



# e043 Sport marketing

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# Seminars

- Options
  - Every Wednesday 13 - 15
  - Few blocks of 4 hours
  - Two groups – each one once in two weeks (time and day to discuss)
- Sport event visit

# Completing the subject

- Project presentation
  - Chosen club
  - Analysis of the club
  - Management analysis
  - Strategic development proposal

# Content of the semester

- Theories of strategic management
- Goals setting, planning, strategies
- Sports management
  - Sport Clubs
  - Sport Events
- Analyses
  - Porter
  - PESTLE
  - SWOT
- Fans
- Sponsorships
- Branding
- Contribution of international events