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Re(IN)novating Marketing Strategy Across Semi-
professional Female Teams

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**Technical Curriculum of Marketing Manager of
Female Sport Teams**



INTRO:

Victories typically drive success in the sports world. However, teams can do more to boost revenue and public awareness and this not always depend on their sport performances. Successful marketing campaigns can change the way local public feels about sports teams and achievements. Good sport marketing campaigns can drive ticket sales, can create better game-day atmospheres and also could draw better players and more interest to the team. All these features combined together could have a real impact on game performances. Stadiums that are regularly sold out could be a result of very concentrated marketing efforts. Instead of focusing on winning games, some teams turn the public attention to other elements or details and therefore, each event provides a different form of live entertainment and fans turn up in droves to see what will happen next.

Many sports organizations and clubs are functioning as corporations. They employ financial experts and operational leaders to help keep the organization running as efficiently and effectively as possible. To pay players, maintain facilities, and put on a thrilling show during each game, those entities depend on the steady income of ticket sales and sponsorships. This means promotion through diverse media channels and a focus on engaging communities to drive their attachment to the team. They also, as any company might, prioritize outreach to consumers, and aim to ensure that public associations with the team's "brand" are altogether positive.

1. How to distinguish properly Sports Management and Sports Marketing?

Both professionals rely on strong interpersonal, decision-making, and analytical skills — all of which translate well to other areas. However, there are a number of differences between a work position in the field of sports management and sports marketing.

• EDUCATIONAL PATH

To begin a career in sports management, the candidates in both fields need an education that demonstrates their overall competences and industry knowledge. As for deepen the sectorial knowledge the curriculum for such specialization has to combine course modules and sessions in sports finance and legal aspects of sports business, as well such similar practices in the sports world.

A better focus on communications and marketing will prepare students to enter a wide variety of industries, including sports, and usually many of them pursue degrees in marketing. Sport



marketing professionals can use players for the creation of goodwill through community service, charity events, and other positive-message outreach initiatives that encourage interactions between teams and communities. Sports marketing professionals understand very well the impact of social media as well as traditional advertising, such as billboards, television and radio spots, and newspaper ads. A key difference between sports marketing and sports management is that marketing has more specific focus, addressing the many facets of public outreach.

• MARKETING VS. MANAGEMENT – FUNDAMENTAL DISTINCTIONS

The day-to-day work in sports management and sports marketing differs as well. Those in sports management spend less time working specifically in promotions and more time addressing the administrative, financial and leadership needs of their organizations. They may work in a number of different departments in a sports club/franchise, such as finance and human resources, or they could be in the front office of the franchise, as a president or general manager.

According to the project's first intellectual output that has been produced, the most important characteristics of a manager of semi professional female sport teams have been divided in the following categories:

Management thinking	Legal Foundations	Decision Making	Project Management
Effective Communication	Event Management	Philosophy & Ethics	Strategic Management
Leadership	Risk Management	Research	Social Skills
Financial Management	Sport Facility Management	Sport Foundation	Conflict Management
Human Resources Management	Time Management	Control Management	
Marketing	Computer Skills	Results Orientation	
Governance	Information Technology	Public Relations	

Although some of those characteristics could be included in the sport marketers curriculum, many of them are exclusively related to the management of sport teams as the marketing manager has a different role.

A sport marketer main goal is to promote a team's brand and image across a number of different mediums and drive consistently high attendance numbers. This can involve anything from ad placements to fostering an active social media presence, just as product promotion might for another business.

Marketing focuses on:

- Developing a coherent, cohesive message to connect the sports franchise or league with the public;
- Involves a mastery of the written word and the ability to craft meaningful messages in line with the public values and expectations;
- To innovatively use different channels, such as social media, television, and radio.

