

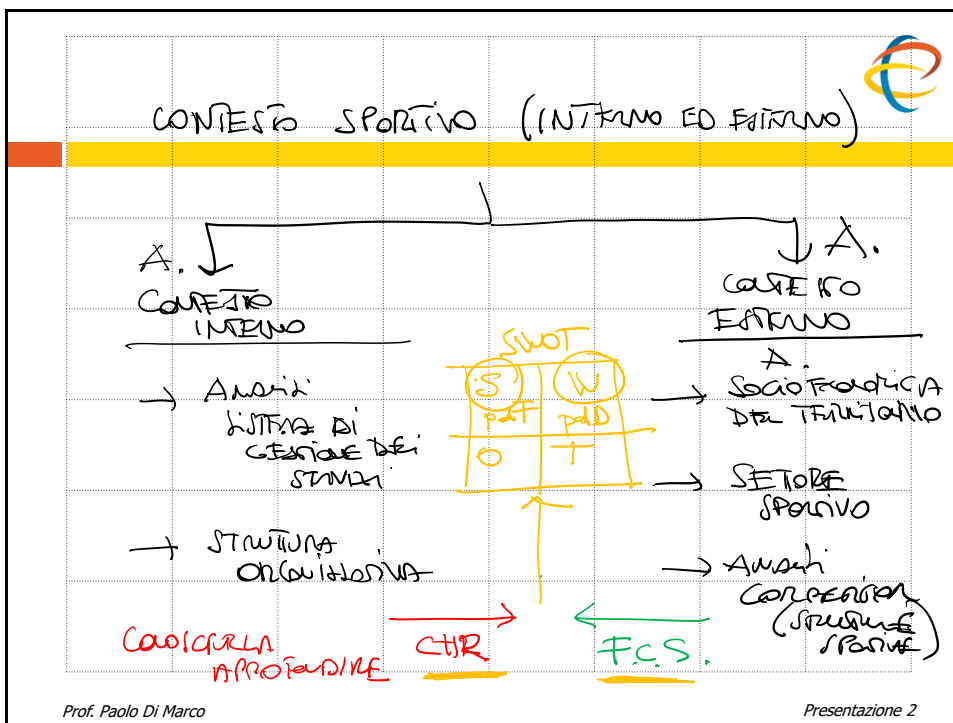
# Management dello Sport

Prof. Paolo Di Marco

AA 2020/21

LEZIONE 3 Appunti

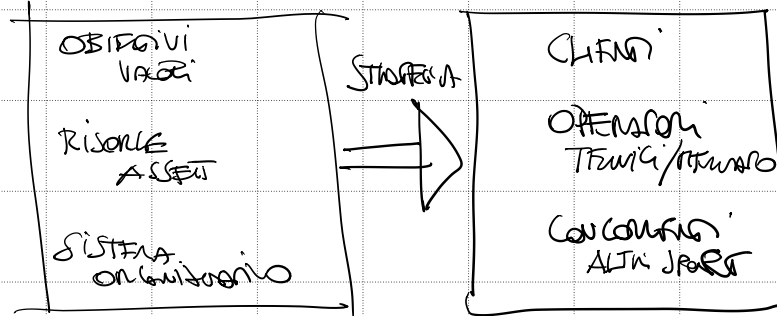
Prof. Paolo Di Marco





ORGANIZZAZIONE  
SPONTANEA

CAFFÈ



Prof. Paolo Di Marco

Presentazione 3

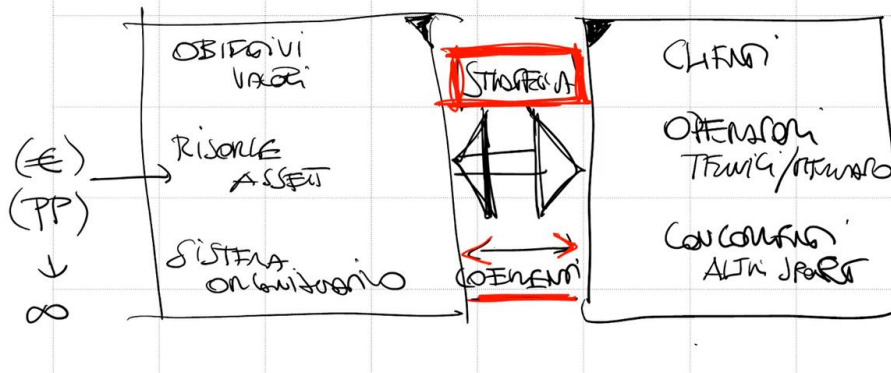


AS IS

Δ IS  
(TO BE)

