

Minor regulations – 2020-2021

1. Name minor: International Sports Business

2. English name: International Sports Business

3. Content of minor

The Minor International Sports Business is designed to equip the 'sports-passionate' student with a broad theoretical and practical knowledge required to operate and manage effectively within the sports marketing and sports communication field, specifically taking the triangle of sports organization, fan/consumer and media organization into account.

In this minor, the student will first investigate the foundations of the sport business, sport sponsoring, sport marketing & communications and changes in sport media. Students will then have the opportunity to work in multidisciplinary teams to investigate and analyze sport marketing and sport communications issues, and work on real advise projects for real international clients. Actual themes that are being explored are fan engagement, fan based marketing, mega sports events, social media and conversation management.

The minor consists of lectures and workshops, but also includes company visits and sport events. The minor ends with an assessment on the student's personal development throughout the minor.

After this minor, students will have knowledge about:

- Basics of sport marketing
- Basics of sport sponsoring
- Basics of sport marketing communications
- Recent changes in sport media (the role of sports organizations in relation to media and fan)
- Changing media consumption patterns
- Consumer/Fan behavior
- Data analysis techniques & tools
- Fan engagement research
- Conversation management
- Mega sports events & bid process
- Event concepting
- City marketing

The program consists of 30 credits (ECTS), equivalent to 840 study load hours (sbu), divided per block of 4-5 weeks:

Block 1: Introduction (112 sbu)

- Sport Marketing: The student understands the sports marketing environment for the elite sports and recreational sports market, can segment a sports market using sports consumers insights, chooses the

right sustainable positioning in a sports market, meet the needs and wants in the chosen target sports market by making the right marketing mix choices

- Sport Sponsoring: The student understands the possible objectives a brand can obtain with sport sponsorships, why and how a brand should activate its sponsorship and understand how to plan, budget and evaluate a sponsorship program.
- Sport Marketing Communications: The student can develop a marketing communication plan based on research and analyses, including objectives, marketing communication strategy, concepts, media choice, planning and budget.
- Sport Media: The student knows the recent evolutions and trends within sport media, more specifically aimed at the sport organization taking the role of media producer and the effects on the role of media organizations.

Block 2: Project Fan Engagement (224 sbu)

- The student can explain how people transform into fans, based on research, in terms of social and psychological patterns and the accompanying consumer behavior.
- The student can explain changing media consumption patterns of sports fans, based on research.
- The student understands the function of common data analysis techniques, such as database design, clickstream analysis, segmentation techniques, and network analysis.
- The student can identify and analyze fan groups based on their behavior and needs.
- The student can analyze a fan base and perform some simple database marketing operations
- The student can advise a sport organization about different fan engagement activities based on previous insights and own research.

Block 3: Project Conversation Management (224 sbu)

- The student has insights in the way the media landscape works and the processes that are important in developing content at a sports organization
- The student can develop and implement a conversation management strategy
- The student can create qualitative media products (by using design tools such as Photoshop, Adobe Premiere or others) based on strategic conversation management

Block 4: Project Mega Events Cycling (224 sbu)

- The student gets insights about the cycling sport and its importance from a national and international perspective
- The student gets insights in the business processes preceding a big sport event, as well as the aspects that play a role in the bidding phase.
- The student is able to develop a side-event concept for an international sports event;
- The student is able to generate extra value for an international sports event by creating a side-event (spin-off)

Personal Leadership (56 sbu)

Personal leadership is the ability to develop and utilize your positive leadership traits to guide the direction of your life instead of letting time and chance determine your course. Personal leadership can begin when you decide to be your own life coach and live by a personal mission statement that reflects your values and life goals.

The course depends on different building blocks to gain insight into your personality and know how to make optimum use of it as a professional. We emphasize the action-typing method but use also other methods. At the end of this course you have a clear image of yourself that you can use in your further professional life.

Note: the 30 ECs will only be granted when the minor is passed (see point 7).

The following text will be present on the minor certificate:

"The student who has successfully finished the minor International Sports Business has proved to be able to:

- advise international sport organizations on how to involve fans, based on different methods of fan engagement research and data analysis techniques.*
- create strategic event concepts taking into account the different stakeholders (the city, the viewers, the participants and the business partners).*
- advise clients on building a stronger relationship between fans and media organizations using social media strategies based on conversation management techniques.*
- produce social media content, as well as different media products.*
- reflect on his personal development with a personal branding website."*

4. Education components (see article 16 general section of the TER)

The students will follow lectures and workshops (16-20 hrs), and they will work on their projects and assignments in multidisciplinary and multinational teams and self-study (16-20 hrs). Some workshops are aimed at learning media production skills, but students will also spend time visiting their project clients or sport events. They will also do different personal branding activities to develop themselves personally, in which they will be coached to find their own set of strengths and ambitions.

5. Enrolment in the education components

Not applicable.

6. Overview of tests and registration for tests (see articles 18 and 22 general section of the TER)

Exam	Exam type	Individual or group	Assessment scale
Integrated exam 'introduction Sport Marketing, Changes in Sport Media, Sport Sponsoring and Sport marketing communications	Written exam	Individual	1-10

Presentation & portfolio 'Project 1 Fan Engagement'	Presentation 30% Portfolio deliverables 70%	Group	1-10
Presentation & portfolio 'Project 2 Conversation Management'	Presentation 50% Portfolio deliverables 50%	Group	1-10
Presentation & portfolio 'Project 3 Mega Events'	Presentation 50% Portfolio deliverables 50%	Group	1-10
Personal Branding Assessment	Portfolio deliverables and competences Assessment	Individual	1-10

Students will be informed on exams and grading at the start of the minor. All details will be described in the minor book on the portal.

7. Passing the minor (see article 19 (3) general section of the TER)

The student will have passed the minor if he has passed all the exams/assignments/projects with a 5.5 or higher on a scale of 1-10.

The minor will also be available on 'Kies op maat'. The end result of the minor will be expressed as a number (1-10), calculated by the weighted average of all exam grades.

8. Examination Board (see article 38 general section of the TER)

M. van Rooijen
M. Westbeek
B. Kersemaekers
R. Tummers
N. Kuijsters
M. Derks
M. van Bree
L. Pross

Contact: <https://connect.fontys.nl/instituten/feht/algemeen/Excie/Paginas/default.aspx>

9. Validity

This information is valid for the school year 2020-2021.

10. Entry requirements minor

The student needs to have a Propedeuse diploma of a business Bachelor (such as management / economics / marketing / communication / events / PR). Students need to be able to read, listen, write and speak the English language at a minimal level of B2. They can prove this by showing a certificate of an accredited

language institute or a letter of reference from their own institute, stating the student has a level of B2 (or higher) for all of the above-mentioned skills of the English language. A Skype conversation could be part of the procedure if extra information is needed regarding their English level or motivation. The institute has the right to reject students based on an insufficient level of English, on their motivation or their major subject. The institute strives to provide students with a definite answer within 7 working days.

11. Not accessible for

Students registered at the FEHT bachelors SPECO Sportmarketing and SPECO Sportcommunicatie are excluded from participation.