

COURSE SPECIFICATION DOCUMENT

Academic School/Department:	RIASA
Programme:	BA International Sports Management
FHEQ Level:	5
Course Title:	Sports Marketing
Course Code:	SPRT 5104
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:

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:

40 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:

A5I, B5II, C5I, D5I

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/>

Course Learning Outcome	Programme Outcome
Disciplinary Knowledge and Understanding Demonstrates a critical engagement with core theories and concepts used in the discipline of Sports Marketing.	A5(I)
Disciplinary Applied Skills Apply the principles of sport marketing theory to critically assess the impact and relevance of decision-making processes within sports organizations.	B5 (II)
Communication Skills Demonstrates planning, management and communications skills according to a given brief.	C5 (I)
Transferable Skills Demonstrating both critical reflection on ethical principles in the research process and broader sports marketing discipline. Interpret a variety of sports marketing research and present evaluation of findings in report writing.	D5 (I)

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:

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):

Byon, K.K., Yim, B.H. and Zhang, J.J. (eds.) (2023) *Marketing Analysis in Sport Business: Global Perspectives*. London: Routledge.

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.

Funk, D.C., Alexandris, K. and McDonald, H. (2022) *Sport Consumer Behaviour: Marketing Strategies*. Second edn. London: Routledge.

Kotler, P. and Armstrong, G. (2021) *Principles of Marketing*. 18th edn. Harlow: London: Pearson Education Limited.

Masteralexis, L.P. and Hums, M.A. (eds.) (2024) *Principles and Practice of Sport Management*. 17th edn. Burlington, MA: Jones & Bartlett Learning.

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

Journals

Journal of Sport Management.

Sports Marketing.

Sports Marketing Quarterly.

Sports Management Review.

Sports Marketing Studies.

See syllabus for complete reading list.

Change Log for this CSD:

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