

EASM Summer School Facts & Figures

Idea:

- Strong and differentiated service for sport management students.
- Supplementary to existing national sport management programmes.
- Integration in study programmes at hometown universities.
- International perspective and experience.
- Curriculum according to the demand of the labor market.
- Students create their own international network.

Facts & Figures:

- Time: 22nd – 26th May 2015.
- Place: Campus / Sport Institute of the University of Bayreuth, Germany.
- Content: Focus will be on International Sport Marketing. Knowledge in this field is essential to all sport managers of non-profit and for-profit sport organizations.
- Learning objective: Getting new insights and expertise in the field of International Sport Marketing. Furthermore, students will be able to apply professional marketing tools in sport organizations.
- Further information:
http://www.spoeko.uni-bayreuth.de/en/students/EASM_Summer_School/index.html

Credit Points:

- According to the Bologna Process.
- Hometown universities decide how many credits are acknowledged in their own programme. EASM suggests calculating 6 credits for the EASM Summer School.

Accreditation/Advisory Board:

- Courses of EASM Summer School are certified by EASM and the University of Bayreuth, Germany.
- In addition, EASM Board ensures in cooperation with the local organizing university the teaching quality and improves the programme based on regular evaluations.

Teacher Qualification:

- Teachers are members of EASM partner universities and hold at least a Master Degree and/or a PhD in their field.
- Pedagogical experience or other qualifications have to be proved.
- Repeated participation is dependent on evaluations.

Student Fees:

- 595.00 €
- Student fees cover: - study programme,
- learning materials,
- accommodation,
- food & beverages and
- amazing social activities according to the Bayreuth tradition of international seminars.
- Students have to cover travel costs in addition.
- Each year students can apply for a sponsored access.

Module Overview:

Title	International Sport Marketing
Responsible Organizer	Prof. Dr. Herbert Woratschek (under supervision of the EASM Board)
Learning Outcome	Overview of international sport marketing aspects, e.g. in the field of fan behavior, value creation for customers, and sports and media.
Content	Introduction International Sport Marketing Value co-creation for sport spectators and athletes Sport Consumer Behavior Fan Motivation / Fan Loyalty Sport Media Rights Brand Management in Sport Sport Marketing through innovative Services Sport Tourism
Teaching Methods	Distance learning (for preparation), lectures, group work, student presentations
Student Eligibility	Bachelor student, minimum second year or master student
Teaching Materials	Reading materials to prepare for the course (distance learning), presentations, case studies
Examination	Written exam (1 hour) at the last day of the EASM Summer School
Workload	Preparation 140 h. <u>Lectures 40 h.</u> Total 180 h.
ECTS	6