

UNIVERSITY OF THESSALY

MSc Course “PSYCHOLOGY OF EXERCISE”

INFORMATION ABOUT THE MODULE

1. **TITLE OF MODULE:** Promoting Health, Exercise and Recreation programs
2. **CODE OF MODULE:**
3. **MAIN LECTURER:** Charis Kouthouris e-mail: Kouthouris@pe.uth.gr
4. **OTHER LECTURERS:** Konstantinos Alexandris e-mail: kalexand@phed.auth.gr
5. **MODE OF TEACHING/CONDUCT:** Twelve 3-hour meetings, either workshops or seminars
6. **IDENTIFICATION OF MODULE:** Module of the 2nd semester

Key-words:

Consumer Psychology, Health Exercise and Recreation Programs, Promotional Mix

7. AIM OF THE MODULE

Students will acquire the necessary knowledge and competencies that will enable them to: a) understand the nature of Health, Exercise and Recreation (HER) programs and services, b) understand the main elements of participants' / consumers' psychology and c) promote HER programs effectively in public and /or private organizations

8. LEARNING OUTCOMES

At the end of this module students should be able:

- Ñ To have a good understanding of the principles of HER (Health, Exercise, Recreation) programs
- Ñ To understand the main factors that influence participants' decision-making
- Ñ Design effective promotional strategies
- Ñ Analyze critical factors for the successful promotion of HER programs
- Ñ Evaluate the quality of HER programs
- Ñ Develop participant / customer loyalty programs

9. TEACHING METHODS

Workshops and seminars

10. TIMETABLE & PLANNING

/	Lecturer	Topic
1	Kouthouris Ch.	Characteristics & Nature of HER Programs
2	Alexandris K.	Factors Influence Participation in HER programs: the role of Perceived Constraints
3	Kouthouris Ch.	Analyzing the marketing mix of HER programs
4	Kouthouris Ch.	Analyzing participants' profile: Segmentation analysis
5	Kouthouris Ch.	The Development of Participants' Loyalty and Involvement with the Programs
6	Kouthouris Ch.	Seminar: Outdoor Recreation as part of HER programs
7	Kouthouris Ch.	Promoting HER Programs
8	Kouthouris Ch.	Evaluating Quality in HER programs
9	Alexandris K.	Designing Relationship Marketing Strategies (Satisfaction from participation)
10	Alexandris K.	Developing new HER programs / The Role of Marketing Research
11	Alexandris K.	Funding HER programs: The Role of Sponsorship
12	Kouthouris Ch.	Pro-seminar: Presentations of Master students' small-scale projects

11. EVALUATION:

- 1 Essay 20%
- 1 pro-seminar 30%
- Presentational and communication skills 10%
- Final exams (40%)

11. SUGGESTED HANDBOOKS

- U.S. Department of Health and Human Services (1999). Promoting Physical Activity. A guide for Community Action. Human Kinetics.
- American College of Sports Medicine (2003). ACSM's Worksite Health Promotion Manual - A Guide to Building and Sustaining Healthy Worksites. Human Kinetics.
- Kahle, L. , R., & Riley, Ch., (2004). Sports marketing and the psychology of marketing communication Lawrence Erlbaum Associates, Inc., Publishers, 10 Industrial Avenue, ahwah, New Jersey 07430, www.erlbaum.com

OUTLINE

Lecture 1

Title	Content	Key-words
Characteristics and Nature of HER programs	<ul style="list-style-type: none"> • An overview of the HER service industry • The HER program as a service • Differences in products vs services • Potential Partners in Promoting HER programs • The role of marketing in a HER organisation 	Health, Exercise, Recreation programs, services.
Readings	U.S. Department of Health and Human Services (1999). Promoting Physical Activity. A guide for Community Action. Human Kinetics. World Health Organization (2007b). Physical activity and youth. Retrieved from http://www.who.int/moveforhealth/advocacy/information_sheets/youth/en/index.html (29-10-2007).	

