

COURSE SPECIFICATION DOCUMENT

Academic School/Department:	Richmond Business School
Programme:	International Sports Management
FHEQ Level:	6
Course Title:	Sports Marketing
Course Code:	SPT 6104

Total Hours: 160

Timetabled Hours: 45

Guided Learning Hours: 15

Independent Learning Hours: 100

Credits: 16 UK CATS credits
8 ECTS credits
4 US credits

Course Description:

The course introduces students to the core philosophy and process of sport marketing. It examines the essential practices of effective sports marketing including, marketing strategy, product development, segmentation, targeting, pricing, and consumer behavior. Learning activities include in-depth analysis of case studies, sport markets and consumers, market research and sports market segmentation, and sport marketing plans.

Prerequisites:

MKT 5200 Principles of Marketing

Aims and Objectives:

- To develop a full understanding of the fundamental principles of sport marketing
- To identify the relationship between the philosophy, processes and tools of sport marketing.
- To demonstrate an understanding of the skills required to manage these functions.
- To be able to apply the techniques of marketing analysis to the development of sport marketing plans

Programme Outcomes:

International Sports Management: A1, A2, A4, A5, B1, B3, B5, C1, C2, D1, D2

A detailed list of the programme outcomes is found in the Programme Specification. This is maintained by Registry and located 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 in-depth understanding of the interrelationships between market analysis, market research, and marketing tools in the development of a marketing plan
- Identify and evaluate the range of sports marketing strategies available to sport organizations – including concepts of market segmentation, targeting and product positioning – to examine various sports market contexts.

Cognitive Skills

- Apply the principles of sport marketing theory to critically assess the impact and relevance of decision-making processes within sports organizations.

Practical and/or Professional Skills

- Demonstrate understanding of practical application of strategic marketing to sport organization environments

Key Skills

- Interpret a variety of sports marketing research and present evaluation of findings in report writing.

Indicative Content:

- Introduction to the nature of sports marketing
- Basic sport marketing concepts
- Consumer 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
- The sport marketing plan
- The future of sport marketing

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:

Teaching will be a combination of lectures, seminar discussions and workshops, using case studies and drawing on students' own experiences where appropriate. Lectures will be designed to cover the fundamental issues and build upon the recommended book chapters from the reading list and additional recommended readings. Students will be advised to supplement lecture notes by reading the relevant indicative reading(s).

The lectures will be participative in nature and will encourage commentary, application to real life scenarios/experiences and questioning to help develop deep learning and understanding, in addition to transferable skills.

Weekly seminars will support and enhance student learning through the exploration and application of their understanding of marketing in considering sport marketing scenarios; the gathering of information useful to marketing within a sport organization and in presenting information in a coherent and concise manner. Seminar sessions will require both individual and team participation.

Indicative Text(s):

Shank, D. and Lyberger, M. 2021, *Sports Marketing: A Strategic Perspective*. London: Routledge.

Fetchko, M., Roy, D., and Clow, K. 2018. *Sports Marketing*. London: Routledge

Chadwick, S., Chanavat, N., and Desbordes, M. 2017. *Routledge Handbook of Sports Marketing*. London: Routledge

Smith, A. and Stewart, B. 2015. *Introduction to Sports Marketing*. London: Routledge

Journals

International Journal of Sports Marketing and Sponsorship

Sports Marketing Quarterly

Sports Management Review

Web Sites

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

Change Log for this CSD:

Major or Minor Change?	Nature of Change	Date Approved & Approval Body (School or LTPC)	Change Actioned by Academic Registry
Minor	Amendment of programme outcome codes to conform with B & E School standards.	School Chair's action by PDA	
Major	Amendment of course learning outcomes to align with QAA FHEQ Level 6 benchmark descriptors.	13 December 2021 School Chairs Action	
	Various updates as part of the UG programme review	AB Jan 2022	
Minor	Update to indicative texts	June 2022	
	Revision – annual update	May 2023	
	Total Hours Updated	April 2024	