



CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Sports Sponsorship and Brand Development				
Module Code	UISV53-15-3	Level	3	Version	1
UWE Credit Rating	15	ECTS Credit Rating	7.5	WBL module?	No
Owning Faculty	Hartpury College	Field	Sport Science		
Department	Sport	Module Type	Standard		
Contributes towards	BA (Hons) Equine Business Management BA (Hons) Equine Business Management (SW) BA (Hons) Sport Business Management BSc (Hons) Sports Studies (Top-Up)				
Pre-requisites	None		Co- requisites	None	
Excluded Combinations	None		Module Entry requirements	None	
Valid From	01 September 2015		Valid to	01 September 2021	

CAP Approval Date	12 January 2015
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Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1. Appraise the range of sport sponsorship objectives available to create market exposure and brand related benefits. (A) 2. Critically evaluate the concept of co-branding and analyse how sport sponsorship success is based on synergy and productive business-to-business relationships. (A) 3. Evaluate how sport sponsorship activation strategies are created to maximise relationship benefits and generate increased brand exposure. (A) 4. Appreciate the unique individual factors which enable enhanced recall and recognition potential within the global sports marketplace. (A) 5. Critically analyse the concept of branding and the unique characteristics that enable organisations to develop competitive advantage. (A)
Syllabus Outline	<ul style="list-style-type: none"> • Developing sponsorship objectives • Sponsorship effectiveness through dimensions of fit • The role of image transfer in creating brand awareness • Sponsorship activation and the promotional mix

	<ul style="list-style-type: none"> • The development of brand equity • Brand recall and recognition • The influence of ambush marketing 																				
Contact Hours	<p>Indicative delivery modes:</p> <table> <tr> <td>• Lectures, guided learning, seminars, etc.</td> <td>33</td> </tr> <tr> <td>• Self-directed study</td> <td>3</td> </tr> <tr> <td>• Independent learning</td> <td>114</td> </tr> <tr> <td>TOTAL</td> <td>150</td> </tr> </table>	• Lectures, guided learning, seminars, etc.	33	• Self-directed study	3	• Independent learning	114	TOTAL	150												
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Teaching and Learning Methods	<p>This module is delivered using large group learning sessions and opportunities for small group work. Additionally essential and recommended reading and exercises will be introduced to guide the students through the core syllabus.</p> <p>Scheduled learning includes lectures, seminars, tutorials, assessment supervision, external visits; guest lectures</p> <p>Independent learning includes hours engaged with essential reading, case study preparation, assessment preparation and completion. These sessions constitute an average time per level as indicated in the table below. Scheduled sessions may vary slightly depending on the module choices you make.</p> <p>Virtual Learning Environment (VLE) is an online resource where students will be able to find all necessary module information. Direct links to information sources will also be provided from within the VLE.</p>																				
Key Information Sets Information	<p>Key Information Sets (KIS) are produced at programme level for all programmes that this module contributes to, which is a requirement set by HESA/HEFCE. KIS are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast between programmes they are interested in applying for.</p> <table border="1"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> <tr> <td colspan="4"><i>Number of credits for this module</i></td> <td>15</td> </tr> </thead> <tbody> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> <tr> <td>150</td> <td>36</td> <td>114</td> <td>0</td> <td>150</td> </tr> </tbody> </table> <p>The table below indicates as a percentage the total assessment of the module which constitutes a -</p> <p>Written Exam: Unseen written exam, open book written exam, In-class test Coursework: Written assignment or essay, report, dissertation, portfolio, project Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam</p> <p>Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:</p>	Key Information Set - Module data					<i>Number of credits for this module</i>				15	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	36	114	0	150
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Reading Strategy	<p>Essential readings Any essential reading will be indicated clearly, along with the method for accessing it, e.g. students may be required to purchase a set text, be given a print study pack or be referred to texts that are available electronically or in the Library. Module guides will also reflect the range of reading to be carried out.</p> <p>Further readings Further reading will be required to supplement the set text and other printed readings. Students are expected to identify all other reading relevant to their chosen topic for themselves. They will be required to read widely using the library search, a variety of bibliographic and full text databases, and internet resources. Many resources can be accessed remotely. The purpose of this further reading is to ensure students are familiar with current research, classic works and material specific to their interests from the academic literature.</p> <p>Access and skills Formal opportunities for students to develop their library and information skills are provided within the induction period and study skills sessions. Additional support is available through online resources. This includes interactive tutorials on finding books and journals, evaluation information and referencing. Sign up workshops are also offered.</p>																				
Indicative Reading List	<p>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 other more frequently updated mechanisms, including the module guide.</p> <p>Books:</p> <p>Beech, J. and Chadwick, S. (Current Edition) <i>The Marketing of Sport</i>. Harlow: FT Prentice Hall.</p> <p>Cornwell, B. (Current Edition) <i>Sponsorship in Marketing: Effective Communication through Sports, Arts and Events</i>. Oxford: Routledge.</p> <p>Ferrand, A., Torrigiani, L. and Camps i Povill, A. (Current Edition) <i>Routledge Handbook of Sports Sponsorship</i>. Oxford: Routledge.</p> <p>Shank, M.D. (Current Edition) <i>Sports Marketing: A Strategic Perspective</i>. Pearson: Prentice Hall.</p> <p>Journals</p> <p>European Association of Sport Management.</p> <p>International Journal of Sports Marketing and Sponsorship.</p> <p>International Journal of Sport Management and Marketing.</p> <p>Sport Business & Management: An International Journal.</p> <p>Sport Management Review.</p>																				

	Websites Sports Management http://www.sportsmanagement.co.uk BBC News the Business of Sport http://www.bbc.co.uk/news/business/business_of_sport The Sport Business Group http://www.sportbusiness.com
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Part 3: Assessment	
Assessment Strategy	<p>The poster defence will allow students to synthesise a sponsorship based proposal into a persuasive and timed verbal presentation in a medium and style of the student's choosing. This will focus student's attention on issues such as time management, discernment between appropriate presentation approaches and creating an argument based on evidence and in-depth review of related existing opinion.</p> <p>Formative feedback and guidance can be gained in the module delivery, on the VLE, in tutorials and in revision sessions. Summative feedback can be gained on assignment scripts, at the end of the poster defence and on Blackboard.</p> <p>In line with the College's commitment to facilitating equal opportunities, a student may apply 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 VLE.</p>

Identify final assessment component and element	Poster Defence	
% weighting between components A and B (Standard modules only)	A:	B:
	100%	0%
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Poster Defence (20 minutes)	100%	

Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Poster Defence (20 minutes)	100%	
<p>If a student is permitted a retake of the module under the University Regulations and Procedures, the assessment will be that indicated by the Module Description at the time that retake commences.</p>		