The difference is that sports marketers are selling an experience, and the chance for consumers to see their favorite athletes and teams play – but a franchise has to earn their spot as a favorite team, first. As stated in prior this isn't solely a matter of athletic superiority. Nowadays, there are



many examples of teams that build their brands successfully after years of poor performance, creating a massive national audience by putting the team's identity front-and-center. Sometimes, they even work directly with coaches and emerging personalities to develop a distinct style and voice.

The challenge of promoting a sports event, to say nothing of driving ticket sales for an entire season, definitely requires a refined understanding of media, communications, and the audience involved. But the challenge is an exciting one, which makes sports marketing a highly desirable career path to many.

Developing marketing campaigns to engage fans and attract business sponsors. Support the revenue goals of sporting arenas, university sports teams, professional sports franchises, leagues, and other sports-related organizations.

2. Essential Sport marketing manager competences overview

Given all the factors that make the field a distinct, specialized form of consumer outreach, the essential skills needed to pursue careers in sport marketing are:

- TASK MANAGEMENT**

Sports marketers are routinely responsible for a wide array of different things, as promotional efforts for sports events tend to range a great deal in form and scope. Coordinating ad copy and media buying, media creation, meeting with merchandising teams, developing budgets, drawing up a social media calendar, planning events and initiatives, and offering creative assistance in writing a press release are some of the primary tasks which a sports marketer performs usually in how work schedule daily. This means organization is of highest importance, especially as things can change very fast in the field. As those with careers in sport marketing act as representatives of their franchise or organization, each task has to be done effectively and carefully, necessitating focus on each individual challenge at hand.

- BIG PICTURE THINKING**

The field demands a specific focus on sport as a business and the fulfillment of an organization's fundamental goals. A professional sports team might make money through sponsorships and ticket sales, but a club team or youth sports organization might have an entirely different model, and might prioritize awareness and public outreach over sales. With each action sports marketers take, they have to be considerate of their objectives and what they're trying to accomplish. The ability to think this way can be a major professional asset in this field.

- WRITING SKILLS**

Communicating and writing effectively are specific skills useful in so many dimensions of sport marketing. Almost all tasks which a sport marketer undertakes require writing, and this makes it fundamental to the challenge of helping to create and spread an organization's voice. And there's more to it than just a creative component. Directions to an event have to be specific and clear, along with any other necessary logistical communications between attendees and an



organization. Effective internal communications are critical, too, as any good leader in sports marketing needs the ability to establish expectations and clearly set out a workable plan.

- **INITIATIVE AND LEADERSHIP ABILITY**

Such abilities are a good asset for a marketing team as being able to step up, step in, and present a solution can mean the difference between an event that ends well and one that ends with fans leaving unsatisfied.

Finally, it is necessary to underline that sport manager and sport marketer should have a hand in hand working approach towards the club goals and progress as incomes of the organization result out of the both efforts.

3. Sport Branding

- **WHY FEMALE SPORT BRANDING COULD BE AN OPPORTUNITY FOR SPONSORS?**

According to a UK research done by a big Marketing Agency in the beginning of 2021 www.thedrum.com

when asked “female sports fans why they didn’t follow a women’s team, 18% agreed that it wasn’t easily accessible on TV. But critically a very similar 19% agreed that women’s teams and tournaments didn’t connect with them emotionally.

In addition, 18% of female sports fans not following a women’s team said they had just never seen it as an option for them, and 15% said that women’s teams and tournaments didn’t engage them as they liked”. - So the motivations of female sports fans have appeared different.

According to the same research looking at how the expectations of sport fans had changed due to Covid, it appeared that *“for 64% of sports fans, ‘brand purpose’ is a more important expectation on sponsors. That jumped to 73% when the focus was at female football fans specifically. And the top articulation of ‘brand purpose’ was acting responsibly, promoting a healthier lifestyle and taking strain off of the NHS; 73% of all sport fans agreed, jumping to 81% for female football fans.”*

Female sports fans aged 18-24 expressed that they do not follow women’s teams as such sports teams were not trying to talk to their female fans.

