and its fans.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task
[ZISZL3_W01] The student has advanced knowledge of the discipline of management and quality sciences and understands its interrelationships with other social sciences.	The student knows the areas of operation of sports organisations, understands the factors influencing customer interest in a sports organisation's products, in particular sporting events in which it participates, understands the importance of relationship marketing in a sports organisation, and the importance of cooperation between a sports organisation and its fans.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task
[ZARZL3_W01] The student has advanced knowledge and understanding of the nature and evolution of management, quality sciences, economics, and finance theories, along with their place in the social sciences system — particularly their relevance to business decision-making.	The student knows the areas of operation of sports organisations, understands the factors influencing customer interest in a sports organisation's products, in particular sporting events in which it participates, understands the importance of relationship marketing in a sports organisation, and the importance of cooperation between a sports organisation and its fans.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task
[ZSSML3_W01] The student as advanced knowledge in the discipline of management and quality sciences and understands its interrelationship with other social sciences.	The student knows the areas of operation of sports organisations, understands the factors influencing customer interest in a sports organisation's products, in particular sporting events in which it participates, understands the importance of relationship marketing in a sports organisation, and the importance of cooperation between a sports organisation and its fans.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task
[FiRL3_W01] The student has advanced knowledge and understanding of the nature and evolution of management, quality, economics, and finance theories and their place in the social sciences system, particularly from the perspectives of finance and accounting.	The student knows the areas of operation of sports organisations, understands the factors influencing customer interest in a sports organisation's products, in particular sporting events in which it participates, understands the importance of relationship marketing in a sports organisation, and the importance of cooperation between a sports organisation and its fans.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task

Subject contents

1. Areas of operation of sports organizations and sales of their products
2. Products and buyers of sports organization products
3. Areas of sports marketing (sports marketing, marketing through sports)
4. Principles of creating the right offer for companies interested in marketing through sport
5. Marketing activities of sports organizations
6. Sports fans participants in sporting events the specificity of sports fans, motives for participating in sporting events, segmentation of sports fans
7. Shaping interest in sporting events and sports organizations factors that evoke emotions in sport, determining the level of interest in sports entities and sporting events
8. Marketing strategies for the development of sports organizations
9. The use of sports fans in the communication activities of sports entities

Prerequisites and co-requisites

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Active class participation	51.0%	10.0%
	Project with presentation	51.0%	90.0%
Recommended reading	Basic literature	Sznajder A. (2012), Marketing sportu. Warszawa: PWE. Sznajder A. (2021), Marketing sportu 2.0 w erze cyfrowej. Warszawa: Wydawnictwo Nieoczywiste. Waśkowski Z. (2007), Uwarunkowania i sposoby wdrażania orientacji marketingowej w klubach sportowych. Poznań: Wydawnictwo Uniwersytetu Ekonomicznego w Poznaniu	
	Supplementary literature	n/a	
	eResources addresses		
Example issues/ example questions/ tasks being completed	• Preparing an appropriate offer for companies interested in marketing through sport. • Preparing a presentation on the marketing activities of sports organizations. • Analyzing factors that evoke emotions in sport and influence the level of interest in sports entities and sporting events.		
Work placement	Not applicable		

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