

# uwe hartpury

<b>MODULE CODE:</b>	UIS XQK-20-3	<b>MODULE VERSION:</b> 1.4
<b>MODULE TITLE:</b>	SPORTS MARKETING AND SPONSORSHIP	
<b>LEVEL:</b>	3	
<b>UWE CREDIT RATING:</b>	20	
<b>ECTS CREDIT RATING:</b>	10	
<b>MODULE TYPE:</b>	STANDARD	
<b>OWNING FACULTY:</b>	HARTPURY	
<b>FIELD:</b>	Sports Science	
<b>VALID FROM:</b>	11 July 2008	
<b>DISCONTINUED FROM:</b>		
<b>PRE-REQUISITES:</b>	None	
<b>CO-REQUISITES:</b>	None	
<b>EXCLUDED COMBINATIONS:</b>	None	

**LEARNING OUTCOMES:**

*To achieve credit at the end of this module the student will be able to:*

**A. Knowledge and understanding**

1. Understand consumer research methodology as it applies to the UK sport industry (A);

**B. Intellectual skills**

2. Evaluate the key concepts underpinning sport needs, motivations and lifestyle (A);
3. Analyse the sport industry marketplace, products and promotion mix (B);
4. Critically assess the range of sport promotion strategies available to the sport manager (A, B);

**C. Subject/professional and practical skills**

1. Apply the processes of sport marketing in the development of a marketing plan for a sport development programme (B);
2. Formulate a sport sponsorship proposal (B).

**D. Transferable skills and other attributes**

1. Describe and comment in writing upon particular areas of current research, or equivalent advanced scholarship, in the discipline concisely within a high pressure environment (B).
2. Manage own time and prioritise competing tasks in order to complete a set task by a given deadline;
3. Communicate technical information about areas of current research, or equivalent advanced scholarship, and synthesise and summarise their outcomes, using an appropriate computer package;
4. Demonstrate the ability to use a wide range of sources, including the internet, electrical journal databases and library catalogues to complete a detailed literature search on a given topic

**SYLLABUS OUTLINE:**

1. Sport consumer behaviour research methodology.
2. Sport consumer needs, motivations, lifestyle, central life interests and UK socioeconomic and political determinants.
3. Consumer-user behaviour, the sport industry marketplace and segmentation-sport publics, market research, auditing and forecasting.
4. Sport products, programmes and services. Product planning, development, life-cycle and management.
5. Strategic analysis and marketing plan: competitive position, barriers to entry, power of substitutes, consumer power and supplier power. Components; market, industry, product, research, and competitive analysis.
6. The sport promotion mix and strategies for promoting sport programmes, services and products.
7. The process of developing a sport sponsorship proposal.

**TEACHING & LEARNING METHODS:**

- Lectures
- Student led seminars
- Group work
- Presentation

## READING STRATEGY

### Essential Reading

It is essential that students read one of the many texts on research methods available through the Library. Module guides will also reflect the range of reading to be carried out.

### Further Reading

Students are expected to identify all other reading relevant to their chosen research topic for themselves. They will be encouraged to read widely using the library catalogue, a variety of bibliographic and full text databases, and Internet resources. Many resources can be accessed remotely.

### Access and Skills

The development of literature searching skills is supported by the Library seminar within the induction period and by the Graduate Development Programme at level three. These level three skills will build upon skills gained by the student whilst studying at levels one and two. Additional support is available through iSkillZone. This includes interactive tutorials on search skills and on the use of specific electronic library resources. Sign up workshops are also offered by the Library.

### Indicative Reading List

The following list is offered to provide validation panels/accrediting bodies with an indication of the type and level of information students may be expected to consult. As such, its currency may wane during the life span of the module specification. However, as indicated above, CURRENT advice on readings will be available via the module handbook.

Irwin, R., Sutton, W., and McCarthy, L. (Current Edition) *Sport promotion and sales management*. Champaign: Human Kinetics Books.

Johnson, J. (Current Edition) *Promotion for sport directors*. Champaign: Human Kinetics.

Kotler, P. (Current Edition) *Marketing management*. Englewood Cliffs: Prentice-Hall International.

Middleton, V. and Clarke, J. (Current Edition) *Marketing in travel and tourism*. London: Butterworth.

Mullin, B., Hardy, S., and Sutton, W. (Current Edition) *Sport marketing*. Champaign: Human Kinetics Books.

Shilbury, D., Quick, S., and Westerbeek, H. (Current Edition) *Strategic sport marketing*. Sydney: Allen & Unwin.

Slack, T. (Current Edition) *The commercialisation of sport*. London: Frank Cass.

### Suggested Journals

Strategic Management Journal

Journal of Sport Management

European Journal of Sport Management

Australia and New Zealand Journal of Sport Management

### Web Sites

[www.ilam.co.uk](http://www.ilam.co.uk)

<http://www.unb.ca/sportmanagement/easm/> (European Association for Sports Management)

**Module Name** Sports Marketing & Sponsorship  
**Module Code** UIS XQK-20-3

## ASSESSMENT

In line with the College's commitment to facilitating equal opportunities, a student may apply to the Learning Teaching and Assessment Committee (LTAC) for alternative means of assessment if appropriate. Each application will be considered on an individual basis taking into account learning and assessment needs. For further information regarding this please refer to the Virtual Learning Environment (VLE).

**Weighting between components A and B (standard modules only)      A: 50%B: 50%**

### ATTEMPT 1

#### First Assessment Opportunity

##### Description of assessment elements

Component A	Type	Length	Element Weighting
1	End of module examination	2 hours	100%

#### Component B

1	Written assignment (marketing and sponsorship plan)	2000 words	100%
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#### Second Assessment Opportunity (further attendance at taught classes is not required)

##### Description of assessment elements

Component A	Type	Length	Element Weighting
1	End of module examination	2 hours	100%

#### Component B

1	Written assignment (marketing and sponsorship plan)	2000 words	100%
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**ATTEMPT 2 (or subsequent), the assessment structure for ATTEMPT 1 applies. Attendance at taught classes is not required for a second or subsequent attempt.**

**Specification confirmed by:**



**Role: Associate Dean**

**Date: 11/07/2008**