

| | | | |
|--|--------|-------------------------|--------------------------|
| Study program: Service Business Management | | | |
| Subject name: Management and Marketing in Sports | | | |
| Lecturer: Aleksandra Brakus, Ph.D. (aleksandra.brakus@mbs.edu.rs) | | | |
| Subject status: Selective | | | |
| ECTS: 7 | | | |
| Prerequisites: - | | | |
| Subject objectives The goal is to help students to understand the main management functions in the area of sports, as well as to introduce themselves with the main marketing principles in sports. The knowledge of the new management and marketing strategies in sports will enable students to conduct managerial business in different sports segments and the following areas. | | | |
| Subject outcomes By learning the subject, students acquire specific knowledge that enable them to manage in different sports segments, communicative and organizational abilities necessary for doing business with individuals and sports organizations of a different profile, competencies of preventative actions and alternative decisions making in accordance with the rules of ethical codex in sports. Generally, students will be enabled to apply management principles and marketing concepts in sports management. | | | |
| Subject description <i>Assignments:</i> The concept and the importance of sports. The introduction to sports management. The development of sports and sports management. Types of sports organizations. Planning in the area of sports. Internal and external environment of sports organizations. Legal regulations in sports. The function of sports organizations. The importance of teams in sports development. Leadership in sports. Sports management. Promotional actions and public relations in sports. Sports objects and events management. Quality and relations with the clients in sports. Sponsorship and funds in sports. Ethics and sports. <i>Practical:</i> Case study, students' papers presentations | | | |
| Material Scott David, <i>Contemporary Leadership in Sport Organizations, Human Kinetics</i> , 2014. Beech John, Chadwick Simon, <i>The Business of Sport Management</i> , Pearson, 2013. Auld ,Chris, <i>Sport and Policy</i> , Elsevier Science, 2009 Ljubojević Č., <i>Menadžment i marketing u sportu</i> , Želnid, Beograd, 2002. Ljubojević G., <i>Pravo i etika u sportu</i> , FABUS, Novi Sad, 2003 | | | |
| Total number | | Courses: 2x15=30 | Practice: 2x15=30 |
| Teaching methods Lectures and exercises, case study and concrete problems solutions. | | | |
| Grade (maximum number of points 100) | | | |
| Pre-exam assignments | points | Final exam | points |
| course activity | 10 | written exam | - |
| practice | 10 | oral exam | 30 |
| test | 20 | | |
| essay | 30 | | |