

ASSESSOR'S GUIDE

The assessor's guide is prepared by the person(s) who creates the assignment/question bank for each exam and is prepared at the same time as the examination questions.

The assessor's guides must be available for the students after the grades have been determined, in accordance with the Higher Education Act § 5-3 (3) - <https://lovdata.no/lov/2005-04-01-15/§5-3>

General information

Course information	
Course code	SPM230
Course name	Sport marketing
Academic year and semester	24H
Credits	10
Course responsible	Lis P. Strøm
Type of examination	Individual school exam 4 hours

The template is adapted to the type of examination/assessment form.

Documents that must be available to the assessor

- ☐ Examination questions (if not included in WISEflow)
- ☐ Course syllabus or program syllabus exam (available i Canvas)
- ☐ Information given to students about the specific exam (available i Canvas)

Learning outcomes

Relevant learning outcomes:

- explain the concept of sport marketing
- analyze the roles and interactions of the different actors on sport markets
- explain the mechanisms of brand building through sport sponsorships
- reflect upon the challenges in reaching sport marketing goals
- plan and critically evaluate marketing strategies for sport marketing actors

Syllabus/subject matter

The same subjects as covered in the learning goals

Teaching

Detailed lecture plan is attached.

Assessment criteria

Overall criteria for assessment: The candidate should demonstrate knowledge of the Sport management strategy process and how to apply it to the exam case.

General grade description:

symbol	description	General, qualitative description of valuation criteria
A	Excellent	An excellent performance, clearly outstanding. The candidate demonstrates excellent judgement and a very high degree of independent thinking.
B	Very good	A very good performance. The candidate demonstrates sound judgement and a high degree of independent thinking.
C	Good	A good performance in most areas. The candidate demonstrates a reasonable degree of judgement and independent thinking in the most important areas.
D	Satisfactory	A satisfactory performance, but with significant shortcomings. The candidate demonstrates a limited degree of judgement and independent thinking.
E	Sufficient	A performance that meets the minimum criteria, but no more. The candidate demonstrates a very limited degree of judgement and independent thinking.
F	Fail	A performance that does not meet the minimum academic criteria. The candidate demonstrates an absence of both judgement and independent thinking.

EXAM QUESTIONS.

The percentages given on the questions or blocks of questions indicate how much your answers to these questions will count for the overall grade for the written exam. You can also use them as an orientation for how much of the overall time you should spend on answering this question.

It is not expected that you include references to the literature in your text.

You can write your exam in either English or Norwegian. If you want, you may refer to English Sport marketing terms if you write your exam in Norwegian.

Part 1. (10%)

Consider the special features of sport and discuss why marketing sport events like the Trondheim 2025 is different from marketing other consumer goods or services.

Assessment guide/relevant literature and lecture themes:

Topic	Literature	Pages	Learning outcome / key issues
Introduction to sport marketing	Karg et al. (2022), Chapter 1. Introduction to sport marketing. Hoye et al. (2015), Chapter 11. Sport marketing (komp)	52	What is marketing? What is special about sport marketing?
The development of sport as a business. Stakeholders in sport marketing. Value co-creation.	Beech & Chadwick (2013) Chapter 1 Introduction: the commercialisation of sport (komp) Buser, Woratschek & Himmel (2020) Engaging with sports or engaging in doing sports: A comparison of different logics in sport management Horbel (2022) Stakeholders in sport marketing (komp) Smith et al. (2024), Chapter 2 (Sport markets) Woratschek (2020) A New Logic of Value Co-Creation in Sport Management	60	Marketing approach and strategic position Marketing of sports and marketing through sports

Part 2. (30%)

The Sport Marketing Framework suggests that the development of marketing strategies should start with an analysis of sport marketing opportunities.

Conduct a SWOT analysis for Trondheim 2025 to examine the event's strategic position, based on their stated values and their objectives within economic, environmental and social sustainability.

Remember that you can make additional assumptions about the case when necessary.

Write the analysis as a list of bullet points for each of the categories S, W, O and T. You should include a short explanation for each of your bullet points.

Finally make a short summary of which marketing opportunities you suggest Trondheim 2025 should prioritize based on the analysis, and why you suggest these as the top priorities.

Assessment guide/relevant literature and lecture themes:

Topic	Literature	Pages	Learning outcome / key issues
Sport marketing opportunities. The sport marketing planning process. Sport consumers.	Karg et al. (2022), Chapter 2 The strategic sport marketing planning process Karg et al. (2022), Chapter 3 Understanding sport consumers Smith et al. (2024), Chapter 3 Sport consumers	60	The strategic sport-marketing planning process SWOT analysis Key concepts of sport spectators and participants as well as their needs. Factors influencing participants' decision-making process

General framework for SWOT is to be described and correctly used. At least two strengths, weaknesses, opportunities and threats should be outlined for a medium grade. For a B or A there should be good explanations for each bullet point.

