



MODULE SPECIFICATION

Part 1: Information			
Module Title	Sports Marketing		
Module Code	UMCDLW-30-2	Level	2
For implementation from	September 2018		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	FBL	Field	Business and Management Cross Disciplinary
Department	BBS: Business and Management		
Contributes towards	BA(Hons) Sports Business and Entrepreneurship		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description
<p>The learning on this module is experiential and enquiry-based; is guided through team coaching (see learning and teaching methods below for fuller explanation); and does not follow a set syllabus. Instead team coaching sessions work with experience gained on learning projects and the learning taken from readings and from reflecting on these projects. As such the precise content will be tailored to meet the needs of individual students and their team company.</p> <p>To meet the learning outcomes, there will be particular emphasis in this module on providing students with guidance, readings and coaching in the following areas:</p> <ul style="list-style-type: none"> • Readings and guided reflections on marketing strategy • Readings and guided reflections on marketing communications and social media • Principles of value pricing and other pricing models • Project costing and managing budgets • Project planning and Management <p>Formal contact hours with staff will take the form of team coaching sessions, comprising 72 hours over the 36</p>

week learning block (in total there will be 288 hours of team coaching across the 120 credits studied in this learning block). There is an expectation that students will attend all team coaching sessions. In addition, students may have access to support from an 'Assistant Coach' – a recent graduate of a similar programme. Students on the programme will typically spend more time on campus, working in their team companies than would typically be the case and each team will have its own dedicated space. At least one of the Team Coaches will typically be present during normal working hours in the suite.

The programme is supported by the Blackboard virtual learning environment and makes extensive use of this technology to support discussion groups, share project reports, etc.

Scheduled learning on this module is based around team coached training sessions, supplemented by TE coach support and giving and receiving peer feedback. During this learning block there will be two x 3 hour team coaching sessions per week, shared with the 'Working in Teams' (UMCDBU-30-2) and 'Authentic Management and Sustainable Practice' (UMCDBW-60-2) modules. Students will also work with the TE Coach and their peers to develop and refine their Learning Contract as projects and the module unfold.

Students will undertake team meetings, strategy and planning sessions in project teams, alongside their projects. They will select appropriate texts that support their practice and deepen their learning from these activities. They will be guided in selecting appropriate reading material from the programme reading handbook by the TE Coach and their peers.

The study time on this module for a typical student will be:

Team coaching	72 hours
Team meetings	18 hours
Business and marketing strategy	40 hours
Project planning	18 hours
Reading	50 hours
Undertaking projects (Placement)	50 hours
Learning contract	10 hours
Reflective logs	12 hours
Assessment	40 hours

Scheduled learning on this module is through participation in team coached training sessions.

Independent learning includes hours engaged with essential reading, identifying and approaching potential clients, project planning sessions, undertaking projects and recording learning, assignment preparation and completion etc. These sessions constitute an average time per level as indicated in the table below.




Part 3: Assessment

In keeping with the learning strategy for the module, the assessment strategy has been developed to encourage students to reflect deeply on their experience and their learning and to make strong connections between theory, ideas and concepts and their application in practice. Project reports will include reflections on the implications for ethics and sustainable practice of the project.

Summative assessment will require the student to enquire into and reflect critically on their experience of growing their team company through activities such as strategic marketing, managing customer relationships and project planning. This will include undertaking guided research (whereby students evidence their learning on defined topics relating to sports marketing based on their own research and sources provide by the Module Leader), project reports and a client presentation. Students will also be required to evidence their understanding of sports marketing in an assessed reflective essay on a topic which draws on their practical experience and research.

As reflective practitioners, students receive formative feedback and assessment throughout the module from, for example, the Team Coach, peers and, where appropriate and available, clients.

