



LEEDS
BECKETT
UNIVERSITY

Course Specification

BA (Hons) Sport Marketing

Course Code: **BASPM**

2019/20

leedsbeckett.ac.uk

BA (Hons) Sport Marketing

Material Information Summary for 2019/20 Entrants

Confirmed at 5th October 2018

General Information

Award Bachelor of Arts (with Honours) Sport Marketing

Contained Awards Bachelor of Arts Sport Marketing
Diploma of Higher Education Sport Marketing
Certificate of Higher Education Sport Marketing

Awarding Body Leeds Beckett University

Level of Qualification & Credits Level 6 of the Framework for Higher Education Qualifications, with 120 credit points at each of Levels 4, 5 and 6 of the UK Credit Framework for Higher Education (360 credits in total)

Course Lengths & Standard Timescales

The standard start date for Leeds Beckett University induction week is reproduced below and relates to the majority of students starting a course in September 2019. A proportion of courses have alternate start dates which are displayed on the online prospectus and additionally will be notified to the students concerned via the offer letter. Non-September starters will also have their start dates confirmed in their offer letters.

- 3 years (full time, campus based)
Starts 23rd September 2019/ Ends June 2022
- 4 years (full time, campus based with a one year work placement)
Starts 23rd September 2019/ Ends June 2023
- 6 years (part time, campus based)
Starts 23rd September 2019/ Ends June 2025

Part Time Study PT delivery is usually at half the intensity of the FT equivalent course, although there may be flexibility to increase your pace of study to shorten the overall course duration. Some modules may be delivered in a different

sequence to that advertised within this Course Specification but the modules offered within each level are as advertised. Please note that the work placement option is not available to PT students.

Location(s) of Delivery	Headingley Campus, Leeds (plus location of work placement, if applicable)
Entry Requirements	Admissions criteria are confirmed in your offer letter. Details of how the University recognises prior learning and supports credit transfer are located here: http://www.leedsbeckett.ac.uk/studenthub/recognition-of-prior-learning/
Course Fees	Course fees and additional course costs are confirmed in your offer letter

Timetable Information

Timetables will be made available to students during induction week via:

- i) The Student Outlook Calendar
- ii) The Student Portal
- iii) The Leeds Beckett app

Any difficulties relating to timetabled sessions can be discussed with your Course Administrator.

Policies, Standards and Regulations <http://www.leedsbeckett.ac.uk/public-information/>

There are no additional or non-standard regulations which relate to your course

Key Contacts

Your Course Director	Nicola McCullough
Your Academic Advisor	Your Academic Advisor will be allocated to you at induction.
Your Course Administrator	Your Course Administrator can be contacted on schoolofsportadmin@leedsbeckett.ac.uk

Placement Information

Summary

Leeds Beckett is dedicated to improving the employability of our students and one of the ways in which we do this is to support our students to gain valuable work experience through work-based placements. Our placement teams have developed strong links with companies, many of whom repeatedly recruit our students into excellent placement roles and the teams are dedicated to supporting students through every stage of the placement process. More information about the many benefits of undertaking a work placement, along with details about how to contact

our placement teams may be found [here](http://www.leedsbeckett.ac.uk/studenthub/placement-information/):
<http://www.leedsbeckett.ac.uk/studenthub/placement-information/>

Length	120 hours during year 2 (level 5) 46 weeks, undertaken between year 2 and year 3 (level 5 and Level 6) (optional)
Location	Not specified

Professional Accreditation or Recognition Associated with the Course

Professional Body Chartered Institute of Marketing (CIM)

How is Accreditation/ Recognition Achieved?

The marketing and digital modules are mapped against the Learning Outcomes of CIM qualifications. As such, students who pass these modules are exempt from one CIM assessment on the Level 4 CIM Certificate in Professional Marketing, Level 6 CIM Diploma in Professional Marketing and/or a CIM Diploma in Digital Marketing.

Course Accreditation/ Recognition Period

2018 - 2022

Course Overview

This Course will provide insight into the unique aspects of the Sport Marketing discipline, the 'marketing of Sport' and 'marketing through Sport' in a changing global environment. Now firmly-rooted in Society as a professional economic activity, Sport is demanding knowledgeable personnel in the field of Sport Marketing to take it through the next decade and beyond. This Course, which was the first of its kind in British Higher Education, has been designed to help students understand key threshold concepts that are essential to the multi-disciplinary study which include: Sport Marketing environment, traditional versus Sport Marketing principles, consumer behaviour, marketing research, Sport product offer, marketing mix, strategic and marketing planning, integrated marketing communications, sponsorship, branding, relationship marketing and digital marketing. This degree aims to provide an integrated programme of study that is academically challenging and vocationally relevant to ensure students have the graduate attributes to seize exciting new opportunities in this dynamic field.

Aims

The aims of the programme are to:

1. To provide an integrated programme of study that is academically challenging and commercially relevant to the Sport Marketing field.
2. To provide a broad, analytical, multi-disciplinary study of the nature, growth, and changing environment of Sport Marketing.
3. To provide a sound basis for further study, career opportunities and continuing professional development in Sport Marketing or related employment contexts.

4. To develop appropriate levels of generic skills and graduate attributes (enterprise, digital literacy and enterprise) with the potential to be applied to local, national and global employment contexts.
5. To foster a spirit of critical enquiry, knowledge and familiarity with the relevance and ethical application of research to Sport Marketing.