Lecture 2

Title	Content	Key-words
Factors influence participation in HER programs: the role of perceived constraints	<ul style="list-style-type: none"> • Intrapersonal, Interpersonal and structural constraints factors • The hierarchical model • Negotiation participation strategies 	Participation Constraints
Readings	<ul style="list-style-type: none"> • Alexandris, K., & Carroll, B. (1997a). An analysis of leisure constraints based on different recreational sport participation levels: Results from a study in Greece. <u>Leisure Sciences</u>, 19, 1-15. • Crawford, D., Jackson, E., & Godbey, G. (1991). A hierarchical model of leisure constraints. <u>Leisure Sciences</u>, 13, 309-320. 	

Lecture 3

Title	Content	Key-words
Analyzing the marketing mix of HER programs	<ul style="list-style-type: none"> • The core product of HER Programs • The tangible and augmented product • Distributing and pricing HER programs 	Marketing Mix, Place, Price, Evidence.
Readings	<ul style="list-style-type: none"> • Stotlar, D. (2001). <u>Developing Successful Sport Marketing Plans</u>. Fitness Information Technology. • Bennett, G., Henson, R., Zhang, J. (2003). Generation Y's perceptions of the action 	

	<p>sports industry sector. <u>Journal of Sport Management</u>, 17, 95-115</p> <ul style="list-style-type: none"> • Zeithaml, V. A., & Bitner, M.J. (2003). <u>Services marketing: Integrating customer focus across the firm</u>. New York: McGraw-Hill .
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Lecture 4

Title	Content	Key-words
Analyzing participants' profile: segmentation analysis	<ul style="list-style-type: none"> • Mass marketing • Segment marketing • Niche marketing • Cluster user's and positioning 	Group targets, Market Segmentation
Readings	<ul style="list-style-type: none"> • Lupas, M., & Moisey, R. (2001). A benefit segmentation of rail-trail users: Implications for marketing by local communities. <u>Journal of Park and Recreation Administration</u>, 19, 78-92. • Kyle, G., Kerstetter, D., Guadagnolo, F. (2002). Market segmentation using participant involvement profiles. <u>Journal of Park and Recreation Administration</u>, 1, 1-21. 	

Lecture 5

Title	Content	Key-words
The Development of Participants' Loyalty and Involvement with the Programs	<ul style="list-style-type: none"> • Differences between motivation and involvement • Theories of involvement in HER programs • Evaluating Involvement levels • Involvement, Loyalty Relationships 	Sport Involvement, Customer Loyalty,
Readings	<ul style="list-style-type: none"> • Bloemer, J., Ko de Ruyter, & Wetzels, M. (1999). Linking perceived service quality and service loyalty: A multi-dimensional perspective. <u>European Journal of Marketing</u>, 33 (11/12), 1082-1106. • Park, S. (1996). Relationships between involvement and attitudinal loyalty constructs in adult fitness programs. <u>Journal of Leisure Research</u>, 28, 233-250. • Sawyer, S., & Smith, O. (1999). <u>The Management of clubs, recreation and sport: Concepts and applications</u>. Champaign, IL: Sagamore. 	

Lecture 6

Title	Content	Key-words
Seminar: Outdoor Recreation as part of HER programs	<ul style="list-style-type: none"> • Outdoor recreation activities • Outdoor Development Management Activities • Therapeutic Recreation • Outdoor Education 	Outdoor Activities, Outdoor Recreation
	Chelladurai, P. (1999). <i>Human Resource Management in Sport and Recreation</i> . Human	

Readings	<p>Kinetics, USA</p> <p>Torkildsen, G.(1998).<i>Leisure and Recreation Management</i>. E & FN SPON, London.</p> <p>Miles, J., & Priest, S. (1999).<i>Adventure Programming</i>. Venture Publishing. Inc. State College, Pennsylvania</p>
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Lecture 7

Title	Content	Key-words
Promoting HER programs	<ul style="list-style-type: none"> Advertising HER programs Public Relations in HER organizations Below the line promotional tools 	Promotional Mix, Public Relations,
Readings	<ul style="list-style-type: none"> Lee, I., Floyd. M., Shinew, K. (2002). The relationship between information use and park awareness: a study of park users. <u>Journal of Park and Recreation Administration</u>, <u>20</u>, 22-41. Paula, F. Havitz, M. (2002). Improving our communication: a comparison of four promotion techniques. <u>Journal of Park and Recreation Administration</u>, <u>20</u>, 76-96. 	

