

COURSE SPECIFICATION DOCUMENT

Academic School/Department:	Richmond Business School
Programme:	Master of Arts Degree in International Sports Business
FHEQ Level:	7
Course Title:	Sports Marketing
Course Code:	SPT 7104
Total Hours:	200
Timetabled Hours:	39
Guided Learning Hours:	21
Independent Learning Hours:	140
Credits:	20 UK CATS credits 10 ECTS credits 4 US credits

Course Description:

This course will develop knowledge of the theories and principles of sport marketing, and allow opportunities for the application of that knowledge to practical situations. Students will develop theoretical and research interests which will allow them to expand their strategic and tactical planning skills in organisational sport marketing. Students will develop an understanding of the skills of marketing through the study of examples and case studies from the world of sport.

Prerequisites: MA International Sports business students only

Aims and Objectives:

- Identify and critique the key principles of marketing which are specifically oriented for sport
- Analyse models of the strategic sports marketing process
- Critically evaluate the principles that influence the planning of sports marketing
- Demonstrate a systematic understanding of the critical success factors for an effective sports marketing strategy
- Design and critique an applied sports marketing plan.

Programme Outcomes:

A1, A2, A4, A5

B1, B2, B3, B4, B5
C1, C2, C3, C4,
D1, D3, D4,

A detailed list of the programme outcomes are found in the Programme Specification. This is found at: <https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to:

Knowledge and Understanding

- Demonstrate an understanding of the complex and diverse nature of sport marketing
- Examine the key principles of a marketing oriented approach for sport
- Demonstrate an understanding of current theoretical and methodological approaches to the strategic marketing process as applied to sport
- Analyse marketing opportunities for sustainable competitive advantage
- Evaluate the management principles that control the planning of sport marketing programmes.

Cognitive skills

- Critically evaluate empirical evidence relating to the implementation of organisational sport marketing.
- Identify and compare the critical success factors of an effective sport marketing strategy;

Subject specific, practical and professional skills

- Work together as members of a team, in group work that will require rational, and analytical approaches

General/transferable skills

- Develop analytical skills and communicate their findings effectively to others.
- Identify, evaluate and maintain capabilities and qualities to support effective communication in a range of complex and specialised contexts.

Indicative Content:

- Sport Marketing Principles & Concepts;
Marketing Analysis
- Macro/micro management in marketing environments;
- Buying behaviour in sport
- Market segmentation and targeting
- Sport market research
- Sport brands and products
- Communicating with the sport market
- Pricing strategies and sport goods retailing
- Strategic sport marketing
- Competitor analysis
- Sport consumers
- Identifying sustainable competitive advantage

- The sports marketing plan – Objectives; product/market strategies; marketing planning-co-ordination of sport communication/promotion; tactical marketing mix planning; implementation and control.

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies/>

Teaching Methodology:

The course will be taught through a combination of lectures, seminars, tutorials, directed and independent tasks and guided reading. Independent study will be strongly encouraged through the provision of reading lists and tasks to undertake in preparation for upcoming taught sessions. Together, the learning strategies of taught sessions and independent study aim to develop conceptual knowledge of international sport management.

Bibliography:

Indicative Text(s):

Beech, J. and Chadwick, S. (2007). *The marketing of sport*. Prentice Hall.

Blakey, P. (2011). *Sport Marketing*. Exeter: Learning Matters.

Chadwick, S., Chanavat, N. and Desbordes, M. (2015) *The Routledge Handbook of Sports Marketing*, London: Routledge.

Fetchko, M., Roy, D. and Clow, K. (2012) *Sports Marketing*, London: Routledge.

Gourville, J.T., and Bertini, M. (2010). *The London 2012 Olympic Games*, Harvard Business Review

Martin, N. (2009). *The marketing handbook for sports and fitness professionals*. A & C Black

Masterman, G. (2006) *Sponsorship: A return on investment*, Oxford: Butterworth-Heinemann.

Masterman, G. & Wood, E. (2005) *Innovative Marketing Communications: Strategies for the Events Industry*. Oxford: Elsevier/Butterworth-Heinemann.

Mullin, B. J., Hardy, S., & Sutton, W.A. (2007) *Sport Marketing* (3rd Edition), Champaign Ill: Human Kinetics.

Sadget, A. 2012. *The Event Marketing Handbook*, CreateSpace.

Shank, M.D. (2009) *Sports Marketing: A Strategic Perspective* (4th Edition), New Jersey: Prentice Hall.

Journals

European Journal of Sport Marketing;

European Journal for Sport Management;

Harvard Business Review International;
International Journal of Sports Marketing and Sponsorship;
International Journal of Sport Management and Marketing;
Journal of Marketing Management;
Leisure Management; Managing Leisure;
Mintel Reports;
Sport Marketing Quarterly;

Web Sites

The Sport Journal at; <http://thesportjournal.org>

The Sports Business Journal at; <http://www.sportsbusinessdaily.com/Journal.aspx>

The Cyber Journal of Sport Marketing at; <http://www.cjism.com/default.htm>

Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body	Change Actioned by Academic Registry
Annual update	June 2023	
Total Hours Updated	April 2024	