Course Learning Outcomes

At the end of the course, students will be able to:

- 1 Identify and differentiate the unique attributes that the Sport Marketing discipline has and that distinguish the Sport Marketing discipline from traditional marketing.
- 2 Demonstrate a critical understanding of the key principles, concepts and theories that are central to the study of Sport Marketing.
- 3 Synthesise the complex body of Sport Marketing and business knowledge in a coherent manner and apply this to a professional sporting context in a digital world.
- 4 Work effectively, inclusively and efficiently, both independently and as part of a team, in a range of global Sport Marketing contexts.
- 5 Demonstrate enterprising creative inquiry, critical thinking, and an understanding of research and its application to contemporary Sport Marketing issues and problems.
- 6 Critically evaluate their own academic, personal and career skills in order to effectively formulate career development planning in the global Sport Marketing industry.

Teaching and Learning Activities

Summary

Underpinning the Course-level approach to learning and teaching is the need to create an inclusive learning environment which recognises difference and accommodates and meets the needs of all of the Courses' learners. In designing module and learning materials staff ensure that it represented a range of cultural perspectives and practices. In addition, a conscious effort is made to provide for the differing learning and assessment preferences amongst the student body. The Course in particular follows a participatory and interactive approach to learning. This approach to learning incorporates experiential learning to challenge the students (Clark & White, 2010), where the focus is more about learning from doing and reflecting on experience (Kolb, 1984). Students participate in many types of experiential learning throughout the Course, for example in the Enterprise and Research module at Level 4 and Managing People module at Level 5. This participatory and experiential design encourages greater understanding of the Courses key threshold concepts (Ash & Green, 2009) and challenge and stimulate the students.

The Course is supported by a range of learning and teaching activities. These include:-

Lectures

Seminars or workshops

Project work

Authentic Employer briefs

Work Based Learning

Shadowing, observing

Group pitches to professionals in the industry

Consultancy Project

Power point, Prezi, verbal and poster presentations

Lab-based Information Technology

Blogs, on-line profile

Data analysis, Metrics, Business/Marketing Intelligence

Integrated Academic Writing Support levels 4, 5, and 6

Professional Reflections

Case studies

On-line podcasts

Simulation or role play

Hypothetical scenarios

Video analysis and discussion

Guest and Visiting Lectures

Experiential Learning

Designing, planning, delivering and evaluating events.

Your Modules

(Correct for students progressing through the programme within standard timescales. Students who are required to undertake repeat study may be taught alternate modules which meet the overall course learning outcomes. Details of module delivery will be provided in your timetable).

Level 4 Core Modules (2019/20 for FT students and 2019/20 and 2020/21 for standard PT students)

Sport Business Landscape

The Sport Consumer

Introduction to Sport Marketing

Digital Business

Personal, Professional and Academic Development (PPAD)

Sport Finance

Level 5 Core Modules (2020/21 for FT students and 2021/22 and 2022/23 for standard PT students)

Professional Practice in the Sport Industry

Sport Sponsorship

Marketing Communications

Research in Practice

Sport Broadcasting

Level 5 Option Modules (delivery years as per Level 5 core modules above)

The following option modules are indicative of a typical year. There may be some variance in the availability of option modules

Soccer & Society

Events & Facility Management

Business Enterprise Planning

Sport Economics

Level 6 Core Modules (2021/22 for FT students, 2022/23 for sandwich placement students and 2023/24 and 2024/25 for standard PT students)

Strategic Marketing

Sport Branding

Digital Media for International Marketing

Major Independent Study

Level 6 Option Modules (delivery years as per Level 6 core modules above)

The following option modules are indicative of a typical year. There may be some variance in the

availability of option modules

Sandwich Work Placement

Sport Governance

Sport Events Management

Sport Business Analytics

Globalisation of Sport Business

Sport & Leisure Identities

Assessment Balance and Scheduled Learning and Teaching Activities by Level

The assessment balance and overall workload associated with this course are calculated from core modules and a sample of option module choices undertaken by a typical student. They have been reviewed and confirmed as representative by the Course Director.

A standard module equates to 200 notional learning hours, which may be comprised of teaching, learning and assessment, placement activities and independent study. Sandwich placement years spent out of the University are not be included in the calculation unless they are credit bearing and attributed to a level of the course. Modules may have more than 1 component of assessment.

Assessment Balance	Level 4	Level 5	Level 6
Examination	12%	24%	7%
Coursework	61%	58%	93%
Practical	27%	18%	-
Overall Workload			
Teaching, Learning and Assessment	288 hours	267 hours	216 hours
Independent Study	921 hours	813 hours	984 hours
Placement	-	120 hours	-

Learning Support

If you have a question or a problem relating to your course, your Course Administrator is there to help you. Course Administrators works closely with academic staff and can make referrals to teaching staff or to specialist professional services as appropriate. They can give you a confirmation of attendance letter, and a transcript. You may also like to contact your Course Rep or the Students' Union Advice team for additional support with course-related questions.

If you have any questions about life at our University in general, call into or contact the Student Hub on either campus to speak to our Student Experience Team. This team, consisting of recent graduates and permanent staff, are available to support you throughout your time here. They will make sure you have access to and are aware of the support, specialist services, and opportunities our University provides. There is a Student Hub on the ground floor of the Rose Bowl at City Campus and one in Campus Central at Headingley. You can also find

the team in the Gateway in the Leslie Silver Building at City Campus. The telephone number is 0113 812 3000, and the e-mail address is StudentHub@leedsbeckett.ac.uk.

Within MyBeckett you will see two tabs (Support and Opportunities) where you can find online information and resources for yourselves. The **Support** tab gives you access to details of services available to give you academic and personal support. These include Library Services, the Students' Union, Money advice, Disability advice and support, Wellbeing, International Student Services and Accommodation. There is also an A-Z of Support Services, and access to online appointments/registration.

The **Opportunities** tab is the place to explore the options you have for jobs, work placements, volunteering, and a wide range of other opportunities. For example, you can find out here how to get help with your CV, prepare for an interview, get a part-time job or voluntary role, take part in an international project, or join societies closer to home.