It is then considered that the competitiveness, speed and skill on the field of play are only increasing, as will the support of the existing fanbase, but there is clearly an opportunity to engage a new female fan. This isn’t just on the right-holders’ shoulders as it often needs a big brand investment and expectations to be the catalyst. Sponsoring a women’s team stands out more and can improve brand perception in a way that sponsoring a men’s premier league team can’t. It can enable brands to position themselves as modern and progressive, while engaging new audiences.



Also, women's sports could encourage brands to engage new audiences into plays (being a fan and practicing such sports). Importance has to be given also to the price point as women's teams could often widely accessible to smaller brands to sponsor them.

- **WHAT OPPORTUNITIES FOR SPONSORS SEMI PROFESSIONAL FEMALE SPORT TEAMS CREATE?**

Some years ago, women's sport sponsorship made up only 0.4 % of total sports sponsorship and a mere 7% of total sports coverage, according to the WOMEN IN SPORT CHARITY. However this tendency seemed to be changing recently and a significant increase in women's sporting sponsorships, particularly from major companies has been observed.

Sponsoring women's sport involves much more than a financial investment in players because it demonstrates an investment in equality and meaningful change within the sporting arena. Also, supporting grassroots community sports activities and especially such for women could be a valuable opportunity for key brands. Such example has been given by a famous UK bank Barclays which invested in sponsoring Girls' Football School Partnerships. As a result the impact has shown that such action has helped to increase girls' participation in football at the school level. By supporting early talent, companies may increase the number of girls participating in sport - and this has both a long term benefit of creating star players and also a short-term benefit in increasing confidence, teamwork and health.

Also, a major reason for companies to invest in a semi professional female teams is the investment in good causes, especially such that regard women and women's health. Campaigning actions related to communication on international women's rights, Campaigning for Rose October or any similar demonstrate an increasing level of fan support.

Also the attendance of women in sporting events that involves such causes is higher, therefore the semi professional female teams could be a good reason for companies to invest in. With a large global captivated audiences of women in sporting events, sponsorships can help leverage equal visibility - and this can help drive further female participation in sports.

In conclusion , we could say that female sport training provision to people who would undertake the tasks of marketing managers in semi professional female teams is strictly necessary and the present curriculum aims at bringing relevant insights on which competences such person needs in order to undertake such job and be successful in. Also the current document aims at delivering ideas on which are the topics necessary to be tackled within the training format that has to be prepared further on in this project.

4. Curriculum for a Marketing Manager of female semi – professional sport teams

Out of the characteristics outlines above we tend to develop a specific example of a Curriculum for a marketing manager for semi-professional female teams.



EXPERIENCE

MARKETING AND COMMUNICATION

The aim is to understand the marketing concepts and apply them to sport management, to know how to use operational marketing tools that will improve your results as a sport marketing professional. Being able to analyze and make market research, to know, analyze and assess strategies for the development, launching and positioning of new products and to analyze and assess marketing strategies for the internationalization of sports activity.

Communication strategy should include:

- Values that the sport provides;
- Physical and emotional wellbeing;
- Feeling part of a team (that is like a family);
- Learning something that could be useful also outside sport field – discipline, time management, flexibility;
- Making new friends;
- Representing your city/region/country.

ATHLETE BRANDING

In every industry, branding is extremely important (not only in the sports industry). The reason why it's absolutely necessary for every sports marketing agency and business in general, is the strong impact it will have on your company. A great brand will change how people perceive your personal brand in a positive manner and it will also increase brand awareness.

Athlete branding is the craft of leveraging and focusing fan awareness, loyalty, value perceptions for an individual athletes personal brand. Athlete's marketing is a subdivision of athlete branding that specifically focuses both on the promotion of athletes as well as sports events and teams. The goal is to provide the client with **strategies to promote his athletically goals** and create a brand around their sports career. The more fan support and attention athletes can get and maximize, the more their athlete brand is worth to sport teams, sponsors and famous sports businesses.

