

# Sport Expertise

*Kedge Business School*

*Lionel Maltese – Marketing Meeting*

*March 31<sup>st</sup> pm*

## Inside competencies

### Pedagogy & Research

*Jean-Philippe Danglade*

*Frank Pons*

*Lionel Maltese*

*Jean-Michel Marmayou*

*Fabrice Rizzo*

### Pedagogy or Research

*Diego Rinaldo*

*Stefano Pace*

*Bernard Cova*

*Julien Cayla*

*Frederic Prevot*

# TEAM

## Outside competencies

### Pedagogy & Networking

#### Academics

*Daniel Ladik (Setton Hall, US)*

*Colleen Bee (Oregon State, US)*

*Mark Pritchard (Central Washington, US)*

*Steve McDaniel (Maryland, US)*

*Roberts Simmons (Lancaster, UK)*

*Stefan Kesenne (Leuven, Bel)*

*Béatrice Barbusse (Paris Créteil, Présidente  
CNDS, FFHB, US Ivry)*

*Christophe Durand (Caen, Fra)*

#### Professionals

*Philippe Doucet (Canal Plus)*

*Vincent Chaudel (Communication &  
Marketing Dir. KurtSalmon, Senior  
Consultant)*

*Thomas Bouvandre (CEO Uhlsport)*

*Nicolas Fernandez (Senior Consultant)*

*Patrick Verlinden (Senior Consultant)*

*Nathalie Zimmerman (CEO Kantar Sport,  
Eurosport Events, SportFive)*

*Anthony Thiodet (CEO Biarritz Olympique,  
Senior Consultant Ligue 1, FFBB, Arenas,  
ASVEL, Adidas)*

*Stephane Morel (Marketing Dir Ubisoft, NBA  
Europe Licencing)*

*Wilfried Meynet (Advocate, Sport  
Foundations, MHR, OM, CNM...)*

# Strategy and multiple outputs

## Programs

20 courses (30h) + Pro Acts

- Ms ISEM + IMM
- Msc Marketing option  
Sport Event Marketing
- ESC Electives  
(Marseille/Bordeaux)
- Summer School

## Networks

- Academics (national and international)
- Professionals
- Alumni
- Research partners



**SPORT  
EXPERTISE**

## Applied Research

- Labs / Clubs &  
Companies (with Alumni)
- Quantitative data (fans)
- Case Studies
- Sport & mainstream  
journals
- Phd Students

## Media

- France Football /  
L'Equipe
- Le Figaro / Sport24
- AFP
- TV, Radio, Newspapers...
- Social Media (Twitter)

# Marketing & Management domains

## Brand Management

Attachment  
Personality  
Congruence  
...

## Communication

Sponsorship activation  
CSR – Cause Marketing  
E-Reputation

## Consumer Behavior

CCT  
Fans Emotions  
Well Being  
...

**SPORTS  
AS  
FIELDS**

## Strategic Management

Asset Management  
Business Model  
Reputation Management

## Relational Marketing

Ticketing : CRM / FRM  
(Fan Relationship  
Management)  
Hospitality : Public  
Relations

## Service & Experiential Marketing

Entertainment  
Social Media  
Stadium Marketing

# Research & 5 Sport Labs

## PSG LAB

*Fans Engagement*  
*Fan Relationship Management*  
*Servicing & Fan Experience*  
*Brand Attachment, Love & Feelings*  
*Fand Emotional attitudes*  
*Fans Well-Being and Happiness*  
*Nation & City Branding*

## ATP LAB

*BtB Marketing – Public Relations*  
*Sponsorship Activation*  
*Servicing*  
*CSR*  
*Destination Marketing*  
*Fans Well-Being*  
*Business Models – Assets Management*

## BNP Paribas LAB

*Hospitality management*  
*Public Relations*  
*Relational Marketing*  
*BTB Marketing & Ethno-Marketing*  
*ROI - ROO*

## TOP 14 LAB

*Phd Student (Normal Sup) :*  
*Ressource and economic efficiency*  
*Business models – Assets Management*  
*DEA Method*

## ORECA LAB

*CRM / Brand Communities /*  
*MotorSports*  
*Extreme Sports Event Fan Experience*  
*Sponsorship activations*

**LAB PROJECTS :** RCT, OM, Euro2016, Vinci Stadium (Nice & Bordeaux)...

# Our goal : « sport virtuous circle »

