



## **MODULE N2– TITLE Marketing and Communication in the field of Sport**

### **Slide 2**

**Marketing in the field of sport is a matching process of sport products and services to the demands of sport consumers and customers. The principles of sport marketing are an essential part of the professionalism required of organizations operating in the sports industry. We will present in this module of Marketing and communication in the field of sport 4 Topics.**

**Topic 1 Definition of Marketing and Communication in the field of Sport**

**Topic 2 Key elements of an effective marketing and communication plan**

**Topic 3 Marketing Plan**

**Topic 4 Communications tools**

### **Slide 3**

**The principles of sport marketing are an essential part of the professionalism required of organizations operating in the sports industry. One of the most important parts of marketing is a promotion where good communication skills make a difference for clubs and managers in general. Sports communication is the heart of the sports industry. Managers will learn and practice skills of good communication, the value of verbal and non-verbal communication. How to present and have a good pitch. The best marketing strategies and how to inspire and attract sponsors, partner organizations, etc.**

**Participants will learn the definition and methods of marketing and communication in the field of sport Importance of good marketing plan. How to successfully communicate in the field of sport, steps for building a successful marketing plan, and different communication tools, Implementation and design of marketing plan.**



## Slide 5

**Be prepared to learn about marketing and communication in the field of sport. This module is going to explain the definition, key elements and concepts of marketing and communication. We will also discuss best practices and the importance of good marketing and communication skills in the field of sport. This module is important for all stakeholders in the field of sport as it can improve not just personal but also skills in sport organisations.**

**In addition, the topics will be discussed not just theoretically but also through case study and practical exercises.**

**In the end you will have a evaluation questioner to know check what have you learned from this module.**

## Slide 5

**Marketing and Communication in the field of Sport is a matching process of sport products and services to the demands of sport consumers and customers.**

## Slide 6

**Sport Marketing is defined as “the process of designing and implementing activities for the production, pricing, promotion, and distribution of a sport or sport business product to satisfy the needs or desires of consumers and to achieve the company’s objectives.”**

## Slide 7

**Sports communication underlines the relationship development between organizations, players, fans, and third parties. Sports organizations use mixed media to improve these relationships via the internet, television, radio, and papers. Sports communication is a multi-dimensional phenomenon that includes branding, reputation management, and customer service to sales, marketing, and sponsorship.**

## Slide 8



**Key elements of an effective marketing and communication plan should include:**

- 1. Market Research**
- 2. SWOT Analysis**
- 3. Marketing Objectives**
- 4. To know your audience**
- 5. Communication method (face-ti-fa, website, social media, email, publications, seminars, events ect.)**
- 6. Monitor and Review**

## **Slide 9**

**Importance of good marketing plan is set of benefits created to satisfy consumer needs. Product and service analysis, as well as the market position, should be clearly developed in the plan.**

**It is important to provide a road map for corporate development, assist in the management and implementation of strategy, communicate role specificity to new employees, coordinate the assignment of responsibilities and tasks, assist in obtaining resources for development, promote efficient use of resources (people, facilities, and finances), identify sources of competitive advantage, and point out problems, opportunities, and threats.**

## **Slide 10**

**The 4 Ps of Marketing Mix strategies are product, price, place, promotion. Product is defined what you create for the customers, price is the exchange with the consumer. To get the product to the consumer is noted as place. And the big part to connect everything is promotion which is communication with the consumer.**

## **Slide 11**



**Communication processes refer to the creation and understanding of meaning through exchanging verbal and nonverbal messages. It is divided into nonverbal and verbal communication skills.**

## **Slide 12**

**Factors to successful communication are many. We can highlight a couple of the most important ones. It is Listening to Verbal Communication Nonverbal Communication Emotional Awareness Written Communication and Communication in Difficult Situations**

## **Slide 13**

**We will try one learning activity to practice promotion and communication for presenting yourself or the organisation. The activity's name is the elevator pitch.**

**30 seconds to present themselves by saying the most important things and to intrigue the interest of the listener**

**It is a short description of an idea, product, or company that explains the concept in a way such that any listener can understand it in a short period of time.**

**An elevator pitch usually explains what is the idea, product, company, or person and its value.**

**The elevator pitch can be used to attract sponsors either in a job interview or to explain an idea to department heads. The goal is to simply convey the whole concept or topic in an exciting way.**





## Slide 14

**Proceed for the evaluation part. Please answer a couple of questions.**