



# 体育经济与市场营销

Sports Economics and Marketing

#1. 课程背景及简介



体育营销，一般的体育管理，需要一定的技巧，也需要很大的热情。您可能有机会找到您一生中的“梦想工作”，为大型体育赛事工作，为足球或篮球俱乐部或特许经营权工作，这是独一无二的，您不应错过。

本课程以全球视角将体育经济学与体育营销联系起来。国家品牌和国际化等主题也将用于更好地理解这些问题。每个部分还将通过大量案例研究进行说明，以提供更加直观的说明。

#2. 学习目标



本课程将解决许多挑战，如：

- ★ 如何管理体育领域
- ★ 如何解决一些当代体育问题
- ★ 如何利用你的技能成为一名优秀的从业者
- ★ 如何运用理论解释全球商业运动
- ★ 如何制定赞助计划
- ★ 如何提高你涵盖不同学科的能力，以了解当今体育的全球化

#3. 任课教师信息



Prof. M D

老师目前是巴黎萨克雷大学运动科学学院的教授，法国里昂商学院的访问教授。他是体育营销专家，研究重点是体育赛事管理、体育赞助和足球营销。在他的职业生涯中曾于 2013 年到 2017 年担任上海体育学院的副教授。他出版了 34 本书和 58 篇学术文章（《国际体育营销与赞助杂志》；《欧洲体育管理季刊》等）在这个领域。2009 年 1 月至 2019 年，Desbordes 教授担任 International Journal of Sports Marketing and Sponsorship 的编辑。

#4. 课程设置



周期	时间	课程设置内容	课时
第一周 学习指南	1 月 28 日 周六	什么是 PBL 教学方法	1
		PBL 教学的常见形式	1





教授及助教辅导	1月29日 周日	教授课-1 交叉学科 PBL 课程设计及知识点学习 学习目标：了解世界体育营销：定义、一般概念和理论框架；了解体育营销无处不在，不仅仅是公司投资体育的问题。一切都是相互联系的：国家、城市、联合会、组织、联盟、参与体育运动。 描述：通过本模块，学生将获得对体育营销的广泛了解；体育营销的当前问题：全球化、品牌趋势和地缘政治	3
	1月30日 周一	助教课-1 知识点查漏补缺	2
	1月31日 周二	教授课-2 制定项目方向 学习目标：体育经济学实际上是三个领域的混合，了解全球系统以及这些领域如何相互匹配非常重要；体育营销是一个复杂的领域，需要其他基础研究领域的大量投入。体育经济学可能是最重要的经济学。 描述：通过本模块，学生将了解全球体育经济学的三大领域；将体育经济学与体育营销联系起来的一些营销理念	3
第二周 教授及助教	2月1日 周三	助教课-2 知识点查漏补缺	2
	2月2日 周四	教授课-3 交叉学科课程知识点学习 学习目标：体育营销正处于十字路口，了解未来 10 年的关键问题非常重要。体育和娱乐实际上是完全联系在一起的，这对于理解原因很重要；分析组织战略的不同模型 描述：体育营销的一些最新趋势和未来：内容规则、赞助与合作；战略的概念和 7 个模型	3



教辅导	2月3日 周五	助教课-3 知识点查漏补缺& 跟进项目调研进度	2
	2月4日 周六	教授课-4 互动与项目设计跟进答疑	1.5
	2月6日 周一	助教课-4 跟进项目调研进度	2
	2月7日 周二	教授课-5 交叉学科课程知识点学习 学习目标：Michel Desbordes 教授将分析自 2000 年代初以来世界上两大联盟（美国的 NBA 和欧洲足球）开始变得更加国际化的原因；重点介绍职业运动领域的一些标志性品牌，并描述什么是品牌，以及为什么有些品牌比其他品牌更强大。 描述：足球和 NBA 营销：产品生命周期和国际品牌战略；体育品牌：案例研究	2
第三周 教授及助教辅导 未来展望	2月8日 周三	助教课-5 跟进项目调研进度	2
	2月9日 周四	教授课-6 交叉学科课程知识点学习 学习目标：我们将看到并非所有联赛/赛事都有相同的国际化方法；对体育品牌价值的评估取决于非常不同的财务标准（KPI）以及买方（所有者）的目标。 描述：通过本模块，将向学生展示联盟/体育实现国际化的主要战略：案例研究；足球品牌的财务数据和价值：3 种方法	2
	2月10日 周五	助教课-6 知识点查漏补缺& 指导项目成果展示	2
	2月11日 周六	教授课-7 教授点评项目成果	1.5

