



MINOR SPORT & EXERCISE

SPORT EVENT MARKETING

The future and success of sports events depend on creating new unique experiences. Are you curious how to create these experiences? And how to engage and attract visitors, athletes and participants into sports events and E-sports? How to create (online) value propositions for distinctive sports events and put them on the market with active strategic (online) sports marketing? Then subscribe for the Minor Sport Event Marketing at HAN University of Applied Sciences or Hogeschool van Arnhem en Nijmegen.

Sports events are fun for visitors and participants but are also important for our society. To make sports events a success, it is important that (online) marketing strategies focus on value creation and co-creation. Sport marketing agencies and event management agencies are increasingly exploiting sports events on a commercial basis. In addition, sports events are a means to achieve goals such as product branding, regional and city-marketing, sport participation, innovation, health, tourism and social or economic impact. That is why the development of strong sports brands and adventurous sports events are central to this minor. A great experience attracts more visitors and participants, which stimulates tourism, inspires to do sports, which is good for health, business and the economy.

**HAN_ UNIVERSITY
OF APPLIED SCIENCES**

WHAT DOES THIS MINOR ENTAIL?

This minor contains two central themes:

(1) Developing distinctive concepts for sports events and (2) (digital) strategic marketing planning. Topics in theme 1 include: Concept development, storytelling, experience economy and business models. You create an attractive BidBook for a (new) sports event with a strong business concept. In theme 2 you will work with fanbase marketing and growth hacking, for the targeted use of strategic (digital) marketing for a sports event, athlete or sports organization. With a strategic content marketing campaign, you help sports business organizations achieve their commercial or social goals.

WHAT DOES THIS MINOR OFFER YOU?

Overall, this minor is all about working in a distinctive and future-oriented way, creating social impact and added value for visitors, athletes and participants of sports events, but also for stakeholders such as sponsors and partners of the host city. To do so, marketing- and event professionals will provide guest lectures and master classes, in addition to the regular classes from our experienced faculty members. Furthermore, we visit a number of sports events and analyze the experience/sensations, marketing and E-sports possibilities. An (international) study exchange trip may be a part of the minor to give you more experience and help to build your network in the sports events marketing industry.

OPEN UP NEW HORIZONS.

MAIN TOPICS

- How to make a sports event a real and unique experience?
- How to engage and attract more visitors and participants to sports events with online sports marketing?
- How do you use social media from a marketing perspective?
- How do you measure the effectiveness of online marketing campaigns?
- How to create a successful business model for a sports event or sport event Business?
- What can growth-hacking do for your business?
- What are (online) marketing strategies for sports events and sports business organizations?
- What are the leisure and tourism aspects of regional and city marketing?
- What is the social and economic impact of sports events?

FOR WHOM?

Register for this exchange program if you are interested in marketing, sports economics, branding of sports, leisure & tourism and organizing events in the sports marketing and leisure industry. The course is especially recommended to students who are studying economics, commerce, international business, sports and/or marketing. This minor is also open for exchange students from our international partner universities.

INFORMATION

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