Minor International Sports Business

Sports connect and engage athletes, teams, fans and businesses. Sports fascinate and inspire. That is why the sports business is a very interesting industry, also from a commercial point of view. Are you passionate about sports, media & marketing? Is it your dream to work in a marketing or media job in the international world of sports?

The minor International Sports Business will give you a head start into this field. It offers students with a commercial background and a passion for sports the best of our nationwide leading bachelor Sports Marketing and Sports Communication at the Fontys University of Applied Sciences in Tilburg, the Netherlands.

The power of sports
The sports business is a very dynamic business. It is a business with heroes, efforts and dreams. This creates perfect opportunities for sponsoring, partnerships, promotion, image building, influencing fans or consumers and more, whether the stakeholders are sports clubs, sports organizations or (sports) brands. They all want to build strong relationships with their fans, their consumers and their communities. This unique minor helps you become a sports marketing & communication professional. It offers you specialized knowledge and skills in fields such as (fan) marketing, communication, sponsoring, (social) media, and creating concepts for sport events. You will work in multidisciplinary and multicultural teams on real life assignments. Some key words are: fan engagement (how to understand and involve your fans), data analysis, fan behavior, the role of mega events in city marketing, social media strategies, conversation management and media production.

Developing your talents and skills
In this minor we try to see organizations in the sports business part of an ecosystem which goal it is to create value for active participants and fans. In addition to that, our Personal Branding program will help you develop a range of professional (research, consulting, media design, presentation) skills. Team up with our lecturers, specialists in the various disciplines, with valuable professional experience and connections. Join our network of (international) sports companies, clubs and media organizations!

Minor Build-up

Introduction in sports marketing
This course aims to introduce students to commoditization of sport and helps students understand the intersect between commercial, political and social benefits to sport. The unit provides a general background to the history of international sport and the evolving role it plays. Students will analyse evolving opportunities for sport as a business and comprehend and apply the principles of marketing for using sport for commercial and entertainment value.
Introduction in sport sponsoring
Sports sponsoring is well and truly a phenomenon of modern sports. Sponsoring deals are a powerful marketing and communication tool for brands, which enables even more developments and commercial opportunities for professional as well as recreational sports. In this course, students look at sport sponsoring especially from the sponsor point of view, and will learn more on sponsoring processes, matching models and sponsoring activation.

Introduction in sport marketing communications
The central subject of this course is integrated marketing communication. After an introduction into marketing communication we will cover all elements of the marketing communication plan within the international sport context. Students will be able to use these elements in order to develop an integrated marketing communication plan.

Changes in sport media
The world is rapidly changing in terms of owned, earned and paid media in the world of sports. This course gives student insights on recent trends and developments in (social) media, more specifically within the sports organization that produces its own media.

Project 1 Fan Engagement
Fan engagement is an important theme within the sports business. Students learn about the social and psychological processes that influence the level of engagement of a fan. Data analysis is used to get a better understanding of fan behavior. Fan based marketing and communication is used to reach the fans and increase their engagement with the club. Students will, in teams, advise a well-known football club on how to engage their fans.

Project 2 Mega Sports Events
Cycling is a very popular sport in this part of Europe. In this project students will learn about the impact and power of cycling in a professional as well as recreational context. Students will gain knowledge on the process of international sport events and how to use these to reach commercial goals from different perspectives, such as city marketing and sponsoring. In small teams, students will develop a bidbook with a concept for an international event and finding suitable business partners.

Project 3 Conversation Management
In this project, students will develop social media strategies and produce accompanying social media products for an international sports channel or programme. Students gain insights on how to build a relationship between sport fans and media companies by using conversation management. They can develop their ideas into different digital visuals by using media production skills.

"Students work in multidisciplinary and multicultural teams on plans and campaigns for real life sports companies or clubs."

Personal Branding (5 ECs)
Our students will not only work on real-life projects and gain new knowledge, but they will also develop themselves personally and professionally. Every student is unique and has his own talents and ambitions. We coach our students to find theirs and to excel even further in order to reach their goals. Students will also explore their future work field, will get more experience, and they will broaden their networks. They need to build a personal branding portfolio on which they
Fontys School of Economics offers a five-month international minor to Erasmus and other foreign students, as well as Dutch students. The minor is a total package of 30 EC in lectures, workshops, individual study, team projects, exams, deliverables, presentations and assessments. Minimum level required in English is B2 of the Common European Framework of Reference for Languages.

**Practical information**

Duration: 20 weeks  
Contact hours: 16 - 20 per week  
Study load: 30 ECTS  
When: 27 August 2018 - 1 February 2019  
4 February 2019 - 1 July 2019  
Location: Fontys Economische Hogeschool Tilburg, The Netherlands  
Language: English