



LITHUANIAN SPORTS UNIVERSITY

STUDY MODULE PROGRAMME (SMP)

Module Code	S	191	B	014	Accredited until			Renewal date		
	Branch of Science		Progr.	Registr. №.						

Entitlement

Marketing and Communication

Prerequisites

Course (module) Learning Outcomes

№.	Learning Outcomes	Teaching / Learning Methods	Assessment Methods
1	will be able to think creatively and apply innovative methods in a work environment	Case analysis (Case study), Discussion, Formal lecture, Library / information retrieval tasks, Literature analysis	Group (team) project
2	will be able to work in a team or take a leadership role in organizing its activities, encouraging change to solve complex tasks	Case analysis (Case study), Discussion, Gests lectures, Group work	Group (team) project
3	will be able to communicate and collaborate with people from different fields and cultures and work individually as a team	Creativity workshops, Discussion	Group (team) project
4	will be able to use modern means of communication and social networks to convey professional and other information	Case analysis (Case study), Discussion, Formal lecture, Gests lectures, Team project	Group (team) project, Mid-term examination
5	understand different global trends in social, cultural and other scientific knowledge, for further development of sports or tourism	Discussion, Formal lecture, Gests lectures, Team project	Group (team) project
6	will be able to analyze and evaluate events and processes in the organization of sports art and the business environment	Case analysis (Case study), Discussion, Formal lecture, Gests lectures	Mid-term examination
7	will be able to apply interdisciplinary scientific knowledge in the management of resources and processes of sports tourism organizations	Discussion, Formal lecture, Literature analysis	Mid-term examination
8	knowledge and understanding of the peculiarities of sports or tourism business, future trends and the international market	Formal lecture, Gests lectures, Group work, Literature analysis	Mid-term examination
9	will be able to independently develop and implement consumer-oriented innovative business ideas and prepare business plans for the sports or tourism sector	Creativity workshops, Formal lecture, Group work	Group (team) project
10	will be able to apply quantitative and qualitative research methods in research in the sports or tourism sector, and to analyze, evaluate and apply the obtained research data to the development of the organization	Discussion, Formal lecture, Individual project, Literature analysis	Mid-term examination
11	Will be able to prepare and implement various projects contributing to the improvement of sports or leisure infrastructure and the organization of events	Case analysis (Case study), Creativity workshops, Group work, Seminar	Case analysis (study)

No.	Learning Outcomes	Teaching / Learning Methods	Assessment Methods
12	Will be able to identify problems in their own and other human resources activities, find solutions and ways of improvement, and delegate tasks to achieve strategic goals of a sports or tourism organization	Assignments, Formal lecture, Group work, Problem-based learning, Problem-solving sessions	Case analysis (study)

Main aim

The aim of this module is to introduce students to marketing principles, concepts, consumer behavior determinants and to develop the ability to apply business research, marketing research and other research methods to understand organizational and / or business environment and processes and to develop creative thinking, communication skills, applying internal and external communication models.

Summary

During the study module the students get acquainted with the basics of marketing and communication, the main methods of market research and are explored their applicability, the possibilities of using social networks, branding and developing social responsibility.

Level of module

Level of programme		Subject group (under the regulation of the area)
Cycle	Type	
First	Bachelor	Bendrojo universitetinio lavinimo

Group under financial classification

4.Socialinių mokslų studijos (išskyrus politikos mokslus, sportą ir studijas, nurodytas 8 punkte)

Syllabus

No.	Sections and themes	Responsible lecturer
1.	Introduction to marketing	
2.	Marketing Complex	
3.	Market research	
4.	Public Relations and Internal Communication	
5.	Communication in marketing	
6.	Social networks and marketing	
7.	Online marketing	
8.	Socially responsible marketing	
9.	Customer Experience Management	
10.	Brands and their management	
11.	Marketing Strategy	

Evaluation procedure of knowledge and abilities:

References

No.	Title	Edition in Lithuanian Sports University library		In Lithuanian Sports University bookstore	Number of ex. in the methodical cabinet of the depart.
		Pressmark	Number of exemplars		
1.	P. Kotler, G. Armstrong (2018) "Principles of Marketing"			No	
2.	S. Godin (2018) "This is marketing: you can't be seen until you learn to see", Portfolio, Penguin			No	
3.	P. Kotler, H. Kartajaya, I. Setiawan (2017) "Marketing 4.0: Moving from traditional to digital"			No	
4.	Weber, J., Wasieleski, D.M (2018) "Corporate Social Responsibility", Duquesne University, Pittsburgh, PA, USA			No	