Lecture 8

Title	Content	Key-words
Evaluating Quality in HER programs	<ul style="list-style-type: none"> Service Quality / Definitions Expectations vs Perceptions Model of Service Quality SERVQUAL 	Service Quality, Quality Expectations, Quality Perceptions.
Readings	<ul style="list-style-type: none"> Alexandris, K., Zahariadis, P., Tsorbatzoudis, C., Grouios, G. (2004). An Empirical Investigation into the Role of the Outcome Dimension in Measuring Perceived Service Quality in a Health Club Context. <u>International Journal of Sport Management</u>, Alexandris, K., Dimitriadis, N., Markata, D. (2002) Can Perceptions of Service Quality Predict Behavioral Intentions? An Exploratory Study in the Hotel Sector in Greece. <u>Managing Service Quality</u>, <u>12</u>, 224-232. Brady, M., & Cronin, J. (2001). Some new thoughts on conceptualizing perceived service quality: A hierarchical approach. <u>Journal of Marketing</u>, <u>65</u>, 34-49. Chelladurai, P., & Chang, K. (2000) Targets and standards of quality in sport services. <u>Sport Management Review</u>, <u>3</u>, 1-22. Howat, G., Crilley, G., Absher, J., & Milne, L. (1996). Measuring customer service quality in sport and leisure centers. <u>Managing Leisure</u>, <u>1</u>, 77-89. 	

Lecture 9

Title	Content	Key-words
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Designing Relationship Marketing Strategies (Satisfaction from participation)	<ul style="list-style-type: none"> Participant / Customer Satisfaction Satisfaction vs Perceived Quality Loyalty Benefits of Loyalty for the HER Organization's and user's 	Satisfaction, Relationship marketing
Readings	Kahle, L. , R., & Riley, Ch., (2004). Sports marketing and the psychology of marketing communication Lawrence Erlbaum Associates, Inc., Publishers, 10 Industrial Avenue, ahwah, New Jersey 07430, www.erlbaum.com	

Lecture 10

Title	Content	Key-words
Developing new HER programs / The Role of Marketing Research	<ul style="list-style-type: none"> HER programs life cycle Competition Users needs are changing Keep user's' interest New Markets for HER programs 	Product and services life cycle.
Readings	<ul style="list-style-type: none"> U.S. Department of Health and Human Services (1999). Promoting Physical Activity. A guide for Community Action. Human Kinetics. Kahle, L. , R., & Riley, Ch., (2004). Sports marketing and the psychology of marketing communication Lawrence Erlbaum Associates, Inc., Publishers, 10 Industrial Avenue, ahwah, New Jersey 07430, www.erlbaum.com 	

Lecture 11

Title	Content	Key-words
Funding REP programs: The Role of Sponsorship	<ul style="list-style-type: none"> What are the main sponsors' objectives? Comparing sponsorship with advertisement Sponsorship Evaluation Sponsorship strategies 	Sponsorship Strategies
Readings	<ul style="list-style-type: none"> Amis, J., Slack, T., Berret,, T. (1999). Sport sponsorship as distinctive competence. <u>European Journal of Marketing</u>, 33, 250-272. Bennet R. (1999). Sports sponsorship, spectator recall and false consensus. <u>European Journal of Marketing</u>, 33, 291-313 Brown, G. (2002). Taking the pulse of Olympic Sponsorship. <u>Event Management</u>,1, 187-196. 	

Lecture 12

Title	Content	Key-words
Pro-seminar: Presentations of Master students' small-scale projects		

Readings	<ul style="list-style-type: none">• U.S. Department of Health and Human Services (1999). Promoting Physical Activity. A guide for Community Action. Human Kinetics.• American College of Sports Medicine (2003). ACSM's Worksite Health Promotion Manual - A Guide to Building and Sustaining Healthy Worksites. Human Kinetics.• Kahle, L. , R., & Riley, Ch., (2004). Sports marketing and the psychology of marketing communication Lawrence Erlbaum Associates, Inc., Publishers, 10 Industrial Avenue, Mahwah, New Jersey 07430, www.erlbaum.com
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