ORGANIZZAZIONE  
SPONTANEA

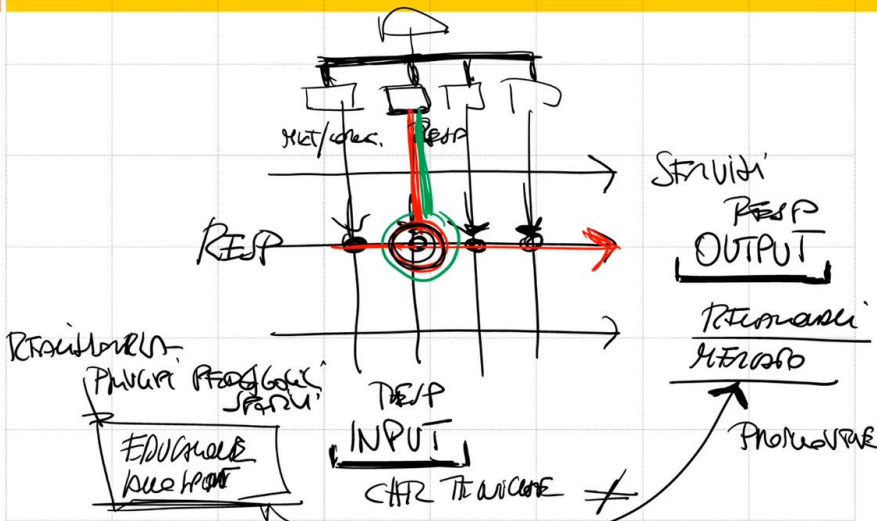
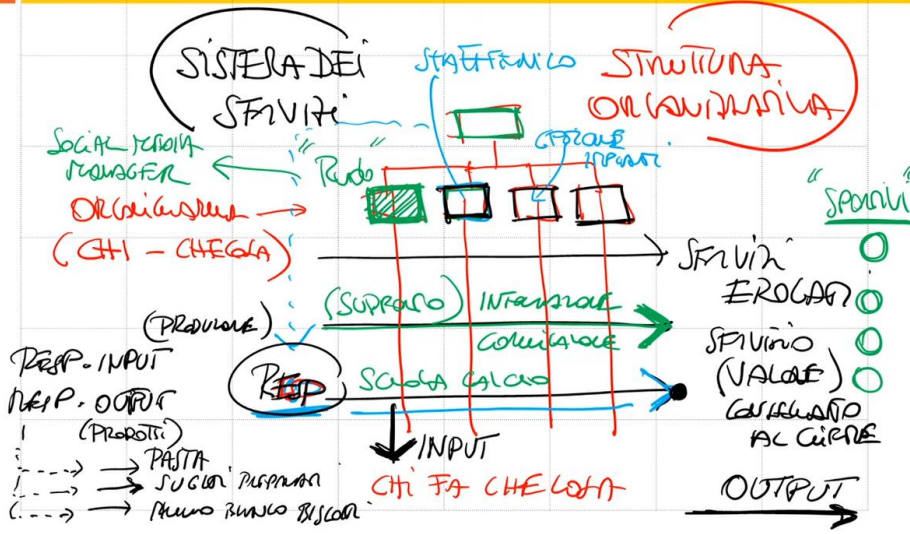
CAFFÈ