	2 月 12 日 周日	升学与就业方向展望	1
		个人规划及发展建议	1
总课时	32		

#5. 阅读材料



★ Chanavat, N., Desbordes, M., Lorgnier, N.(Eds.) (2017). Routledge of football marketing. Editions Routledge, UK, 448 p.

★ Chadwick, S., Chanavat, N., Desbordes, M.(Eds.) (2017). Handbook in sport marketing. Editions Routledge, UK, 408 pages, décembre, 2ème édition.

★ Desbordes, M., Richelieu, A. (2019). International Sport Marketing : Contemporary Issues and Practice. Editions Routledge, avril, 224 p.

★ Desbordes, M., Aymar, P., Hautbois, C. (2019). The Global Sport Economy : Contemporary Issue. Editions Routledge, mai, 330 p.

★ Bhasu, B., Desbordes, M., Sarkar, S. (Eds.) (2022). Sport management in an uncertain environment. Springer India, Mumbai, India, under press.

#6. 项目主题



本课程使用 PBL 教学法，PBL 即项目式学习，是一种以学生为中心的教学方法，教师提供关键素材构建学习环境，学生通过在此环境里解决一个开放式项目的经历来学习。以下为本课程可选的项目主题：

- 中国运动品牌市场
- 中国与足球：世界杯的未来？
- 体育和地缘政治
- 运动品牌的国际化
- 体育赞助和埋伏营销
- 体育转播和 OTT 平台
- Sport and FANG/GAFA：哪些投资针对哪些问题？

英文版教学大纲



Course Title	Sports Economics and Marketing
Credit Hours	32 (one credit hour is 45 minutes)



Course Objectives	<p>At the end of this class, the students will learn:</p> <ul style="list-style-type: none"><li>★ What is “the fair price” of a football player ?</li><li>★ Are athletes overpaid ?</li><li>★ What is the salary cap, which applied in the US system ?</li><li>★ Does the draft exist somewhere else, as it does in the USA ?</li><li>★ Why did F1 grand prix move to Asia and in the Middle East ?</li><li>★ Is ecology a necessity when organizing the Olympic Games ?</li><li>★ What about the legacy of the Olympics ?</li><li>★ Why do sponsors pay so much to be on a football jersey ?</li><li>★ What is merchandising and why is it a crucial question when buying an expensive player ?</li><li>★ What does “hospitality” on sport events mean ?</li></ul>
Course Description	<p>This course will be divided into 10 big sections.</p> <p>For each section you will have a video with approx. 1h of recording.</p> <p>Each section will use some strong theoretical concepts, like the “ Louis-Schmelling paradox ” in sport economics, the “product life cycle theory”, “ the service marketing approach ”, the “country branding approach”, the “OTT (over the top) approach of broadcasting events ”, “ the CSR (Corporate Social Responsibility) approach ”, the “ SWOT model”, “the neo-marketing approach of sport”, “the strategic construction of the brands”, “the economics of TV rights” or “the particular situation of sport ’s labor market”.</p>

	<p>Each section will be also illustrated with a lot of case studies to give a very illustrated approach. Prof. Michel Desbordes has taught in many different countries like China, USA, Canada, Senegal, England, Morocco, Iran, Russia, Korea, Spain, Germany, India..., and can therefore have a very broad approach of sport marketing in a very pedagogical way.</p> <p>Additionally, he has published 34 books and can be considered as very “up to date”, together with the regular help of his doctoral students who conduct top research in the field.</p> <p>This is the global approach that Pr. Michel Desbordes wants to use during this course. We will try to bring managerial solutions during the course. After having enrolled this course, students may have the will to follow a full academic program in sport management or to take some more specific courses on other topics.</p>
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**Brief introduction of the course**

This course makes the link between sport economics and sport marketing in a global perspective. The topics of geopolitics, country branding and internationalization will also be used for a better understanding of the issues. Also, is an introduction to sport management and sport marketing. Students who enroll in this course will have a basic knowledge to understand the main issues in sports field.

