



Run for Health Project: Outline of Educational Material

Title:	Promotion of the Running Events
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Topics to be Covered	
1.	Promotion of the Running Events
2.	FOCUS: Research in the Lithuania: <ul style="list-style-type: none"> - Runner's Profile - Survey Results - Interviews - SWOT Analysis

Learning Outcomes
By the End of this Module trainees should be able:
1. Understand the aspects of successful promoting a running event.
2. Critically discuss cases of strengths and weaknesses of Lithuanian running events
3. Critically discuss cases of opportunities and threats in Lithuanian running event cases

Teaching Methods	Teaching Materials
1. Lecture	Power point slides
2. Team Exercises	Multiple choice questions
3. Case Study Discussion	Articles and Cases

Assessment	
Formative	Multiple Choice Questions
Summative	Essay Questions (Trends and Impacts)

Bibliography	
1.	Literature Review (Run4Health project)
2.	Alexandris et al. (2020). Promoting Health and Enhancing Physical Activity and Social Welfare through outdoor running Events, Run for Health project.

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4.	Funk, D., Alexandris, K., McDonald, H. (2016). <i>Sport Consumer Behavior: Marketing Strategy</i> . London: Routledge
5.	Herstein, R. & Berger, R. (2013). Much more than sports: sports events as stimuli for city re-branding. <i>Journal of Business Strategy</i> , Vol. 34, No. 2, pp.38-44.
6.	Chen, N. & Funk, D. (2010). Exploring Destination Image, Experience and Revisit Intention: A Comparison of Sport and Non-Sport Tourist Perceptions, <i>Journal of Sport & Tourism</i> , 15, 239-259.
7.	Chen, C. F., & Tsai, D. (2007). How destination image and evaluative factors affect behavioural intentions?. <i>Tourism management</i> , 28(4), 1115-1122.
8.	Gibson, H. J., Kaplanidou, K., & Kang, S. J. (2012). Small-scale event sport tourism: A case study in sustainable tourism. <i>Sport management review</i> , 15(2), 160-170.
9.	Malchrowicz-Mosko, E., Poczta, J., Adamczewska, K. (2019). The Potential of Non-Mega Sporting Events for the Promotion of Physical Activity Among Inactive Supporters at the Poznan Half Marathon: A Case Study. <i>International Journal of Environmental research and Public Health</i> , 16(21), 4193.
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11.	Zach, S., Xia Y., Zeev, A., Arnon, M., Choresh, N., Tenenbaum, G., (2017). Motivation dimensions for running a marathon: A new model emerging from the Motivation of Marathon Scale (MOMS). <i>Journal of Sport and Health Science</i> , 6(3), 302-310.