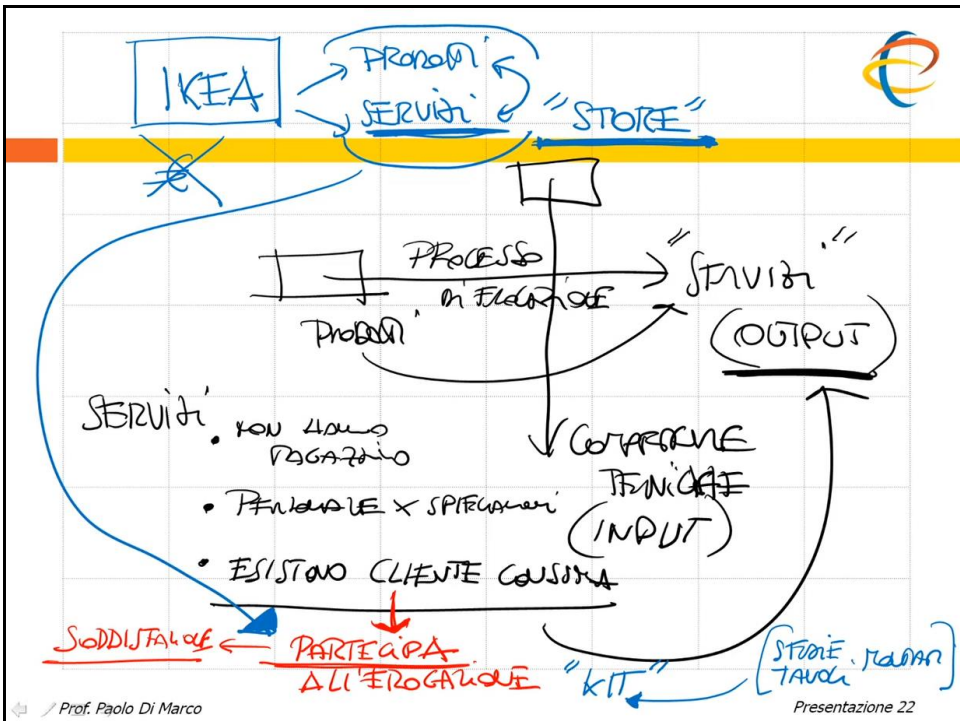
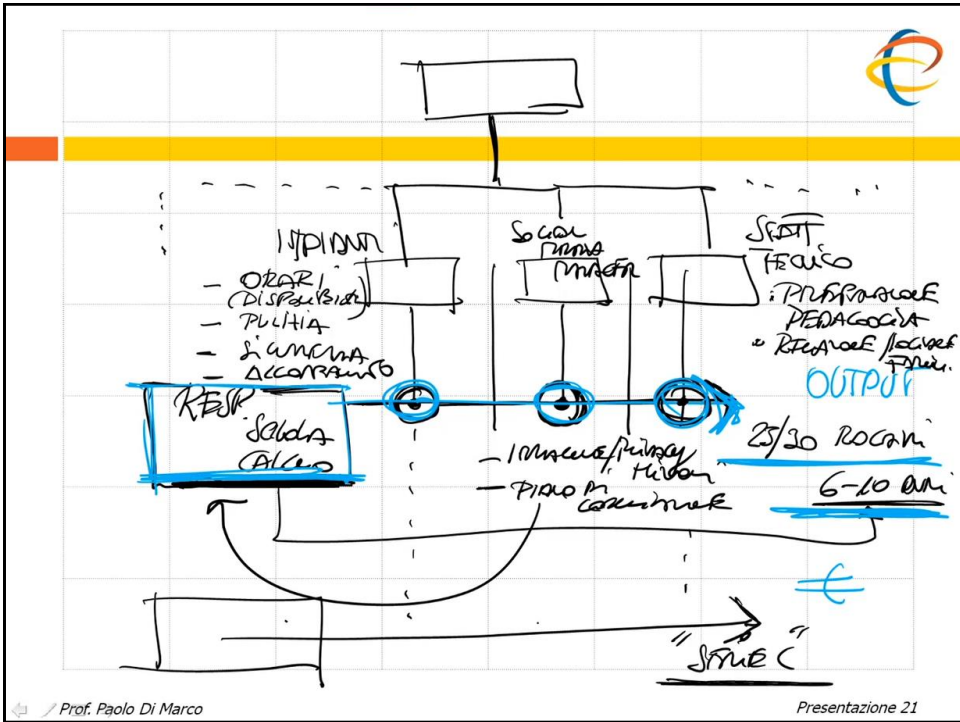


