

SYLLABUS OF GENERIC ELECTIVE PAPERS (GE)
SEM- 7 (GE-15)

MANAGEMENT AND MARKETING IN PHYSICAL EDUCATION

Sl. No.	Course Title & Code	Credits	Credit Distribution of the Course			Eligibility Criteria	Pre-Requisite of the Course (if any)
			Lecture	Tutorial	Practical/Practice		
15	SEM- 7 (GE-15) MANAGEMENT AND MARKETING IN PHYSICAL EDUCATION	04	3	0	1	XII Pass	NIL

LEARNING OBJECTIVES:

The course offers students exposure to the various dimensions involved in Sports management and marketing where the study of planning, supervising, and conducting sports activities is done. They are rendered with the general understanding and training for polishing their interpersonal skills, organizing events, and entrepreneurship skills

COURSE OUTCOMES:

- Students will be able to develop professionalism among students to officiate physical education and Sports in their colleges, local leagues, competitions, and community
- As a part of the curriculum framework, the students will be exposed to trade practices in management and marketing to better career opportunities in event management.
- The student learns to plan, organize, budget, and execute sports events.
- The student can develop qualities of leadership, decision-making, problem-solving, team spirit, and healthy competition by being a part of a college team and organizing events
- The marketing aspect of this paper helps the student investigate the relationship between the product and the consumer and how to best present a product to the targeted public through sport.

SYLLABUS

No. of Credits: 04 (Lecture-03, Practical-1)

Theory: 45 hours, Practical: 30 hours.

UNIT – I INTRODUCTION TO SPORTS MANAGEMENT AND MARKETING IN PHYSICAL EDUCATION **(11 hrs lectures)**

- 1.1 Definition, Concept and Scope of Sports Management
- 1.2 Role and responsibilities of a sports manager.
- 1.3 Team behind Elite Sports Performance Athletes

Unit II: SPORTS ECOSYSTEM

(11 hrs lectures)

- 2.1 Concept of Sports Marketing
- 2.2. Fundamental Principles of Management in Physical Education and Sports
- 2.3 Strategic Sports Marketing Process
- 2.4 Sponsorships - Obligations and Opportunities

UNIT – III SPORTS INFRASTRUCTURE

(11 hrs lectures)

- 3.1 Concept of Sports Clubs
- 3.2 Introduction to Facility Management
- 3.3 Public Relations and Sports Media

UNIT – IV PHYSICAL EDUCATION & SPORTS EVENTS IN COLLEGE (12 hrs lectures)

- 4.1 Competition Planning Intramural / Extramural Competitions
- 4.2 Formation of Tournament Committees and their specific roles
- 4.3 Outline of Organizing Events of Physical Education and Sports (Seminar, Workshop, Clinics, Lectures)
- 4.4 Ceremonies in Sports Opening and Closing ceremony, prize distribution

PRACTICAL

(30 hours)

- 1. Sponsorship Proposals for College Sports events.
- 2. Create a financial balance sheet for an intra-mural sports event in your college.
- 3. Volunteer for a sports event in your college.

Suggested Readings:

- Sports Marketing by Matthew D. Shank ISBN: 9780132285353 Publication Date: 2008-03-19
- Cases in Sport Marketing by Mark A. McDonald; George R. Milne ISBN: 0763708631 Publication Date: 1998-11-30
- Sport Marketing by Stephen Hardy; Bernard J. Mullin; William A. Sutton; David J. Stern (Foreword by) ISBN: 9780736060523 Publication Date: 2007-03-20
- The Management of Sport by Bonnie L. Parkhouse; National Association for Sport and Physical Education Staff (Contribution by) ISBN: 9780072844122 Publication Date: 2004-07-01
- Winning the Customer by Lou Imbriano ISBN: 9780071775267 Publication Date: 2011-09-09
- John SK (2014). 'Managing Sports Competition Events' ISBN No: 978 93 8218666 3 Prestige Books International, Delhi.
- Sports and Entertainment Management by Ken Kaser; John L. Brooks; John R. Brooks ISBN: 0538438290 Publication Date: 2004-03-18
- Score casting by L. Jon Wertheim; Tobias Moskowitz ISBN: 9780307591791 Publication Date: 2011-01-25

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.