

**Course Description**  
**Sport Event Marketing**



Summer School Health, Social Work, Sports and Education  
HAN University of Applied Sciences  
30 May – 2 June 2022

<b>Course Title</b>	<b>Sport Event Marketing</b>
<b>Subtitle course</b>	<b>The future of the Olympics?</b>
<b>Coordinator HAN</b>	<b>Tom Naberink</b>
<b>Credits</b>	2 ECTS
<b>Dates</b>	May 30 – June 2 2022
<b>Course load</b> <i>Approx. 56 hours:</i> <i>8-12 preparation</i> <i>24-32 contact hours</i> <i>4-12 field trips</i> <i>rest self-study/assessment</i>	8 hour preparation 24 contact hours 3 (field) trips
<b>Lecturer(s)</b> <i>Name and email</i>	<a href="mailto:Tom.Naberink@han.nl">Tom.Naberink@han.nl</a> (primary contact) <a href="mailto:Martijn.Kamper@han.nl">Martijn.Kamper@han.nl</a>
<b>Course materials and sources</b> <i>Title, Language, hard copy or online.</i>	All course materials will be in English and made available to participants, either as online references accessible through (home) university or as hard copies handed out during the course.
<b>Course description</b> <i>At least 30 words</i>	Join our summer course about the financial challenges of major sport events, the economic en social impact and learn about behavioral economics and digital analytics to create new sustainable concepts for the future
<b>Assessment</b>	Presentation Sport Event Concept
<b>Assessment criteria</b>	The concept has an ambitious vision for the future The concept has social, health or/and economic impact with a long and sustainable legacy The concept is targeted at a specific group that needs to change behavior The concept calculates the cost/benefits for the society
<b>Course policies</b>	<i>Attendance</i> 100% Attendance is mandatory. If absence is inevitable please let us know.  <i>Preparation for seminars</i> Preparation for the sessions is essential to the course. Therefore it is important to stay on track and come to class prepared.

<p><b>Course objectives and Learning Outcomes</b> Students will: (<i>learn, gain, observe, demonstrate, reflect etc.</i>)</p>	<p>The students will learn about the economic/financial history of the Olympic Games and need to demonstrate that they can use mega events for social, health or economic impact in an innovative event concept.</p>
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### Course Outline

*A detailed description per day (seminars/site visits/sources/etc.)*

### Preparation:

<p><b>Read the following papers:</b></p>
<p>- Holger Preuss (2005) The Economic Impact of Visitors at Major Multi-sport Events, <i>European Sport Management Quarterly</i>, 5:3, 281-301, DOI: 10.1080/16184740500190710</p>
<p>- Flyvbjerg, Bent, Stewart, Allison and Budzier, Alexander, (2016), <i>The Oxford Olympics Study 2016: Cost and Cost Overrun at the Games, Papers</i>, arXiv.org.</p>
<p>- de Boer, W. I. J., Koning, R. H., &amp; Mierau, J. O. (2019). Ex Ante and Ex Post Willingness to Pay for Hosting a Large International Sport Event. <i>Journal of Sports Economics</i>, 20(2), 159–176. <a href="https://doi.org/10.1177/1527002518771445">https://doi.org/10.1177/1527002518771445</a></p>
<p>- Schoemaker, J.; van Genderen, S.; de Boer, W.I.J. Increased Physical Activity in Preparation for a Women-Only Mass Participation Sport Event: A Framework for Estimating the Health Impact. <i>Int. J. Environ. Res. Public Health</i> 2020, 17, 98.</p>
<p>- Laurence Chalip (2006) Towards Social Leverage of Sport Events, <i>Journal of Sport &amp; Tourism</i>, 11:2, 109-127, DOI: 10.1080/14775080601155126</p>
<p><b>Prepare a presentation about:</b></p>
<p>Prepare a short powerpoint presentation (maximum 10 slides) about a recent major sport event in your country. Focus on the numbers (participants, visitors, media coverage, stadiums etc). You may do this in a group of maximum 4 students.</p>

**Day 1:**

Introduction and presentations (homework) about events around the world (Tom/Martijn). Theory about the financial history of the Olympic Games and visiting the highest tower (Erasmus Tower) for a spectacular view. Afterwards we do a social drink in Cafe the Yard Radboud Sports Centre and visiting the Erasmus Tower for a spectacular view of Nijmegen. (Tom)

**Day 2:**

Class at Papendal Olympic Training Centre. Theory about the Side-Event Designer, examples about successful event concepts and a workshop for designing new sport event concepts for the future of the Olympics by brainstorming in groups. In the afternoon a tour around the Training Centre and a clinic [Archery Battle](#) (Martijn)

**Day 3:**

Lecture about economic and social effects of major sporting events and visit of the multi-use sports stadion Gelredome in Arnhem. In the evening visiting a sporting event. (Tom).

**Day 4:**

Lecture about behavioral economics and event organizer guest speaker (Martijn) and presentation of the Event Concept and social drink (Tom/Martijn).

(tentative schedule - subject to change depending on availability)