FEMALE SPORT CAMPAIGNING

As women's sports are gaining a bigger profile around the world as governing bodies work to encourage women to take up sports. There are also female sport campaigns are trying to encourage women to share their athletic pursuits, advise and encourage one another throughout its upcoming activity.

- Featuring powerful women from different fields such as boxing, volleyball, football even and singer-songwriter for change the meaning, call for action and inspire fans.
- Share the stories of female athletes from all different parts of the world.
- Ads filled with the biggest names of the women's game and included inspiring, raw athletic moments from across the women's sport spectrum in a fast paced execution.
- Call to take action and don't wait.

The growing profile of women's sports presents an untapped opportunity for sports brands to grow their share of the women's apparel market. Branding experts advise marketers to build specific strategies on how sport fits in with women active lifestyles. Focus on advertising with a non-gender-specific appeal with an emphasis on usability and the adaptability of the



products is also more than needed nowadays due to social changes and new role models that emerge out of such society transformations.

SPORT MEDIA RELATIONS

Engagement with fans through social media allows sponsors to be present to offer all kinds of experiences. It provides insights into the roles and duties performed by sports media relations professionals and examines the fundamentals of sports media relations, which includes working with the media, athletes and coaches, managing crisis situations, recording statistics, writing game reports, organizing press conferences, and managing game events.

Social media also provides social proof activations are working, while also allowing for a collection of fan input via quick surveys. This leads us to the next key to successful sports sponsorships: Surveys and focus groups.

SPORT ETHICS / INCLUSION AND DIVERSITY IN SPORTS

Investigates the role of the media in constructing, reinforcing, and/or challenging the notions of race, gender, and sexuality in sports analyze issues relating to representations in diversity in the media, media workforce, media history, media ownership, among other issues.

SPORT SPONSORSHIP, SPORT MANAGEMENT AND ITS PRINCIPLES

Provides an overview of the field of sport management by introducing the historical aspects of the discipline and key content areas. Topics to be developed are managerial leadership, marketing, communications, finance and economics, sport sociology, and law and their application in professional, intercollegiate, interscholastic, and youth and community sport programs. Also, the examination and analysis of how sport managers utilize essential administrative functions such as planning, organizing, leading, and controlling in the sport industry environment is essential within this field. Not in the last place it is strictly necessary to get to know how to create a sponsorship plan for a sports event, in order to be able to organize fundraisers when needed.

SOFT SKILLS

TASK MANAGEMENT SKILLS

This is the ability to work effectively and efficiently, even under pressure. Sports Marketing and Promotions Managers are usually responsible for multiple tasks at the same time, as promotional activities for sports events can happen on different levels. They coordinate the ad copy, media, content creation, meetings, budget development, calendar set-ups, etc. This is why an expert in the field needs to have proper organization skills. Activities can change at any time, and they must perform each task without losing focus.

COMMUNICATION SKILLS

It is important for Sports Marketing and Promotions Manager to learn to write and speak properly. Every task will require you to write or speak, making communication skills essential to the goal of helping your organization to get customers.



For instance, when you give directions to events, it must be clear, along with any other logistical information necessary for the attendees and your organization. Good communication skills are also necessary for internal communication, as you will need to establish expectations and set out workable plans.

PROBLEM-SOLVING AND LEADERSHIP SKILLS

You must be able to solve problems as they come. You need to be able to take charge of situations as they arise. It is a valuable skill to have because of how fast-paced the world of sports can be. While a game is on, something might go wrong and will require a quick response so that things can go back to running smoothly. You must be able to solve that problem and take charge of the situation promptly.

PERSPECTIVE/BIG PICTURE THINKING SKILLS

Marketing, in general, can be very overwhelming. Therefore, it is important for Sports Marketing and Promotions Manager to have the ability to take a step back and see the big picture to avoid getting lost in details that do not necessarily affect what they are trying to achieve.