If the SWOT framework is not used correctly, i.e. the candidate does not differentiate between internal and external issues, the grade on this part is below average.

The marketing opportunities should follow as a consequence of the SWOT analysis. The objectives should be clearly described, and there should be considerations of segmentation criteria and target groups.

Part 3.(10% +10% = 20%)

a) Explain the concept of sponsorships fit and discuss this concept in relation to two of the sponsors for Trondheim 2025 listed below. (10%)

Remember that you can make additional assumptions about the case.

Title sponsor and presenting sponsor for Trondheim 2025 are Coop, Norway's second largest grocery retailer and Stora Enso, a leading provider of renewable products in packaging, biomaterials, and wooden construction.

Main partners are Würth, a leading manufacturer of assembly and fastening materials, Generali, insurance and Manner, a leading manufacturer of wafers, candy and confectionery.

Official sponsors are Sparebank1, a Norwegian bank, Swix, sports clothing and accessories, Gilde, Norway's largest meat producer, and Equinor, a multinational oil and gas company,

Assessment guide/relevant literature and lecture themes:

Topic	Literature	Pages	Learning outcome / key issues
Sport brands and sport sponsorships	Richelieu (2019) The sport brand Smith et al. (2024), Chapter 10 Sport sponsorship Karg et al. (2022), Chapter 11 Sport sponsorship Cornwell (2020) Sport sponsorship and endorsements. (komp)	91	Main points from the literature
Sport event marketing. Guest speaker marketing through sport events	Horbel, Popp, Woratschek & Wilson (2016) How context shapes value co-creation: Spectator experience of sport events.	22	Main points from the literature

The different forms of fit should be explained and should be used correctly when discussing specific sponsors. Two factors are particularly important for ensuring a good match:

- An overlap of target markets (functional-based fit)
- A match up of brand positioning strategies (image-based fit)

(For a very good performance, the sponsors' and events' goals for engaging in a sponsorship should be shortly mentioned, maybe using 2-3 examples of goals they might pursue with this partnership.)

b) How can Trondheim 2025 and the sponsors you discussed in part a) ensure that they achieve sponsorship-related goals and prevent potential risks (10%)

Remember that you can make additional assumptions about the case.

Assessment guide:

(for a very good answer, the first three points below must be included in the answer)

- Select sponsor/sponsee based on consideration of affinity/fit
- Communication about fit is key, especially if it is not obvious to the target groups
- Leveraging sponsorships: Initial investment in sponsorships only buys the rights to an association. Sponsors should “leverage” their sponsorship by spending resources into additional communications, promotional activities, etc. Leveraging sponsorships means getting value out of the sponsorship investment through careful integration with other elements of the promotions and marketing mix.

Part 4. (20%)

Based on your SWOT analysis from Part 2, make an outline for a marketing plan towards the objective of maximizing ticket sales, using elements in the Marketing Mix. Your plan should consist of 4-5 marketing initiatives, briefly described.

Assessment guide/relevant literature and lecture themes:

Topic	Literature	Pages	Learning outcome / key issues
Sport marketing opportunities. The sport marketing planning process. Sport consumers.	Karg et al. (2022), Chapter 2 The strategic sport marketing planning process Karg et al. (2022), Chapter 3 Understanding sport consumers Smith et al. (2024), Chapter 3 Sport consumers	60	The strategic sport-marketing planning process SWOT analysis Principal strategies available in sport marketing Key concepts of sport spectators and participants as well as their needs. Factors influencing participants' decision-making process
The Sport Marketing Mix (Part 1)	Karg et al. (2022), Chapter 4, Sport market research and strategy Smith et al. (2024), Chapter 4 Sport marketing opportunities	52	Marketing approach and strategic position Market segmentation methods
The Sport Marketing Mix (Part 2)	Karg et al. (2022), Chapter 5 Sport brands and products Smith et al. (2024), Chapter 5 Sport marketing strategy	43	The sport marketing mix; 5 Ps or 4 Ps pluss

5. (20%)

5. Discuss potential opportunities and challenges relating to sustainability (social and environmental) marketing and relate this to the current sustainability marketing and communication of Trondheim 2025.

Utilizing the Trondheim 2025 sustainability communication (SDGs) listed above as a point of departure, make 4 specific recommendations on how to communicate with integrity in sustainability marketing, based on your knowledge about integrity in sustainability communication in sport.

Remember that you can make additional assumptions about the case.

Assessment guide/relevant literature and lecture themes:

Topic	Literature	Pages	Learning outcome / key issues
Sports marketing and SDGs; environmental marketing.	Traberg & Horbel (2024) Integrity in environmental sustainability communication: Lessons from Norwegian sport organizations (komp) Konstantopoulos & Manoli (2023) Sustainable is the new black: A commentary on the future of sports ecology.	26	Main points from the literature

Use of AI-tools

Not applicable as it is a school exam and AI tools are not available.