

Semester IV
Theory Course
IMTE 401-SPORTS MANAGEMENT CATEGORY- SPORTS MARKETING
MANAGEMENT

ESSENCE OF THE COURSE

This course will enable students to understand the concept of Sports Management in context of Marketing Management in Physical Education and Sports,

COURSE LEARNING OUTCOME

After completing this course, the students will be able to

-) Understand the need & importance of Sports Management in context of Marketing Management
-) Describe the criteria, classification and administration of Marketing in Physical Education and Sports.
-) Develop concepts related to Sports Management in context of Marketing Management.

COURSE CONTENTS

19.1 UNIT – I

Meaning of marketing Management – Functions of Marketing Management – Difference between Marketing Management and Sales Management

19.2 UNIT – II

Marketing manager's responsibility – marketing planning – need, importance and process of planning

19.3 UNIT – III

Marketing organization – types of organization – committee type, product type, line, staff and staff organization – marketing decision making

19.4 UNIT – IV

Marketing control and marketing audit – types and methods of conducting marketing audit – marketing risks – methods of dealing with marketing risks. Advertising management – Need – Importance – Advertising Strategy – Advertisement Copy – Media Planning – Effectiveness of Advertisement

TEACHING LEARNING STRATEGIES

-) The content of the syllabus may be taught by using lecture method, discussion method, quiz method, educational videos, market analysis of different sports skill through virtual skills of different sports and games charts and assignment method depending upon the resources and facilities available at the University/Institute/ Department/Colleges.

MODE OF TRANSACTION

-) Field Work/Project Work/Viva/Seminars/Term Papers/Presentations/Self- Learning Instructional Material etc.

ASSESSMENT RUBRICS

Marks: 100

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|) | End Semester Exam | Marks: 70 |
|) | Classroom Test, Project Work, Assignments, Presentations | Marks: 30 |
| | o Classroom Tests: Best one out of two unit tests | Marks: 10 |
| | o Project Work, Assignments, Presentations | Marks: 20 |

REFERENCES:

1. Dr. N. Rajan Nair – Marketing.
2. R.S.N. Pillai and Bagavathi – Modern marketing. – S. Chand.
3. V. S. Ramasamy – Marketing Management.
4. C.B. Memoria – Marketing Management.
5. M. Govindarajan – Marketing Management –PHI.
6. Arun Kumar & N. Meenakshi – Marketing Management – Vikas
7. R. S. Rudani – Sales and Advertising Management – S, Chand.
8. Myres – Advertising Management.
9. Rathor R S, - Advertising Management.