

COURSE SPECIFICATION
DOCUMENT

Academic School/Department:	Business and Economics
Programme:	BA (Hons) International Sports Management
FHEQ Level:	6
Course Title:	Sports Marketing
Course Code:	SPT 6220
Course Leader:	Sabine Spangenberg
Student Engagement Hours:	120
Lectures:	30
Seminar / Tutorials:	15
Independent / Guided Learning:	75
Semester:	Spring
Credits:	12 UK CATS credits 6 ECTS credits 3 US credits

Course Description:

The course introduces students to the core philosophy and process of sport marketing. It will examine the essentials of effective sports marketing including product or property development, legal aspects, segmentation, pricing, and communication channels (e.g., broadcast media). Course work includes in-depth analysis of case studies, sport markets and consumers, market research and sports market segmentation, and sport marketing plans.

Prerequisites: MKT 5200

Aims and Objectives:

1. To develop a full understanding of the fundamental principles of sport marketing

2. To identify the relationship between the philosophy, processes and tools of sport marketing.
3. To demonstrate an understanding of the skills required to manage these functions.
4. To be able to apply the techniques of marketing analysis to the development of sport marketing plans

Programme Outcomes:

A1, A2, A4, A5, A6

B1, B4, B5

C2,

D1

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:

1. Explain the underlying principles of sport marketing and be able to show how they contribute to the achievement of the objectives of sport organizations.
2. Discuss the impact and relevance of the sport marketing environment to the decision making processes within sports organizations.
3. Explain the concepts of sport market segmentation, targeting and product positioning and the variables used to segment consumer and organisational markets
4. Identify and evaluate the range of market research approaches and information sources available to sport organisations
5. Explain the interrelationships between the market analysis, market research, and the available marketing tools in the development of a marketing plan

Indicative Content:

1. Introduction to the nature of sports marketing
2. Basic sport marketing concepts
3. Buying behaviour in sport
4. Market segmentation and targeting
5. Sport market research
6. Sport brands and products
7. Communicating with the sport market
8. Pricing strategies and sport goods retailing
9. Strategic sport marketing
10. The sport marketing plan
11. The Future of sport marketing

Assessment:

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Board.

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 organisation and in presenting information in a coherent and concise manner. Seminar sessions will require both individual and team participation and students will be encouraged to come prepared to participate in class.

Powercampus will be used to upload lecture notes and other essential course-related information.

Bibliography:

See syllabus for complete reading list

IndicativeText(s):

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

Smith, A. (2008). *Introduction to sport marketing*. Butterworth-Heinemann

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

Jobber, D. and Fahy, J. (2010). *Foundations of Marketing*. Third Edition. McGraw-Hill, Europe.

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

Journals

The Sport Journal at;

<http://thesportjournal.org/article/marketing-and-promotion-olympic-games>