Prof. Paolo Di Marco

Presentazione 18

# ORGANIZZAZIONE INTERNA





# SERVIZIO SPANNO



→ RELAZIONE CON IL CLIENTE

• SODDISFAZIONE DI UN BISOGNO

Trasporto → B

Comodi → B

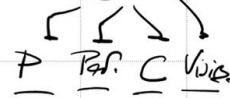
Rifido → B

IER } →

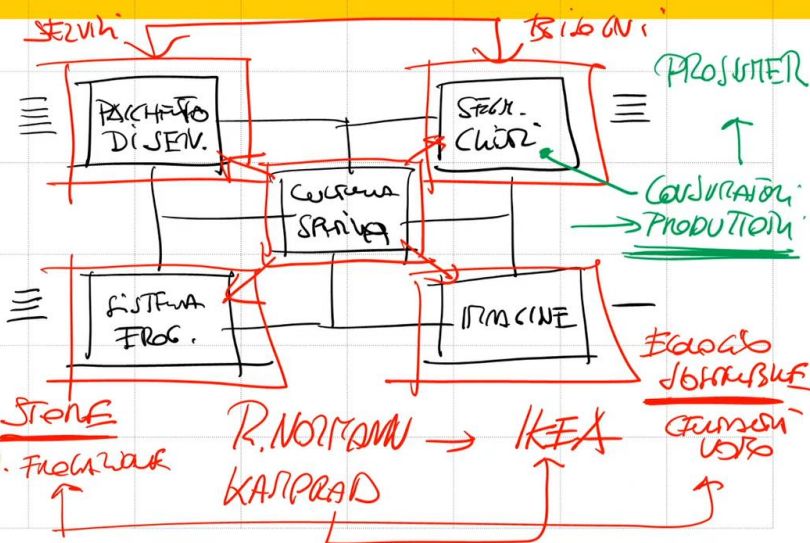
Coordinamento



€

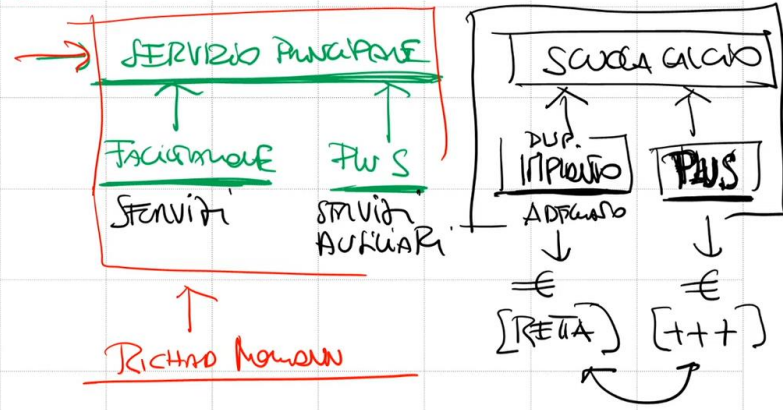


# AMBITO "SERVIZIO"





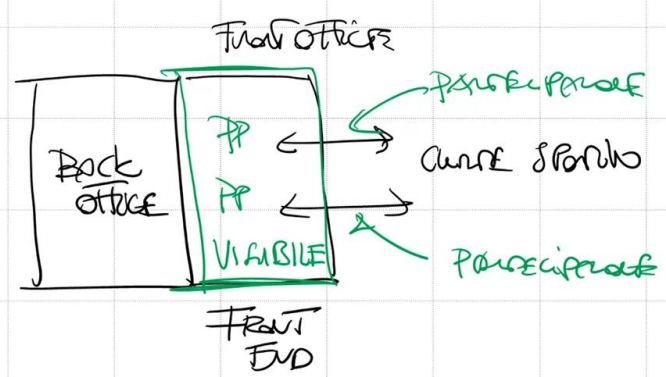
### PACCHETTO DI SERVIZI




6



### LIVELLO DI EROGAZIONE ↔ IMMAGINE



- PERIODI DI CROCE
- ASSET (SMAU FINE)



"IMMAGINE" ← VENDERE SERVIZI } COMPARE


---

→ IMPATTO INTERNO  
 → IMPATTO ESTERNO  
 → IMPATTO SU AGENZIE!

MILAN ← BRAND IDENTITÀ → BRAND MANAGER MILAN

F. SARPA

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CULTURA SPORIVA

↳ ORGANIZZAZIONE  
 ↳ ~~PRINCIPI~~

CULTURA DI UN SPORT!

↑

SCUOLA CALCIO

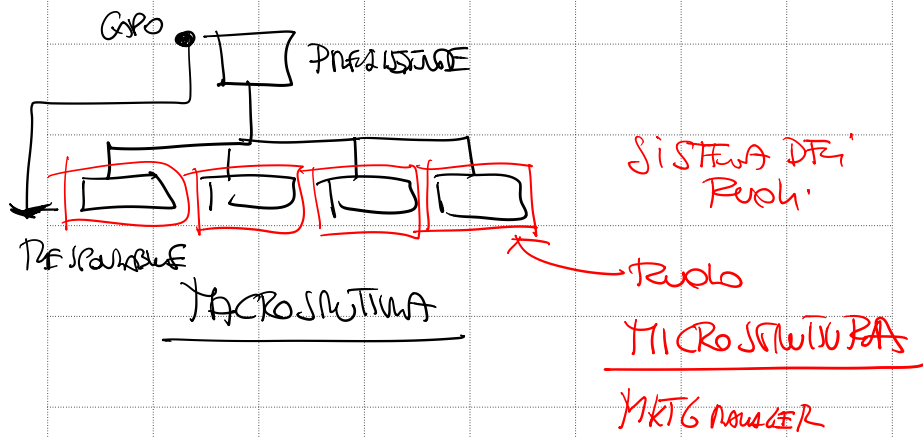
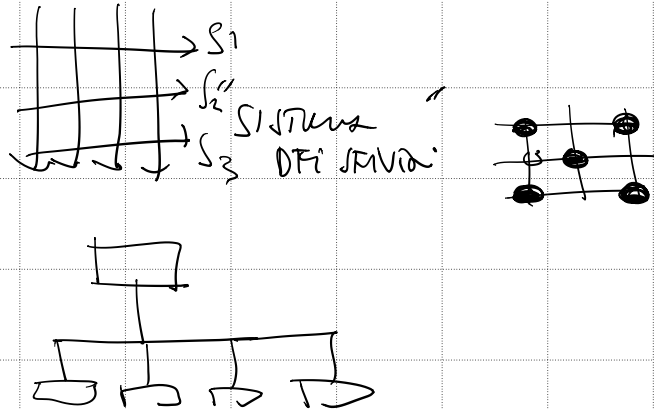
↳ FORMAZIONE DEI TECNICI  
 ↳ COMPETENZE