Identify final timetabled piece of assessment (component and element)		Component B2	
% weighting between components A and B (Standard modules only)		A: 60%	B: 40%
First Sit			
Component A (controlled conditions) Description of each element		Element weighting (as % of component)	
1. Team Company Strategy Review (Group)		10%	
2. Strategic Marketing/Media Plan and Presentation (Group)		30%	
3. Project Reviews		50%	
4. Team Company Implementation Report (Group)		10%	
Component B Description of each element		Element weighting (as % of component)	
1. Research Undertaking (guided)		25%	
2. Critical Reflection on the module		75%	
Resit (further attendance at taught classes is not required)			
Component A (controlled conditions) Description of each element		Element weighting (as % of component)	
1. Team Company Strategy Review (Individual commentary)		10%	
2. Strategic Marketing/Media Plan and Presentation (Individual)		30%	
3. Project Reviews (individual)		50%	
4. Team Company Implementation Report (Individual commentary)		10%	
Component B Description of each element		Element weighting (as % of component)	
1. Research Undertaking (guided)		25%	
2. Critical Reflection on the module		75%	
Part 4: Learning Outcomes & KIS Data			
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> • Demonstrate a critical appreciation of sports marketing, including developing and sustaining customer relationships (All) • Demonstrate a knowledge and understanding of pricing models and project costing (A2, A3, B) • Show a knowledge and understanding of key principles of marketing strategy and communication (A1, A2, A3, B) • Evidence an ability to identify, select and use marketing and communication strategies appropriate to their project context (A2, A3, B1) • Show insight into and make effective use of media and social media to support the development of their projects (A2, A3, B1) • Communicate - with clarity - verbally and in writing, their ideas and findings to a diverse 		

	<p>audience (All)</p> <ul style="list-style-type: none"> Understand the ethical implications and sustainability of practice of business decisions taken (A1, A2, B) 												
Key Information Sets Information (KIS)	<table border="1"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="4">Number of credits for this module</td> <td>30</td> </tr> </tbody> </table>	Key Information Set - Module data					Number of credits for this module				30		
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Contact Hours	<table border="1"> <thead> <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> <th></th> </tr> </thead> <tbody> <tr> <td>300</td> <td>72</td> <td>178</td> <td>50</td> <td>300</td> <td></td> </tr> </tbody> </table>	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours		300	72	178	50	300	
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Total Assessment	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>Written Exam: Unseen or open book written exam Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p> <table border="1"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td>0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td>40%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td>60%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </tbody> </table>	Total assessment of the module:		Written exam assessment percentage	0%	Coursework assessment percentage	40%	Practical exam assessment percentage	60%		100%		
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Reading List	<p>Reading list link https://uwe.rl.talis.com/lists/F729423E-4463-7A60-1283-7212D84645A8.html</p> <p>Reading Strategy The reading strategy on this module is designed to encourage students to read relevant and challenging books and refereed journal articles at a point in time when they can apply ideas and concepts learned on peer coaching and learning projects. Readings are selected from the programme reading handbook, supported by readings identified and retrieved independently. In accessing reading materials in this way, the reading strategy aims to support students in making strong connections between theory and its application in practice and in developing their skills in identifying, sifting and selecting information sources.</p> <p>Students on this module are, therefore, expected to access readings to support their learning and performance in teambuilding activities and on learning projects, and can expect to apply their learning from these materials in the course of their project and/or their reflections on the project. They will be supported in the selection process by their Team Coach and their peers.</p> <p>On this module, students will be required to read and review materials that are relevant to the topic of developing ventures through guided research undertakings.</p> <p>The programme reading handbook provides an extensive book list across the whole programme. Updated annually to ensure currency, the programme reading handbook is available on Blackboard, as well as in hard copy. It is organised by broad topic area to</p>												

	improve ease of access, whilst still permitting students to select the readings of most relevance to them.
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First Approval Date (and panel type)	14 July 2016			
Revision ASQC Approval Date <i>Update this row each time a change goes to ASQC</i>	28 June 2018	Version	2	link to the RIA