



Subject card

Subject name and code	SPORTS MARKET, PG_00058525						
Field of study	Economics						
Date of commencement of studies	October 2022		Academic year of realisation of subject		2024/2025		
Education level	first-cycle studies		Subject group		Optional subject group Subject group related to scientific research in the field of study		
Mode of study	Full-time studies		Mode of delivery		blended-learning		
Year of study	3		Language of instruction		Polish		
Semester of study	5		ECTS credits		4.0		
Learning profile	general academic profile		Assessment form		assessment		
Conducting unit	Department of Marketing -> Faculty of Management and Economics						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Edyta Gołąb-Andrzejak				
	Teachers		Zygmunt Waśkowski dr hab. Edyta Gołąb-Andrzejak				
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	0.0	0.0	0.0	30
	E-learning hours included: 5.0						
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	30		5.0		65.0	100
Subject objectives	Describes the essence and principles of carrying out an analysis of the sports market						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K6_W03] identifies reliable sources of information relevant to the analyzed issues		classifies the factors characterizing the activities carried out in the sports market analysis		[SW1] Assessment of factual knowledge		
	[K6_U06] acquires new knowledge by planning lifelong learning strategies		acquires new knowledge necessary to conduct an assessment of the sports market		[SU3] Assessment of ability to use knowledge gained from the subject		
Subject contents	Sports market. Sports consumers. Sports marketing and its specificity. Sports marketing strategy. Products for the sports market. Prices in the sports market. Distribution in the sports market. Promotion on the sports market. Sponsorship in the sports market. Services in the sports market. Sports marketing and new media. Implementation and control of sports marketing.						
Prerequisites and co-requisites							
Assessment methods and criteria	Subject passing criteria		Passing threshold		Percentage of the final grade		
	Case study		60.0%		49.0%		
	Written exam		60.0%		51.0%		
Recommended reading	Basic literature		Sznajder, A. (2021). Marketing sportu 2.0 w erze cyfrowej. Warszawa: Wydawnictwo Nieoczywiste Smith, A. (2012). Introduction to sport marketing. Routledge. Waśkowski Z., Kijewska-Ratajczak O. (2023), Relacje z interesariuszami na rynku wydarzeń sportowych, Wydawnictwo Naukowe Bogucki, Poznań				

	Supplementary literature	Jedel, J., Kończak, J. (2019). Rynek sportu i sponsoringu sportowego w Polsce. Gdańsk: AWFIS Gdańsk. Kutwa, K., Rafał, M. (2019). Polski rynek sportu. Warszawa: Polski Instytut Ekonomiczny. Mullin, B. J., Hardy, S., & Sutton, W. (2014). Sport marketing 4th edition. Human Kinetics. Shilbury, D., Westerbeek, H., Quick, S., Funk, D., & Karg, A. (2020). Strategic sport marketing. Routledge. Waśkowski, Z., 2007, <i>Uwarunkowania i sposoby wdrażania orientacji marketingowej w klubach sportowych.</i> , Wydawnictwo Akademii Ekonomicznej w Poznaniu, Poznań.
	eResources addresses	Adresy na platformie eNauczanie: RYNEK SPORTU kierunek Ekonomia, sem. 5, sem. zimowy 2024/25 - Moodle ID: 40153 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=40153
Example issues/ example questions/ tasks being completed	Describe the size and scope of the sport sector. Explain motives on sport consumption. Discuss the structure of the sports market product.	
Work placement	Not applicable	

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