

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	25Fall
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 Assignment Sport Marketing SPM 230 2025 Fall

The percentages given on part 1 to 5 indicate how much your answers to these questions will count for the overall grade on the exam. You can also use them as an indication for how much of the overall time you should spend on answering each part. You can write your exam in either English or a Scandinavian language. If you write your exam in a Scandinavian language, you may still refer to the sport marketing terms in English if you prefer.

The exam tasks should be discussed using the theories and models you have learned in the course, but it is not expected that you include specific references to the literature in your text.

Part 1. (33%). The strategic sport marketing process.

- Outline the strategic sport marketing process and give a short description of the key elements in each step.
- How does marketing of sport products and services differ from marketing in general?
- Describe the concept of market segmentation and the key factors that can be used to segment sport markets.
- Explain why market segmentation and targeting is an important part of the sport marketing process.

Assessment guide/relevant literature and lecture themes:

Topic	Literature	Learning outcome / key issues
Introduction to sport marketing Stakeholders in sport marketing. Value co-creation. Sport marketing opportunities. The sport marketing planning process. Sport consumers. Sport marketing opportunities. The sport marketing planning process. The sport Marketing Mix	Karg et al. (2022), Chapter 1. Introduction to sport marketing. Hoyer et al. (2015), Chapter 11. Sport marketing (komp) Beech & Chadwick (2013) 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 Karg et al. (2022), Chapter 2, 3, 4 and 5 Smith et al. (2024), Chapter 3, 4 and 5	a) Describe the sport marketing framework with elements from Karg et al., Smith et al. and Hoyer et al. As long as all steps are covered we accept a mix of terms from these frameworks. b) Key points: Engagement, unpredictable outcome, value-cocreation, service logic, marketing of sports and marketing through sports. c) Show understanding of the concept of segmentation and the criteria from Karg et al. and/or Smith et al. d) Efficiency of the sport marketing process

Part 2 (33%). Sponsorships.

In this part your task is to analyze the sponsorship activities of FC Barcelona, a leading professional football club in Europe. The club has partnerships with global brands such as Spotify (front-of-shirt sponsor) and Nike (kit supplier).

- Explain why sport sponsorship is particularly attractive for companies such as Nike and Spotify compared to other forms of marketing communication.
- What benefits and goals might these companies achieve through their partnerships with FC Barcelona?
- Apply two sponsorship theories to explain how these sponsorships work in practice.
- Discuss possible risks or challenges for both the sponsor (Spotify, Nike) and the sports team (FC Barcelona) when entering into a sponsorship agreement.

Assessment guide/relevant literature and lecture themes:

Topic	Literature	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)	a) Explain key characteristics of sponsorship (reciprocal business relationship, commercial advantage, right to associate with sports entity) and address specifically why sponsors target sport (argue with specific characteristics of sport). b) Explain various sponsorship objectives, for example based on Karg et al. (2022) or Schönberner & Woratschek (2020). Argue specifically relating to the case of FC Barcelona. c) Choose two theories (e.g., balance theory, matching/congruence, meaning transfer), explain them briefly and apply them to the case (how can the theory be used to explain why this sponsorship could be beneficial for the sponsor). d) Potential risks that can be discussed: lack of congruence, negative meaning transfer, lack of activation, ambush marketing, protests against sponsors.

Part 3. (20%). Brand equity.

Choose a national sports federation from your own country (e.g., athletics, football, handball, swimming, etc.) that you find interesting.

Explain the two perspectives of brand equity: consumer-based brand equity and financial brand equity.

Why is it important for the federation you have chosen to build brand equity from both perspectives?

Briefly describe the process a federation can apply to build strong brand equity.

Propose and justify two “winning brand strategies” that the federation you selected could implement to strengthen its brand equity.

Assessment guide/relevant literature and lecture themes:

Topic	Literature	Learning outcome / key issues
Sport brands and sport sponsorships	Richelieu (2019) The sport brand Smith et al. (2024), Chapter 5 Sport marketing strategy and Chapter 10 Sport sponsorship Cornwell (2020) Sport sponsorship and endorsements. Karg et al. (2022), Chapter 5 Sport brands and products and Chapter 11 Sport sponsorship	Briefly define brand equity and explain the concepts of consumer-based and financial brand equity. Explain how the two perspectives are connected, i.e., how consumer-based brand equity influences financial brand equity. Explain the model by Richelieu (2019) and apply it to the case. Choose two strategies out of Fan-Actors, Storytelling, Co-branding, Sportainment or Glocalization and apply them to the case, providing concrete ideas.

Part 4. (14%) Logics and values influence on sport marketing.

Sognsvann Winter Club is a voluntary and local sport club with children and youth teams, recreational groups, and an elite senior team, with a total of 1000 members and 2 full-time employees. The club is launching a marketing campaign to attract new members and sponsors. Different stakeholders see the campaign differently:

- **Volunteers** stress tradition and democratic initiatives
- **Parents** value community, inclusion and healthy sporting activities
- **Coaches** focus on performance
- **Managers** focus on brand building and financial resources
- **Sponsors** expect visibility and measurable returns on their social action

This case highlights how multiple institutional logics coexist and affect a sport club's organization. By analyzing how these logics shape marketing initiatives, you are encouraged to reflect on the tensions that arise when different values and logics coexist within the organizational structure.

- Identify the main logics at play. Choose at least three that you can identify and describe their characteristics.
- What potential tensions may arise when several logics are at play simultaneously?
- Why is understanding multiple logics important for sport marketing practice?

Assessment guide/relevant literature and lecture themes:

Topic	Literature	Learning outcome / key issues
The logic of sports. Values and ethical dilemmas.	Smith et al. (2024), Chapter 13 (Sport marketing ethics pp. 368-382) Gammelsæter (2010) Institutional pluralism and governance in "commercialized" sport clubs. Horbel (2021), The commercial context (komp, especially pp. 53-62) Ferrand, Chappelet & Seguin (2012), Chapter 1 IOC marketing	Relevant source is primarily Gammelsæter (2010), but other sources are beneficial. Identification and description of relevant logics – and values - for sport, and understanding of their potential issues are foundational for a sport marketing initiative to be effective and successful.

Use of AI-tools

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