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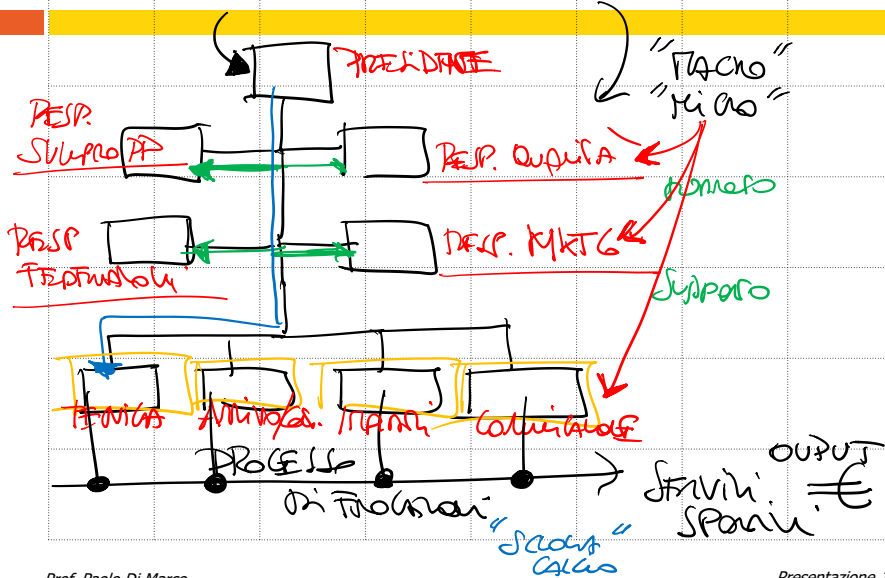
# ANALITTO INTERNO DELLA STRUTTURA

## STRUTTURA ORGANIZZATIVA





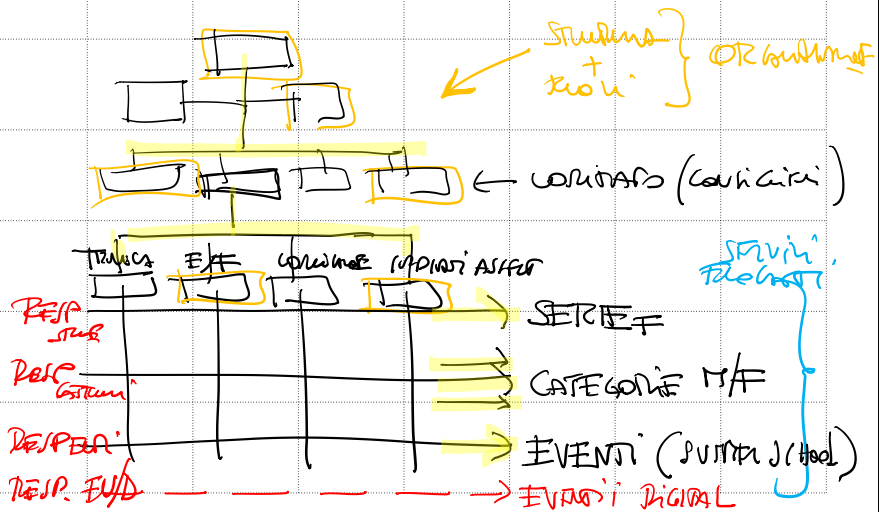
# STRUTTURA ORGANIZZATIVA



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Presentazione 17

# ANALISI DEL CORESCO INTERNO



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Presentazione 18

# ANALISI DEL GOLF DEL ESTIVO