

MINOR SPORT & EXERCISE

SPORT EVENT MARKETING

Experience and sensation, the creation of an ultimate experience for spectators and participants is the future for sports events. Sports events are fun for spectators and participants but are also important for our society.

To make a success out of sports events, it is important that online marketing strategies focus on value creation and co-creation. Sport marketing agencies and event management agencies increasingly exploit sports events on a commercial basis. In addition, events are a means to achieve goals such as product branding, regional and city marketing, tourism and economic impact. Therefore, the development of strong sports brands and adventurous sporting events are key subject in this minor. This experience attracts more spectators and participants, which stimulates tourism which is good for the economy.

WHAT DO YOU LEARN?

In this minor you will learn how to create an unique experience for sports events. You develop an (online) distinctive value proposition for sports events and discover how to implement this online in the market. You will learn how the marketing of sports events works and how to make the sports event attractive. Not only for spectators and participants, but also for

stakeholders such as sponsors. You develop an interesting business concept and marketing campaign for a sports event. You will gain insight into current trends and developments that influence the perception and sensation of sports events and sport marketing. One of the developments is the connection of sports events, sports brands and branding to leisure, tourism and city and region marketing.

ACTIVITIES

We visit a number of sports events and analyze the perceptions/sensations and marketing. With your fellow students you develop a distinctive sports event, you work on a business model for your stakeholders and analyze how the sports event could attract more spectators or participants, including those from abroad. You apply marketing tools and will develop skills in the use of marketing campaigns and measuring their effectiveness. Besides regular classes from our faculty members, marketing and event professionals will perform guest lectures and masterclasses.

OPEN UP NEW HORIZONS.

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You do research on the economic impact of an existing event and give recommendations to the organizer on the positioning and (online) marketing of the sports event.

MAIN TOPICS

- How to make a sports event a real and unique experience?
- How do you attract more spectators and participants to sports events with online sports marketing?
- How do you use social media from a marketing perspective?
- How do you measure the effectiveness of online marketing campaigns?
- How to create a successful business model for a sports event?
- What can growth hacking do for your business?
- What are (online) marketing strategies for sports events?
- What are the leisure and tourism aspects of regional and city marketing?
- What is the economic impact of sports events?

FOR WHOM?

Register for this exchange course if you are interested in marketing, sport economics, branding of sports, leisure & tourism and organizing events in sport marketing and leisure industry. The course is especially recommended to students who are studying economics, commerce, international business, sports and/or marketing.

Are you curious how to create a unique event experience, how to develop an (online) value proposition for unique sport events and how to launch an active sport marketing campaign? Then this broadening and in depth minor (level 3) has a lot to offer you.

METHODOLOGY AND PRACTICAL INFORMATION

The course will be taught in English and will consist of lectures, tutorials, supervision lectures and tutor classes. Level B2 English is recommended. The minor (30 ECTS) will be taught for the duration of one semester and will take place in Nijmegen or Papendal and on location. There can be additional costs because of an (international) study trip and excursions to sports locations and events.

INFORMATION

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