1. **Title of the module**

SPOR5550 (SS555) Principles of Sports Marketing

1. **School or partner institution which will be responsible for management of the module**

School of Sport and Exercise Sciences

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 5

1. **The number of credits and the ECTS value which the module represents**

30 credits (15 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Autumn and Spring

1. **Prerequisite and co-requisite modules**

None

1. **The programmes of study to which the module contributes**

BA (Hons) Sport and Exercise Management

BA (Hons) Sport Management

MSport Sport Management

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**
2. Construct and present a situational analysis for a proposed small business within the sports industry
3. Discuss market research techniques and apply the knowledge gained to gather market research for a proposed small business within the sports industry.
4. Construct and present a marketing mix for a proposed small business within the sports industry.
5. Investigate consumer behaviour
6. Critically discuss a current sports marketing campaign
7. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**
   1. Communication and presentation skills - via the use of student lead presentations and demonstrations on a variety of subject specific material
   2. Numeracy and information technology - through the use of internet searches for information to support development and learning
   3. Interactive and group skills – through working with others to gather market research data and to prepare and present information
   4. Problem solving – through the ability to successfully complete the written and practical assessments
   5. Ability to self-appraise and reflect on practice – evidenced within written and oral assessments
8. **A synopsis of the curriculum**

Indicative content:

* The structure of the sports industry
* The structure of a situational analysis, including the micro and macro environment.
* Market segmentation and targeting.
* The 7 P’s Marketing Mix.
* Primary and secondary research within a business context.
* Construction of a market research plan.
* Cultural, social, personal and psychological factors relating to consumer behaviour.
* Evaluate a range of marketing campaigns.

**Reading list (Indicative list, current at time of publication. Reading lists will be published annually)**

Beech, J. Chadwick, S. (2007). *The Marketing of Sport* (2nd Ed) Prentice Hall, Harlow.

Doyle, P. and Stern P. (2006). *Marketing Management & Strategy* (4th Ed) Harlow Prentice Hall.

Kotler, P. and Armstrong P. (2011). *Principles of Marketing* (14th Ed), New Jersey Prentice.

Shank, M.D. (2009). *Sports Marketing A Strategic Perspective* (4th Ed), New Jersey Prentice Hall.

1. **Learning and teaching methods**

Total contact hours: 40

Private study hours: 260

Total study hours: 300

1. **Assessment methods**
   1. Main assessment methods

Marketing Proposal – 50%-3500 words

Oral Presentation – 50% -15 minutes in length followed by Q& A

12.2 Reassessment methods

100% coursework

1. ***Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section12) and methods of assessment (section 13)***

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| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *8.5* | *9.1* | *9.2* | *9.3* | *9.4* | *9.5* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |  |  |
| **Private Study** | **X** | **X** | **X** | **X** | **x** |  | **X** |  | **X** | **X** |
| *Lecture* | **X** | **X** | **X** | **X** | **x** | **X** | **X** |  | **X** | **X** |
| *Seminar* | **X** | **X** | **X** | **X** | **x** | **X** | **X** | **x** | **X** | **X** |
| **Assessment method** |  |  |  |  |  |  |  |  |  |  |
| *Oral Presentation* |  | **X** | **X** | **X** | **x** | **X** | **X** | **x** | **X** | **X** |
| *Written Report (3.500 word length)* | **x** | **x** | **x** | **x** |  |  | **x** |  | **x** | **x** |

1. **Inclusive module design**

The School recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or centre(s) where module will be delivered**

Medway

1. **Internationalisation**

Sports Marketing is an essential component of the sports management industry across the world. This module draws on internationally recognised research and theories. In compiling the reading list, consideration has been given to the range of texts that have an international focus (such as Kotler and Armstrong). Examples covering various developments from internationally recognised sport marketers are included in the module where appropriate. Throughout the module there is an inclusion of a wide range of international sport and exercise examples. The module also includes members of staff with international experience.

**FACULTIES SUPPORT OFFICE USE ONLY**

**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

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| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |

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Revised FSO Feb 2018