

Teaching guide

IDENTIFICATION DETAILS

Degree:	Physical Activity and Sports Sciences		
Field of Knowledge:	Health Science		
Faculty/School:	Health Sciences		
Course:	SPORTS AND NEW TRENDS MARKETING IN PHYSICAL ACTIVITIES AND SPORT		
Type:	Optional	ECTS credits:	6
Year:	4	Code:	7563
Teaching period:	Eighth semester		
Area:	Management of Sport		
Module:	Organisation and Management of Physical Activity and Sport		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

SUBJECT DESCRIPTION

This course covers the basics of marketing and its unique features in sport, with a particular focus on pricing, products, communication and distribution policies.

SKILLS

Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying

knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

General Skills

To develop analytical, synthetic, reflective, critical, theoretical and practical thought.

To be familiar with and act on the basis of the ethical principles needed for appropriate professional practice.

To be familiar with and apply information and communication technologies in various areas of action.

To develop habits of excellence and quality in professional development.

Specific skills

To assess real and demanded needs, effectively applying different marketing strategies.

To be familiar with the foundations for establishing pricing, product and communication policies linked to physical-sports services.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours