

Bachelor of Arts (Honours) Sport and Marketing

Module Outline

Year 1 Modules

Fundamentals of Business & Management

This module explores management as an essential component of all organisations. Some businesses may have predominantly commercial objectives, while other organisations may have more complex social objectives. The common themes will be explored across a variety of types of organisations, while emphasising the specific challenges of management found in different organisational contexts.

A major focus of the module is the need to explore the meaning of management; who are managers, where do they work, what do they actually do? To address these questions, the module looks at the impact of the external environment, the culture of an organisation, and societal influences, on the management role. The module then examines organisational structure and design and looks at how these variables influence how managers make decisions, plan, and control activities. It concludes with an insight into operations management and entrepreneurial ventures.

Fundamentals of Marketing

Fundamentals of Marketing aims to give students an understanding of the foundations of Marketing, and illustrate how a Marketing approach can be implemented and managed in a range of situations and organisations.

On completion of this module, student will be able to:

- Describe what it means for a company to be market-led;
- Apply a customer focus in a range of situations;
- Describe the nature, content and application of marketing ideas and concepts;
- Outline the marketing management process and describe a range of techniques used to implement marketing strategies;
- Demonstrate the importance of marketing ideas and techniques in a range of organisations.

Leisure Management and Consumption

The module incorporates the managerial and marketing considerations that are essential to our understanding of leisure as a business. This requires a range of management issues to be considered, such as planning and development. It also requires an appreciation of the framework in which leisure operates as a business at different geographical levels and the associated logistical and operational issues.

There is also emphasis on the behaviour of consumers in leisure contexts, focusing on psychological and socio-historical theoretical frameworks that inform such behaviour. Additionally, the module will focus on issues concerning the wider societal importance of leisure, its impact and legacy. There will be a strong emphasis on tourism, sport and creative industry contexts as a means of exploring these issues.

The module will address the following areas:

- Understanding leisure: The meaning and value of leisure, the growth and development of leisure, how managerial and marketing concepts can be applied in different leisure contexts.
- Issues in leisure management: the specific leisure management issues in context.
- Leisure events: Strategy, impacts and their scope: issues surrounding leisure events such as the use of events as a catalyst for regeneration and community participation;
- The creative industries: issues concerning leadership and entrepreneurship and work and careers in creative industries, consumption of music and leisure events.
- Understanding tourism: exploring themes within the context of the tourism industry and how tourists contribute to the development of tourism.

Socially Responsible Marketing

This module will develop students' knowledge and expertise on how strategically manage products and brands during the climate emergency. In doing this, students will develop a detailed understanding of the sustainable consumer, the causes of over-consumption and how marketing be can be sustainably practiced. Upon completion, students will be able to:

- Demonstrate knowledge and awareness of the climate change and sustainability issues that create challenges for marketing, markets and society.
- Explain the multidimensional and dynamic environmental impacts of consumption and consumer choices.
- Describe and critically analyse the conceptual frameworks related to sustainable marketing and sustainable consumption.
- Selectively apply relevant theoretical and planning tools to either reactively or proactively solve a marketing management issue.
- Search for relevant sources of information in order to conduct and deliver assessed and non-assessed (seminar) coursework.

Understanding Global Sport

The module aims to provide a sound base of knowledge and understanding in basic scientific concepts, sociology and management to underpin advanced study in the related streams of the Sports Studies, and Sport and Exercise Science programmes.

Students on this module will develop a basic understanding of three central knowledge streams that feature within the sports studies benchmark. This module will provide students with an understanding of human physiology, nutrition and sports science so that they are well equipped to understand the principles of health-related exercise. It will also allow students to explore the key social theories within sport that impact on opportunity, participation and performance. Students will also develop their knowledge in areas of sports finance and business that impact on sports management in the public and private sector.

On completion of this module students will be able to:

- Understand the key social theories and concepts utilized in the study of sport
- Understand the importance of finance and business in contemporary sport
- Understand basic concepts in sport nutrition and sport physiology
- Apply theories and concepts to the analysis of contemporary sports practice.

Global Retailing in Society

The module introduces students to retailing and provides an understanding of the business strategies, operations, formats and environments through which retailing is carried out. The materials covered would include, but not limited to the following areas:

- The complex and diverse retail industry
- The Changing Retail landscape
- Strategies for retail business
- Store formats for certain Retail trades
- Retail location
- Exemplary Customer Services within retailing
- Retail buying and merchandising
- Shoppers' behavior
- Information gathering for repeated purchases.

Year 2 Modules

Digital and Experiential Marketing

The objective of this module is to introduce students to the latest developments in digital marketing, grounded in professional advances and current research. The module will explore the underlying themes and principles of the dynamic world of digital marketing environment. A variety of topics will be covered, including: mobile marketing, online consumer behaviour, internet-based marketing research, viral and word of mouth campaigns, search engine optimization, user generated content and social media, and digital analytics and metrics.

Managing the Business of Sport

This module introduces students to the concepts and practices involved in sport management. It aims to provide students with a grounding and understanding of the management of organizations within the sport business sector. The first theme of the module focuses on key concepts in the sport business. Central to the theme are the questions what is sport management and why is management different in the sport industry. The second theme presents a strategic perspective to the management of sports organizations. The third theme illustrates management tools, concepts for the operational management of sports organizations.

Sports Policy

This module will introduce students to the concepts and practices involved in sports policy. It covers a diverse and broad range of issues that underpin and explain how sport is organised and run. Central to these issues are questions around who makes policy, why and to what effect. The first theme of the module includes key concepts and ideas, and provides some examples of policy making.

The second theme presents a sample of contemporary issues which demonstrate how different approaches and the complexity of working within the multi-organisational sports environment can lead to problems, conflict and a failure to deliver policy aspirations. It will examine the different sectors that provide sport and what they are aiming to achieve. With the emphasis on critical discussion and analysis throughout the module, students will be equipped with the details and processes involved in sports policy.

Understanding Consumers

The aim of this module is to provide students with the opportunity to develop a theoretical understanding of consumer behaviour in conjunction with the skills to apply this knowledge to practical marketing situations. The module also aims to develop your critical reading and writing skills. By the end of this module students will be able to:

- Appreciate the central role of consumer behaviour theory in marketing;
- Understand the antecedents of consumer behaviour in an individual and social context;
- Recognise the role of social and cultural influences upon consumer behaviour.

The Business of eSports

This module will focus on the business of eSports, teaching students the theoretical principles of eSports and the practicalities of hosting and promoting events, creating businesses and building online communities. A broad view of eSports will be developed. It will encompass all forms of eSports stakeholders (participants and viewers) and take a multi-disciplinary approach to the topic. Issues of consumption and loyalty will be debated. The eSports setting (real and virtual ecosystems) will be considered. Branding and sponsorship in eSports will be discussed, including advertising, media rights and content licenses. The nature of event planning and digital stadia environments will also be a focus. The intention is to draw on eSports events across the globe, with particular focus on the UK. Whilst professional eSports will be core to the module, local eSports needs and community and participation dimensions will not be ignored. This module finally investigates the application of modern management and marketing techniques to eSports.

Developing Sustainable Events

The Events industry already makes a significant contribution to the economy, and its potential for growth has been recognised with investment in new venues. Consumers' desire to be part of a bigger 'experience' – be that participating in a mass sporting events or attending any one of the burgeoning arts festivals – is clearly a trend managers need to understand and respond to well. This module reviews the core concepts & tools that can contribute to the development of sustainable events.

Year 3 Modules - Choose either Pathway 1 or Pathway 2

Pathway 1:

Sport Marketing

This module investigates the application of modern marketing techniques to sport. The objectives of this module are to develop the capabilities of students to extend knowledge of marketing approaches and applications into a lesser known sector – sport and to utilize marketing concepts in understanding business approaches to sport marketing.

Sport Governance

This module provides students with an understanding of the role and importance of governance in sport and in sport organisations. The module will cover three broad themes: Governance in voluntary organisations, Governance and governing bodies in sport, and Corporate governance and sport. Students will be able to critically assess ways in which sport/sport organisations is/are governed and discuss different concepts of governance and explain their relevance to management of sport/sport organisations. It will also include reflecting theories that underpin governance and; to identify and apply criteria for the evaluation of good governance and related ethical practices in sport management contexts as well as the knowledge in sport governance failures.

Delivering Value in the Digital Age

This module introduces and examines modern approaches to supply chain management. It aims to introduce students to the subject of supply chains in the digital age and provides an understanding of the issues and of management's role in supply chains.

Dissertation

This module provides students with the opportunity to study in depth, a topic of particular interest in an appropriate sports studies discipline, to design and execute the research and to write a dissertation which is original work in the sense that students should attempt to present personal discussion and analysis of the chosen topic.

Pathway 2:

Sport Marketing

This module investigates the application of modern marketing techniques to sport. The objectives of this module are to develop the capabilities of students to extend knowledge of marketing approaches and applications into a lesser known sector – sport and to utilize marketing concepts in understanding business approaches to sport marketing.

Sport Governance

This module provides students with an understanding of the role and importance of governance in sport and in sport organisations. The module will cover three broad themes: Governance in voluntary organisations, Governance and governing bodies in sport, and Corporate governance and sport. Students will be able to critically assess ways in which sport/sport organisations is/are governed and discuss different concepts of governance and explain their relevance to management of sport/sport organisations. It will also include reflecting theories that underpin governance and; to identify and apply criteria for the evaluation of good governance and related ethical practices in sport management contexts as well as the knowledge in sport governance failures.

Research Methods in Sports Studies

This module aims to contribute to students' understanding and appreciation of research in the social sciences. It will develop students' knowledge of quantitative and qualitative research approaches, research design, methodology, methods and the development of skills required to undertake research in sports studies. The material provided in this module will support the undertaking of Dissertation.

Major Project in Sports Studies

This module aims to provide students with preparatory knowledge and understanding for undertaking an independent research project and to contribute to the identification, development, planning and completion of a research project for sport studies. There are two components to this module: A taught component and an independent research study. The project will allow students to gain an in-depth awareness of a particular area of sports studies as well to develop their cognitive skills, research project planning and development and; communication and presentation skills.