

Course Title	:	E-Marketing for Sports and Events
Recommended Study Year	:	3 or 4
No. of Credits/Term	:	3
Mode of Tuition	:	Sectional Approach
Class Contact Hours	:	3 hours per week
Category in Major Prog.	:	Programme Required
Discipline	:	Sports
Prerequisite(s)	:	N/A
Co-requisite(s)	:	N/A
Exclusion(s)	:	N/A
Exemption Requirement(s)	:	N/A

Brief Course Description

This course provides students concept and knowledge of e-marketing for sports and events. The basic principle of marketing will be introduced. Search Engine Optimization (SEO), Adwords and different e-marketing channel such as social media marketing and mobile marketing will be imparted to the students. In particular, the course focuses on how e-marketing can be used in sports industry. Upon completion the course, students are equipped with the knowledge and guideline to use e-marketing in sports industry. The course will also provide students an overview of new development in this area.

Aims

This course aims to:

- introduce the fundamentals concepts of E-marketing
- equip students with the key knowledge and application of E-marketing
- provide practical and theoretical training in E-marketing

Learning Outcomes (LOs)

On successful completion of this course, students will be able to:

1. identify the issues related to marketing and promotion in sports events;
2. apply the relevant concepts in event promotion and marketing;
3. evaluate the performance of marketing and E-marketing in sports events; and
4. design a marketing plan for sports event

Indicative Content

1. Introduction to Marketing and E-marketing: What are the difference between traditional and E-marketing?
2. Marketing Environment and Consumer Behaviour: Macroenvironment and consumer behavior under contemporary marketing
3. Marketing Mix and its applications in E-marketing: 7Ps and current trend and strategies of E-marketing
4. Marketing Segmentation and Positioning: Select relevant market segments and positioning strategies

5. Integrated Marketing Communication with E-Marketing applications
6. Advertising, Promotion and Direct Marketing with E-Marketing applications:
Definition of IMC and current strategies of E-marketing applications
7. E-marketing channel
 - Social Media Marketing
 - Email and Mobile Marketing
 - Search Marketing
 - Visual Marketing
 - Others
8. Ethical issues in E-marketing

Teaching Methods

The course is delivered through lectures, classroom discussions, case studies, laboratory, workshops and tutorials. Through the teaching and learning activities, students are facilitated to achieve the CILOs via interactive and students-centered approaches. Each lecture will be accompanied by relevant reading materials which students would have to read before the tutorial session.

Measurement of Learning Outcomes

In-class Exercise(s) assess students' understanding and application of concept and knowledge of e-marketing for sports and events.

Individual assignment(s), such as essay writing, self-reflective papers require student to show his knowledge of e-marketing for sports and events. It provides student the opportunity to apply the knowledge and concepts learnt from the course.

Group project and presentation provides the opportunity for students to integrate and apply the knowledge and guidelines to use e-marketing in sports industry. Students are required to propose E-marketing plan for a sport event. Students are required to search and study the required materials, and present their findings in class.

Final examination assesses students' overall achievement for the course. It assesses students' ability to understand and apply all knowledge and skills learnt from the course.

Learning Outcome	In-Class Exercise(s)	Individual assignment(s)	Group project and presentation	Final examination
1. identify the issues related to marketing and promotion in sports events	✓	✓	✓	✓
2. apply the relevant concepts in event	✓	✓	✓	✓

promotion and marketing				
3. evaluate the performance of marketing and E-marketing in sports events			✓	✓
4. design a marketing plan for sports event		✓	✓	✓

Assessment

Continuous Assessment 60%

1. 20% In-class Exercise(s)
2. 20% Individual assignment(s)
3. 20% Group project and presentation

Final examination 40%

Required/Essential Readings

Ian, D. (2016). *The art of digital marketing: The definitive guide to creating strategic, targeted, and measurable online campaigns*. Hoboken, New Jersey, NJ: Wiley.

Santos, M.A. (2016). *Strategies in Sports Marketing: Technologies and Emerging Trends*, IGI Global: USA

Recommended/Supplementary Readings

Athwal, N., Istanbuluoglu, D., & McCormack, S. E. (2019). The allure of luxury brands' social media activities: a uses and gratifications perspective. *Information Technology & People (West Linn, Or.)*, 32(3), 603–626. <https://doi.org/10.1108/ITP-01-2018-0017>

Maguire, J., Falcous, M. & Liston, K. (2019). *The Business and Culture of Sports*. Cengage Gale.

Radikonyana, P. S., Heath, E., Fairer-Wessels, F., Prinsloo, J.J., & Pelsers, T. G. (2015). A Strategic E-Marketing Framework For Sport Mega-Events. *Journal of Applied Business Research*, 31(2), 437. <https://doi.org/10.19030/jabr.v31i2.9127>

**Additional readings may also be suggested on a topic by topic basis*

Important Notes:

1. Students are expected to spend a total of 9 hours (i.e. 3 hours of class contact and 6 hours of personal study) per week to achieve the course learning outcomes.
2. Students shall be aware of the University regulations about dishonest practice in coursework, tests and examinations, and the possible consequences as stipulated in the Regulations Governing University Examinations. In particular, plagiarism,

being a kind of dishonest practice, is “the presentation of another person’s work without proper acknowledgement of the source, including exact phrases, or summarised ideas, or even footnotes/citations, whether protected by copyright or not, as the student’s own work”. Students are required to strictly follow university regulations governing academic integrity and honesty.

3. Students are required to submit writing assignment(s) using Turnitin.
4. To enhance students’ understanding of plagiarism, a mini-course “Online Tutorial on Plagiarism Awareness” is available on <https://pla.ln.edu.hk/>
5. Students must adhere to the University’s guidelines and practices when using Generative Artificial Intelligence (AI) tools. The official documents “Guidelines for Using GAI Tools at Lingnan University” and “Best Practices for Ethical and Responsible Use of GAI Tools in Course Assessments” can be found here: <https://www.ln.edu.hk/tlc/generative-artificial-intelligence/gai-guidelines-best-practices>