

Faculty of Medicine



EDPH2223 Marketing strategies in physical and sports activities

[30h+15h exercises] 3.5 credits

Teacher(s): Yves Leroy, Marc Louis (coord.), Thierry Zintz
Language: French
Level: Second cycle

Aims

From concrete cases, the interactions of the economic different components of the active or sporting leisures are analyzed. This environment offers a whole of "opportunities "to identify (needs, competition).

Main themes

From the point of view of a strategy of company centered on the active and/or sporting leisures, to analyze the forces and the weaknesses, the means necessary and the factors key of success allowing to follow an effective policy of produit/service: launching, management, renewal. How to reflect in terms of general policy and to implement integration in a coherent organization various functions of marketing: analyze needs and competition, to quote presenting of the attractive distinct characteristics, production: choice of the equipment, establishment, articulation and renewal, of management financial to length and short-term, and of staff management: definitions of structure, coordination and motivation of the actors. Tools for analysis being primarily applied and being illustrated by concrete cases.

Content and teaching methods

Concrete and critical training of the initiatives, the achievements, the institutions, the active enterprises... in the field of the physical and sporting activities.

Other information (prerequisite, evaluation (assessment methods), course materials recommended readings, ...)

oral examination and written

Other credits in programs

EDPH22 Deuxième licence en éducation physique (3.5 credits)