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## Run for Health Project: Educational Material

Title:	European running events: trends
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### Topics to be Covered

1.	Popularity of running as leisure time activity
2.	Rise and diversification in running events
3.	Digitalization
4.	Sustainability
5.	Future trends

### Learning Outcomes

By the End of this Module trainees should be able to:

1. understand trends in European running and running events (1960-2020)
2. explain and discuss current and future trends in running events

Teaching Methods	Teaching materials
1. Lecture	PowerPoint slides
2. Team exercises	Multiple choice questions
3. Case Study Discussion	PowerPoint slides and articles
4. Self study	Paper

Assessment	
Formative	Multiple choice questions and class discussions
Summative	Essay Questions

### Bibliography

1.	Andersen, J.J. (2020). RunRepeat: The State of Running 2019. <a href="https://runrepeat.com/state-of-running?fbclid=IwAR1aFGJ3DgDRdLrgALjDwFfPzFy8j0cleA8uR58PQM-vfZED_76CVofMWS4">https://runrepeat.com/state-of-running?fbclid=IwAR1aFGJ3DgDRdLrgALjDwFfPzFy8j0cleA8uR58PQM-vfZED_76CVofMWS4</a> (accessed on 30 June 2020)
2.	Scheerder, J., Breedveld, K., & Borgers, J. (Eds.) (2015). <i>Running across Europe. The rise and size of one of the largest sport markets</i> . Basingstoke: Palgrave Macmillan.
3.	Van Bottenburg, M. (2006). A second wave of running? <i>Sport Marketing Europe</i> , 1(1), 26-30.