



LITHUANIAN SPORTS UNIVERSITY

STUDY MODULE PROGRAMME (SMP)

Module Code	S	190	B	068	Accredited until			Renewal date
	Branch of Science		Progr.	Registr. №.				

Entitlement

Sports and Tourism Marketing

Prerequisites

secondary education

Course (module) Learning Outcomes

№.	Learning Outcomes	Teaching / Learning Methods	Assessment Methods
1	Will understand social responsibility including sustainable and ethical business behaviour	Case analysis (Case study), Discussion, Group work	Seminar
2	Will be able to select and apply quantitative and qualitative research methods appropriately to research in the sector, and to analyse, evaluate and apply the research findings to organisational development	Formal lecture, Library / information retrieval tasks, Seminar	Mid-term examination
3	Will be able to identify ethical issues and address them in a socially responsible manner, applying theoretical knowledge based on research findings	Case analysis (Case study), Formal lecture	Mid-term examination
4	Will be able to make evidence-based decisions integrating data management and analytics, assessing their impact in a defined situation	Case analysis (Case study), Formal lecture	Mid-term examination
5	Will be able to work as part of a team or take a leadership role in organising its activities, driving change or dealing with complex tasks	Discussion, Group work, Problem-based learning	Seminar
6	Ability to communicate and collaborate with professionals from different disciplines and cultures, in at least one foreign language, individually and as part of a team	Creativity workshops, Group work	Seminar
7	Be able to communicate effectively in writing and orally, using modern communication tools and social networks, and to promote positive communication and cooperation in an ethical manner	Creativity workshops, Formal lecture, Group work	Seminar
8	Ability to analyse and systemise problems	Case analysis (Case study), Formal lecture	Mid-term examination
9	Seek the continuous learning necessary for a management professional to adapt to new technologies	Individual project, Interactive lecture	Seminar

Main aim

The aim of this module is to introduce students to marketing principles, concepts, and factors influencing consumer behaviour, and to consolidate the ability to apply the methods of organizational business activities, marketing and other research methods, which allow them to learn about the organizational/business environment and the processes that take place in it, as well as to develop the abilities of creative thinking, communication skills, and the application of the internal and external models of communication.

Summary

This module builds on students' existing general knowledge of marketing and applies it to the more specialised sport and tourism market. Students will have the opportunity to apply the basic theoretical principles of marketing, in particular to analyse the sport and tourism marketing environment, to understand sport and tourism consumers and organisations, to examine the importance of market segmentation and the role of brands, endorsements and sponsorship in the context of sport and tourism

marketing. Global examples will be used to illustrate the importance of sport and tourism marketing from an international perspective. Students will also be given the opportunity to reflect on the impact of new media and communication technologies on the ongoing efforts to connect with sport and tourism consumers.

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

№.	Sections and themes	Responsible lecturer
1.	Introduction to sports and tourism marketing	
2.	Evolution of the marketing mix	
3.	Market research	
4.	Consumer behaviour in marketing - models, types, segmentation	
5.	Branding in sport and tourism	
6.	Pricing principles in marketing	
7.	Sponsorship in sport and tourism	
8.	Marketing channels	
9.	Public relations in sport and tourism	
10.	Planning a marketing campaign	

Evaluation procedure of knowledge and abilities:

References

№.	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.	A. Karg, D. Shilbury, H. Westerbeek, D.C Funk, M. L. Naraine (2022) „Strategic Sport Marketing“			No	
2.	E.C. Schwarz, K.J. Brannigan, K.P. Cattani, J. D. Hunter (2022) „Advanced Theory and Practice in Sport Marketing“			No	
3.	Evans Z., Gee S., Eddy T. (2022) Building bridges: Connecting sport marketing and critical social science research. Frontiers in Sports and Active living			No	
4.	A.Morrison (2022) „Tourism Marketing: In the Age of the Consumer“			No	
5.	D. Gursoy, Fr. Buttle, D. Bowie (2023) „Hospitality Marketing Principles and Practices“			No	

Additional literature

№.	Title
1.	Schiffman L., Wisenblit J. (2019) Consumer behavior (https://www.studocu.com/row/document/abbottabad-university-of-science-and-technology/marketing-research/consumer-behavior-by-schiffman-leon-g-wisenblit-joseph-pdf/16200824)
2.	Kotler Ph., Kartajaya H., Setiawan I. (2017) Marketing 4.0: Moving from traditional to digital
3.	Alguacil, M.; Núñez-Pomar, J.; Calabuig, F.; Escamilla-Fajardo, P.; Staskeviciute-Butiene, I. Creation of a brand model through SEM to predict users' loyalty and recommendations regarding a public sports service // Heliyon. Oxford : Elsevier Ltd. ISSN 2405-8440. 2021, vol. 7, iss. 6, art. no. e07163, p. 1-8. D

№.	Title
4.	Valantine, I.; Staskeviciute-Butiene, I.; Simanavicius, A.; Jasinskas, E. Business models of Lithuanian fitness centres // The global private health & fitness business: a marketing perspective. Bingley : Emerald Publishing Limited, 2021.
5.	Bruhn, Manfred, Rohlmann, Peter Sports (2023) Marketing: Fundamentals - Strategies – Instruments
6.	Gursoy, Dogan (2018) The Routledge Handbook of Hospitality Marketing
7.	Yeark, Anastasia et all. (2022) Case Based Research in Tourism, Travel, Hospitality and Events
8.	Schaffner A. (2019) Social media marketing

Coordinating lecturer

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

Subdivision

Entitlement	Code
Department of Sports and Tourism Management	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	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	6.	2	2	0
2.	4	4	0	7.	2	3	0
3.	2	2	0	8.	5	5	0
4.	5	3	0	9.	3	4	0
5.	3	2	0	10.	3	5	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	1-5	0	20	*																									
Seminar	2-10	0	60	*																									
Mid-term examination	6-10	0	20																										
Total:	-	0	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	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	6.	2	2	0
2.	4	4	0	7.	2	3	0

