

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	RIASA
Programme:	BA International Sports Management
FHEQ Level:	6
Course Title:	Sports Branding and Sponsorship
Course Code:	SPRT 6101
Total Hours:	160
Timetabled Hours:	45
Guided Learning Hours:	15
Independent Learning Hours:	100
Credit	16 UK CATS credits 8 ECTS credits 4 US credits

Course Description:

This course explores the strategic role of branding and sponsorship in modern sports business. Emphasizing digital innovations, fan engagement, and corporate social responsibility, students analyse case studies of major sponsorship deals and branding campaigns. The course addresses contemporary challenges in global sports marketing, focusing on building brand equity, maximizing sponsorship value, and navigating ethical considerations.

Prerequisites:

SPRT 5104 Sports Marketing AND 70 credits

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:

A6(II), B6(II), C6(I), D6(I)

A detailed list of the programme outcomes are found in the Programme Specification. This is located at the archive maintained by Registry and found at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

Course Learning Outcome	Programme Outcome
Disciplinary Knowledge and Understanding Identify and critically assess the range of sports marketing strategies available to sport organizations – including concepts of sponsorship and branding in various sports market contexts.	A6(II)
Disciplinary Applied Skills Apply the principles of sport marketing, branding and sponsorship theory to systematically apply the impact and relevance of decision-making processes to gain competitive advantage within sports market scenarios.	B6 (II)
Communication Skills Effectively communicate in advanced group work scenarios the strategic leadership approaches involved in adapting communication strategies to complex and varied professional sports marketing contexts.	C6 (I)
Transferable Skills Apply evaluation tools of sports marketing, including branding and sponsorship, to evaluate decision-making practices of a variety of sport organizations.	D6 (I)

Indicative Content:

- **Fundamentals of Sports Branding**
 - Definition and importance of branding in sports; brand identity, equity, and loyalty.
- **Sponsorship Models and Strategies**
 - Overview of different sponsorship types (e.g., event, team, athlete) and how to create effective sponsorship proposals.
- **Branding in the Digital Age**
 - The role of digital platforms in sports branding; social media strategies, content marketing, and fan engagement.
- **Consumer Behaviour in Sports**
 - Understanding the sports consumer; how branding influences purchasing decisions and loyalty.
- **Legal and Ethical Considerations**
 - Regulations surrounding sponsorship agreements; ethical dilemmas in sports marketing and branding.
- **Case Studies in Successful Sports Branding**
 - Analysis of brands that have effectively leveraged sponsorship in sports (e.g., Nike, Adidas, Red Bull).
- **Measuring Sponsorship Effectiveness**
 - Tools and metrics for evaluating the impact of sponsorship on brand awareness, engagement, and sales.
- **Future Trends in Sports Branding and Sponsorship**
 - Emerging trends such as e-sports sponsorship, sustainability in sports branding, and the use of technology in fan interaction.

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:

This course will be delivered face to face through a combination of lectures and interactive sessions. In addition to classroom activities, there are guided learning elements that are tutor led and arranged through Blackboard. These activities can be asynchronous online sessions, flipped classrooms, set readings with discussion boards or set guest lectures for example. Set activities are monitored by the instructor to ascertain student engagement. Students are encouraged to prepare for class and to play an active part, to raise questions, following-up ideas and interact with a wide range of provided material.

Indicative Text(s):

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

Fetchko, M., Roy, D., and Clow, K. (2024) *Sports Marketing*. 3rd edn. London: Routledge.

Lough, N. and Geurin, A.N. (eds.) (2019) *Routledge handbook of the Business of Women's Sport*. 1st edn. Abingdon: Routledge.

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

Journals

Sports Marketing.

Sports Marketing Quarterly.

Sports Management Review.

Sports Marketing Studies.

Websites

Digital Marketing Institute. Available at: www.digitalmarketinginstitute.com (Accessed: November 2024).

See syllabus for complete reading list.

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
First edition	Dec 2024	