5. Training format topics relevant with the proposed curriculum

THE BUSINESS OF SPORTS (GENERAL TOPIC)

Such training module has to explore the global nature of sport and the role and importance of major sports events affecting sectors such as urban regeneration and tourism and its impact on economic factors. Through such module, the learners will gain a deeper understanding of organisation, governance, and hierarchy of international sport structures. The purpose of such learning sessions is also to examine the issues such as the increasing commercialisation of sport, why countries invest in elite sport policies and why they bid to host international sports events, etc.

SPORT MANAGEMENT IN A CHANGING SETTING

A module on Sport management in a changing environment shall provide the participants with an overview of how sport management has evolved in the local sports scene vis-à-vis the trends and developments of the sports industry. The commercialization and globalization of sport also demands usually that sport managers make adaptations to managing the organization in areas such as human resource, finance and administration. Through such module participants may also discuss trends and developments in sport such as the impact of social media, terrorism, doping and professionalism of sport.

SPORT MANAGEMENT DEVELOPMENT

Such learning module has to explore the sports landscape and the delivery of sport in specific geographic area. Thanks to such sessions the learners have to gain insights into the development and implementation of strategic sport initiatives and policies. This module could also address a broad range of areas that are pertinent to the management of semi-professional sport teams and how it differs from the professional and individual sport management. Also aspects such as the governance and regulation of sport and the role of the Government and national sport associations in the promotion and development of sport in Europe are important to be reviewed as part of the training program.



SPORTS EVENT MANAGEMENT

This module provides students with the understanding of the processes of sports event management, including managing logistics, branding, sponsorships and stakeholders. Through this module, students shall gain knowledge of the different scale of international and local sports events and acquire skills to successfully plan and implement sports events.

SPORT MARKETING

Such module has to introduce the participants to marketing, promotion, sales, and sponsorship strategies utilised by both sport properties (teams (professional and semi-professional), leagues, events, media, apparel and equipment manufacturers, etc.) and companies marketing their brands through sport. The topics covered include consumer behavior, the role of marketing research, the marketing mix, advertising, event management, experiential marketing and value-added marketing as it relates to sport as a product are strictly necessary in order to offer deep understanding on the topic.

SPORT COMMUNICATIONS

A learning module on sport communications must provide participants with an understanding of the role of sport media as a marketing communication tool. Topics for the module include the synergistic relationship between sport and media, the different traditional and new media channels for sport marketing, integrated marketing communications strategies and sport marketing campaign planning are the main elements which could be thought to be included in. Through interactive case studies, learners shall be able to acquire practical and industry-ready knowledge about the use of media for sport marketing.

SPORT SPONSORSHIP & PUBLICITY

Such module has to provide participants with an understanding of the role of sport sponsorship and how it is integrated with different aspects of publicity. Topics for the module must include the types of sponsorship opportunities and their value, the role of experiential marketing and the fundamental techniques that practitioners use to garner positive advertisement. The use of examples of how companies apply sport sponsorship in their marketing strategy will allow learners to deepen their appreciation and understanding in this area.

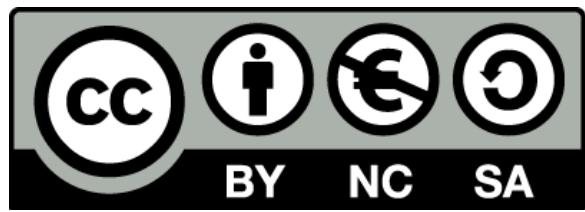
INTEGRATED SPORT MARKETING PROJECT

This module shall integrate marketing knowledge and concepts learners have acquired to develop a sport marketing plan for one of the chosen stakeholders, such as sporting goods and services, sport venue, agencies and associations, and sport event organisers. The project allows students to apply the professional knowledge they have acquired and exercise their creativity to innovate new ideas for the sport industry. This module enriches practical understanding within learners by moving them through a process of developing a marketing concept from ground-up to the execution of the marketing campaign.



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