№.	Title	Edition in Lithuanian Sports University library		In Lithuanian Sports University bookstore	Number of ex. in the methodical cabinet of the depart.
		Pressmark	Number of exemplars		
5.	Gh. Orzan, O.E. Platon, C. D. Ștefănescu, M. Orzan (2016) "Conceptual model regarding the influence of social media marketing communication on brand trust, brand affect and brand loyalty", Economic Computation and Economic Cybernetics Studies and Research, Issue 1/2016, Vol. 50			No	
6.	A. Finne and Ch. Gronroos (2017) "Communication-in-use: customer-integrated marketing communication", European Journal of Marketing Vol. 51 No. 3			No	
7.	Alguacil, Mario; Nunez-Pomar, Juan; Valantine, Irena; Crespo-Hervas, Josep; Pérez-Campos, Carlos; Staskeviciute Butiene, Inga. The importance of the services brand in predicting loyalty and word of mouth // Inžinerinė ekonomika = Engineering economics / Kaunas University of Technology. Kaunas : KTU. ISSN 1392- 2785. eISSN 2029-5839. 2018, vol. 29, no. 4, p. 446-454.			No	
8.	Bagdonienė, L., Hopenienė, R. (2015) Paslaugų marketingas ir vadyba			No	
9.	K. A. Quesenberry (2019) "Social media strategy"			No	

Additional literature

№.	Title
1.	Mullin, Bernard J. (2014) Sport marketing, Champaign : Human kinetics
2.	Fominienė Vilija Bitė (2016) "The importance of tourism websites to tourism services and assurance of their competitiveness", Montenegrin journal of economics, vol.12. no. 4
3.	Bouchet, Patrick (2013) "Sport brands", London, New York : Routledge
4.	Ž. Piligrimienė (2016) Marketingo tyrimų duomenų analizė SPSS programa
5.	Mullin B. J., Hardy., S., Sutton. W. A. (2014) Sport marketing. 4edition. Human kinetics.

Coordinating lecturer

Position	Degree, surname, name	Schedule №.
Associate Professor		214

Subdivision

Entitlement	Code
a	1007

Study module teaching form №. 1

Semester	Mode of studies	Structure				Total hours	Credits	
		Theory	Seminars	Lab Works	Ind. work			
A	S	D	30	30	0	200	260	10

Languages of instruction:

Lithuanian	L	English	E	Russian	R	French	F	German	G	Other	Oth.
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Plan of in-class hours

№. of Themes	Academic hours			№. of Themes	Academic hours		
	Theory	Seminars	Lab Works		Theory	Seminars	Lab Works
1.	1	0	0	7.	1	2	0
2.	6	6	0	8.	2	2	0

№. of Themes	Academic hours			№. of Themes	Academic hours		
	Theory	Seminars	Lab Works		Theory	Seminars	Lab Works
3.	2	3	0	9.	4	4	0
4.	2	2	0	10.	3	2	0
5.	3	3	0	11.	3	2	0
6.	3	4	0				
				Total:	30	30	0

Schedule of individual work tasks and their influence on final grade

	№. of syllabus	Total hours	Influence on grade, %	Week of presentment of task (*) and reporting (o)																
				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17-20
				Mid-term examination	1-3	30	15	*			0									
Group (team) project	1-11	110	55	*															0	
Mid-term examination	4-7	30	15		*					0										
Mid-term examination	8-11	30	15							*									0	
Total:	-	200	100																	

Study module teaching form №. 2

Semester	Mode of studies	Structure				Total hours	Credits	
		Theory	Seminars	Lab Works	Ind. work			
A	S	N	30	30	0	200	260	10

Languages of instruction:

Lithuanian	L	English	E	Russian	R	French	F	German	G	Other	Oth.
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Plan of in-class hours

№. of Themes	Academic hours			№. of Themes	Academic hours		
	Theory	Seminars	Lab Works		Theory	Seminars	Lab Works
1.	1	0	0	7.	1	2	0
2.	6	6	0	8.	2	2	0
3.	2	3	0	9.	4	4	0
4.	2	2	0	10.	3	2	0
5.	3	3	0	11.	3	2	0
6.	3	4	0				
				Total:	30	30	0

Schedule of individual work tasks and their influence on final grade

	№. of syllabus	Total hours	Influence on grade, %	Week of presentment of task (*) and reporting (o)																
				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17-20
				Mid-term examination	1-3	30	15	*			0									
Group (team) project	1-11	110	55	*															0	
Mid-term examination	4-7	30	15		*					0										
Mid-term examination	8-11	30	15							*									0	
Total:	-	200	100																	