

NAME OF THE COURSE	Market Research Methods in the Sports Industry																																				
Course professor	Jasenko Ljubica	Credits (ECTS)	6																																		
Associates	N/A	Method of teaching (number of hours)	Guided process of teaching																																		
			L	S	E	F																															
			20		20																																
			Independent student activities																																		
Status of the course /educational activity		E-learning percentage of application	10%																																		
COURSE DESCRIPTION																																					
Course/educational activity objectives	The aim of this course is to equip students with, both, comprehensive understanding as well as the skillset necessary for practical application of market research methods in the context of the dynamic and highly competitive sports industry. From both, theoretical and applied aspects, students will learn key concepts such as consumer behavior, market analyses, sponsorship, branding, and the role of technology, all specific and unique for sports business and sports market research. From an applied perspective, accentuated in this course, they will develop knowledge and skills related to sports market research design, identification and utilization of data sources relevant to the sports industry, data collection, data analyses, and the interpretation of the results.																																				
Course/educational activity enrolment requirements and entry competences required	Basic and/or Intermediate level in complimentary subjects (Marketing Management, Market Research and/or Research Methods in Social Sciences).																																				
Learning outcomes expected at the level of course/ educational activity (4 to 10 outcomes)	<p>By the end of this course, students will be able to:</p> <ul style="list-style-type: none"> Identify key concepts in market research, and apply them in the context of sports and the sports industry, Design and effectively manage sports market research projects, Set appropriate goals of research projects, create appropriate research instruments, and choose effective methods of quantitative and qualitative data collection, Analyze collected quantitative and qualitative data, select and use adequate analytical software tools, Correctly interpret the findings of sports market research and create clear and effective presentations of them. 																																				
Course/educational activity's syllabus broken down in detail by weekly class schedule	<table border="1"> <thead> <tr> <th colspan="2"><i>Classes</i></th> <th colspan="2"><i>Exercises</i></th> </tr> <tr> <th><i>Topic</i></th> <th><i>hours</i></th> <th><i>Topic</i></th> <th><i>hours</i></th> </tr> </thead> <tbody> <tr> <td>Introduction to the course, objectives, and expectations</td> <td>2</td> <td>Applied project presentation and topic selection Discussion on viability and feasibility of project topics – first round</td> <td>2</td> </tr> <tr> <td>The motives and the role of market research in the sports industry</td> <td>2</td> <td>Applied project topic selection - Discussion on viability and feasibility of project topics – final deadline Practical assignment – sport market research objectives & research design and approach</td> <td>2</td> </tr> <tr> <td>Sport Market Analyses</td> <td>2</td> <td>Practical assignment – SWOT analyses of sport subjects/entities</td> <td>2</td> </tr> <tr> <td>Sponsorship and Branding</td> <td>2</td> <td>Practical assignment – sport brand perception</td> <td>2</td> </tr> <tr> <td colspan="4">Mid-Term Exam</td> </tr> <tr> <td colspan="4">Students take a mid-term exam covering theoretical concepts discussed in the first two weeks. The course then transcends to the application aspect, the core of the course, unfolding in the remaining 3 weeks.</td> </tr> </tbody> </table>					<i>Classes</i>		<i>Exercises</i>		<i>Topic</i>	<i>hours</i>	<i>Topic</i>	<i>hours</i>	Introduction to the course, objectives, and expectations	2	Applied project presentation and topic selection Discussion on viability and feasibility of project topics – first round	2	The motives and the role of market research in the sports industry	2	Applied project topic selection - Discussion on viability and feasibility of project topics – final deadline Practical assignment – sport market research objectives & research design and approach	2	Sport Market Analyses	2	Practical assignment – SWOT analyses of sport subjects/entities	2	Sponsorship and Branding	2	Practical assignment – sport brand perception	2	Mid-Term Exam				Students take a mid-term exam covering theoretical concepts discussed in the first two weeks. The course then transcends to the application aspect, the core of the course, unfolding in the remaining 3 weeks.			
<i>Classes</i>		<i>Exercises</i>																																			
<i>Topic</i>	<i>hours</i>	<i>Topic</i>	<i>hours</i>																																		
Introduction to the course, objectives, and expectations	2	Applied project presentation and topic selection Discussion on viability and feasibility of project topics – first round	2																																		
The motives and the role of market research in the sports industry	2	Applied project topic selection - Discussion on viability and feasibility of project topics – final deadline Practical assignment – sport market research objectives & research design and approach	2																																		
Sport Market Analyses	2	Practical assignment – SWOT analyses of sport subjects/entities	2																																		
Sponsorship and Branding	2	Practical assignment – sport brand perception	2																																		
Mid-Term Exam																																					
Students take a mid-term exam covering theoretical concepts discussed in the first two weeks. The course then transcends to the application aspect, the core of the course, unfolding in the remaining 3 weeks.																																					

	Sampling for quantitative research, survey design, data collection methods in sports business research	2	Types of samples for quantitative research, research instrument design, data collection techniques	2
	Quantitative data analyses	2	Descriptive analyses, correlation, regression	2
	Quantitative data analyses, interpretation and communication of quantitative research findings	2	Analyses of variance and covariance Report preparation and presentation	2
	Sampling for qualitative research, research instrument design, data collection methods in sports business research	2	Sampling for qualitative research, research instrument types and design, data collection techniques	2
	Qualitative data analyses, Qualitative data interpretation techniques and effective communication of qualitative research findings	2	Coding levels and types Thematic analyses Comparative analyses Report preparation and presentation	2
Final Project Presentations	2	N/A	2	
Format of instruction	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars <input checked="" type="checkbox"/> workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> on line in entirety <input type="checkbox"/> partial e-learning <input type="checkbox"/> field work		<input checked="" type="checkbox"/> independent and/ or group assignments <input checked="" type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input type="checkbox"/> work with mentor <input type="checkbox"/> (other types, if there are any)	
Student responsibilities	Presence in class, exam and practical project presentations, professional behavior.			
Student <u>work-participation</u> (name the proportion of ECTS credits for each activity, so that the total number of ECTS credits matches the ECTS value of the course/educational activity)	Class attendance	1	Research	Practical work
	Experimental work		Workshop	(Other, specify what)
	Essay		Seminar paper	(Other)
	Tests		Oral exam	(Other)
	Written exam	2	Project	3 (Other)
Grading and evaluating student work and accomplishments	Students during the semester have to do two tasks in individual or group work: <ul style="list-style-type: none"> • Write a mid-term exam (individual) – the grade of the exam (minimum 50% of correct responses) is multiplied with by a weight of 0.4. • Develop an applied project – (individual or group; students autonomously select the topic and develop an applied sports market research project; present and submit at the end of the semester; details regarding the format and content to be provided in Week 1) – the grade of the Project is multiplied by a weight of 0.6. 			
Required literature	Required Materials: <ul style="list-style-type: none"> • Naresh K. Malhotra (2021). "Marketing Research: An Applied Orientation"; 7th Global Edition, Pearson. • Matthew D. Shank and Mark R. Lyberger (2022). "Sports Marketing: A Strategic Perspective" 6th Edition, Routledge Recommended background reading. <ul style="list-style-type: none"> • Paul N. Hague, Nick Hague, and Carol-Ann Morgan (2004). Market Research in 			

Practice: A Guide to the Basics, Kogan Page Publishers.

- Benjamin C. Alamar (2013). Sports Analytics: A Guide for Coaches, Managers, and Other Decision Makers. Columbia University Press.
- John W. Creswell and J. David Creswell (2018). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches" 5th Edition, Sage.