	<b>Topics</b>
<b>Module 1</b>	<p>Objective:</p> <p>This part will be the broad introduction to the topic, and will allow students to understand in which sense it is particular and requires some specific skills. It is not only “marketing applied to sport” , but also a question of “marketing of sport”.</p> <p>Description:</p>



	Understanding sport marketing in the world: definitions, general concepts and theoretical framework.
Module 2	Objective: Sport marketing is everywhere, it is not only a question of companies investing in sport. Everything is connected : countries, cities, federations, organizations, leagues, involved in sport. Description: Current issues of sport marketing : globalization, trends for brands and geopolitics.
Module 3	Objective: Sport economics is actually a mix of 3 big universes and it is important to understand the global system and how those universes match together. Description: The 3 big universes of the global sport economics
Module 4	Objective: Sport marketing is a complex field and requires a lot of inputs from other fundamental research fields. Sport economics is probably the most important one. Description: Some marketing concepts to make a link between sport economics and sport marketing.
Module 5	Objective: Sport marketing is at a crossroad and it is very important to understand the key issues for the next 10 years. Sport and entertainment are actually fully linked and this is important to understand why. Description: Some recent trends and the future of sport marketing : distribution, e-sports, content rules, sponsorship vs. partnership
Module 6	Objective: Different models to analyze the strategy of organizations do exist, but some of them are better than others in the case of sport. Description: The concepts and 7 models of strategy.
Module 7	Objective: Analyzing the reasons why the 2 biggest Leagues in the world (the NBA from USA and European football) have started to





	become more international since the beginning of the 2000's. Description: Marketing of football and the NBA: product life cycle and international branding strategies.
Module 8	Objective: Here we will focus on some iconic brands in the field of professional sport and describe what is a brand, and why some brands are stronger than others. Description: Branding in sport : case studies.
Module 9	Objective: Here we will see that not all leagues/events have the same approach of internationalization. In Some cases, internationalization is a necessity and easy because the sport is universal. In other case, it is either not expected and also very difficult for cultural reasons (the diffusion of the sport). Description: The main strategies implemented by leagues/sport toward internationalization : case studies
Module 10	Objective: Here we will show the students that the evaluation of the value of a sport brand (manly a football club) depends on very different financial criteria (KPI) and also on the obejctives of the buyer (owner). Description: Financial data and value of the brand in football : 3 methods.

Required Readings

1.Chanavat, N., Desbordes, M., Lorgnier, N.(Eds.) (2017). Routledge of football marketing. Editions Routledge, UK, 448 p.

2.Chadwick, S., Chanavat, N., Desbordes, M.(Eds.) (2017). Handbook in sport marketing. Editions Routledge, UK, 408 pages, décembre, 2ème édition.

3.Desbordes, M., Richelieu, A. (2019). International Sport Marketing : Contemporary Issues and Practice. Editions Routledge, avril, 224 p.

4.Desbordes, M., Aymar, P., Hautbois, C. (2019). The Global Sport Economy : Contemporary Issue. Editions Routledge, mai, 330 p.

5.Bhasu, B., Desbordes, M., Sarkar, S. (Eds.) (2022). Sport management in an uncertain environment. Springer India, Mumbai, India, under press.

Suggested list of the topics for the final project



- 1.The Chinese market for sport brands
- 2.China and football : the future of the World Cup ?
- 3.Sport and geopolitics
- 4.The internationalization of sport brands
- 5.Sport sponsorship and ambush marketing
- 6.Sport broadcasting and OTT platforms
- 7.Sport and FANG/GAFA : which investments for which issues ?

**Criteria**

Quality of the sources used by students

The flow of the presentation

Clarity of thinking

Honesty and methodology used for the assessment

Ability to have a broad and international perspective

**Class Expectation**

This class is an introduction to sports economics and marketing. Sport marketing, sport management in general, requires some skills, but also a lot of passion. You may have the chance to find the “dream job” of your life, working on a big sport event, for a football or basketball club or franchise, this is unique and you should not miss it.

Through this course, Dr. Desbordes can also help you to define better your professional project.