EASM Summer School

Idea:

- Strong and differentiated service for European sport management students on a bachelor level.
- Supplementary to existing national sport management programmes.
- Integration in study programmes at hometown universities of participating students.
- International perspective and experience.
- Curriculum according to the demand of the labor market.
- Students create their own international network.

Facts & Figures:

- Time: 25th – 29th May 2012.
- Place: Campus of the University of Bayreuth, Germany.
- Content: Focus will be on Sport Marketing. Knowledge in this field is essential to all sport managers of non-profit and for-profit sport organisations. The learning objective of the EASM Summer School is to get knowledge in the field of sport marketing. Students will be able to do professional marketing for sport organizations after visiting the EASM Summer School.
- Further information: www.easm.net (EASM Summer School)

Credit Points:

- According to the Bologna Process.
- In general, hometown universities decide how many credits are acknowledged in their own programme. As a suggestion, we calculate 6 credits for the EASM Summer School, but more credits are possible if students fulfill extra workloads at their home universities, for example.

Accreditation/Advisory Board:

- Courses of EASM Summer School are certified by EASM and the University of Bayreuth, Germany.
- In addition, EASM Board ensures in cooperation with the local organizing university the teaching quality.
- Regular evaluations.

Teacher Qualification:

- Teachers are members of EASM partner universities.
- Hold a Master Degree and/or a PhD in the field of their teaching.
- Pedagogical experience or other qualifications have to be proved.
- Repeated participation is dependent on teaching evaluations.

Locations:

- University of Bayreuth, Germany.
- Campus and Sport Institute.
- Local Organizer: Prof. Dr. Herbert Woratschek and his team.

Student Fees:

- 495.- Euro incl. VAT.
- Student fees cover:
  - study programme,
  - accommodation,
  - food & beverages and
  - amazing social activities according to the Bayreuth tradition of international seminars.
- Students have to cover travel costs in addition.
- Each year students can apply for a sponsored access.

Module Overview:

Title	**International Sport Marketing**
Responsible Organizer	Prof. Dr. Herbert Woratschek under supervision of the EASM board
Learning Outcome	Overview of international sport marketing issues in the field of fan behavior, value creation for customers, and sports and media.
Content	Introduction International Sport Marketing Value co-creation for sport spectators and athletes Sport Consumer Behavior Fan Motivation / Fan Loyalty Sport Media Rights Brand Management in Sport Sport Marketing through innovative Services Sport Tourism
Teaching Methods	Distance Learning (for preparation), lectures, group work, student presentations
Student Eligibility	Bachelor Student, minimum second year
Teaching Materials	Reading materials to prepare for the course (distance learning), presentations, case studies
Student Examination	1 h written exam at the last day of the EASM Summer School
Workload	Preparation 140 h. Lectures 40 h. Total 180 h.
ECTS	6