



## IDENTIFYING DATA

### Marketing & management of sports companies

|                     |   |          |      |            |
|---------------------|---|----------|------|------------|
| Subject             | Marketing & management of sports companies            |          |      |            |
| Code                | P02G050V01909   |          |      |            |
| Study programme     | (*)Grao en Ciencias da Actividade Física e do Deporte |          |      |            |
| Descriptors         | ECTS Credits  | Choose   | Year | Quadmester |
|                     | 6   | Optional | 4th  | 1st        |
| Teaching language   |   |          |      |            |
| Department          |   |          |      |            |
| Coordinator         | Martínez Lemos, Rodolfo Ivan                          |          |      |            |
| Lecturers           | Martínez Lemos, Rodolfo Ivan                          |          |      |            |
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| Web                 |   |          |      |            |
| General description |   |          |      |            |

## Competencies

|      |  |
|------|--|
| Code |  |
| A20  | (*)Capacidade para administrar os servizos deportivos públicos e privados  |
| A21  | (*)Capacidade para deseñar o programa de funcionamento das instalacións deportivas e seleccionar o material e equipamento deportivo adecuado |
| B13  | (*)Hábitos de excelencia e calidade no exercicio profesional   |
| B24  | (*)Actuación dentro dos principios éticos necesarios para o correcto exercicio profesional   |

## Learning aims

| Expected results from this subject  | Training and Learning Results |
|---|-------------------------------|
| (*)   | A20                           |
| (*)A20 Capacidade para administrar os servizos deportivos públicos e privados | A20                           |
| (*)   | A21                           |
| (*)   | B13                           |
| (*)   | B24                           |

## Contents

| Topic                                  |     |
|--|-----|
| (*)1. He sportive system               | (*) |
| (*)2. He *servicio sportive            | (*) |
| (*)3. Wools forms of *gestión sportive | (*) |

## Planning

|   | Class hours | Hours outside the classroom | Total hours |
|---|-------------|-----------------------------|-------------|
| Master Session                                | 22          | 55                          | 77          |
| Tutored works                                 | 15          | 30                          | 45          |
| Autonomous troubleshooting and / or exercises | 9           | 18                          | 27          |
| Multiple choice tests                         | 1           | 0                           | 1           |

\*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

| <b>Methodologies</b>                          |  |
|---|--|
|   | Description  |
| Master Session                                | Exhibition by part of the professor of the contained envelope to subject object of study, theoretical bases and/or guidelines of one work, exercise or project to develop pole student.                |
| Tutored works                                 | The student, of individual way or in group, elaborates a document envelope to thematic of the subject or prepares seminars, investigations, memories, essays, summaries of readings, conferences, etc. |
| Autonomous troubleshooting and / or exercises | Activity in the that formulate problems and/or exercises related with the subject. The student owes to develop the analysis and resolution of the problems and/or exercises of autonomous form.        |

| <b>Personalized attention</b>                 |   |
|---|---|
| Methodologies                                 | Description   |
| Autonomous troubleshooting and / or exercises | It understands by attention customized the time reserved by each teacher to attend and resolve the doubts of the students. In these activities it/the @docente has how function guide and guide the process of learning of the students. Will carry out in the dispatch *nº 225 and inside the time stipulated. |
| Tutored works                                 | It understands by attention customized the time reserved by each teacher to attend and resolve the doubts of the students. In these activities it/the @docente has how function guide and guide the process of learning of the students. Will carry out in the dispatch *nº 225 and inside the time stipulated. |

| <b>Assessment</b>                             |   |               |
|---|---|---------------|
|   | Description   | Qualification |
| Tutored works                                 | The student will elaborate a Plan of Business that will present by writing and will defend of public way. Conferences, etc. This work be able to be carried out of individual way or in group, tie a maximum of 3 people.   | 30            |
| Autonomous troubleshooting and / or exercises | The student will realize exercises posed in the sense to develop an idea of business. It will complete them of autonomous way and will present them by writing in the time agreed. This work will owe to carry out of individual way.   | 20            |
| Multiple choice tests                         | Proof for evaluation of the competitions purchased that will feature of 20 questions closed in the that the students select an only true answer of between 3 options. Formula of correction to avoid he azar effect [ *C = IT - And/( *k-1 ) ]. *C(qualifications), IT(ok), And(errors), *K(number of answers options). | 50            |

#### **Other comments on the Evaluation**

1. The final qualification of the subject will result of the weighting of the three proofs of evaluation.
2. It Will be indispensable requirement to approve the subject had surpassed the three parts.
3. The student/the one who do not realize \*alguna of the three proofs of evaluation will obtain a final qualification of SUSPENSO.
4. In July and in the rest of the extraordinary announcements will evaluate \*únicamente by means of a \*examen type test (100%)

#### **Sources of information**

Sánchez Martin,J., **Business & Fitness. El negocio de los centros deportivos**, 2011,  
 Casillas,T.;Martí,J.M., **Guía para la creación de empresas**, 2004,  
 Quesada Rettschlag,S. ;Díez García,Mª D., **Dirección de Centros Deportivos**, 2002,  
 Lorente,J., **Piensa, es gratis. 84 ideas prácticas para potenciar el talento**, 2009,  
 Alvarez,T. ; Caballero,M., **Vendedores de imagen. Los retos de los nuevos gabinetes de comunicación**, 1997,  
[www.bicgalicia.org](http://www.bicgalicia.org), **Centro Europeo de Empresas e Innovación de Galicia**,  
[www.emprendedores.es](http://www.emprendedores.es), **Revista Emprendedores**,  
 Barrio,G., **Réximen competencial do deporte. Análise xurídica do deporte en Galicia.**, 1994,

#### **Recommendations**

##### **Subjects that are recommended to be taken simultaneously**

Management & organisation of sports systems 2/P02G050V01702

**Subjects that it is recommended to have taken before**

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Management & organisation of sports systems 1/P02G050V01504

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