Module Proforma

Approved, 2022.02

Summary Information

Module Code	4004LBSSB
Formal Module Title	Marketing, Sponsorship and PR
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 4
Grading Schema	40

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Louise Williams	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings
Matej Christiaens	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Online	4

Module Offering(s)

Offering Code	Location	Start Month	Duration
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

Aims	This module aims to develop knowledge and understanding both theoretically and through practical scenarios about the role of marketing, sponsorship and PR in the sports business.

Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Explore sports marketing across a variety of different sectors within sport.
MLO2	Develop a practical understanding of the functions of marketing, sponsorship and public relations for a sports organisation.
MLO3	Demonstrate an understanding of industry based skills required for this sector and reflect upon own skills aligned to a role within sports marketing, sponsorship or PR.

Module Content

Outline Syllabus
Sponsorship and advertising Women's sport sponsorship and marketing Integrated marketing communications Content creation Public relations Digital marketing Offline marketing Marketing of and through sports Portfolio construction Creativity and Innovative thinking Marketing skills awareness and analysis

Module Overview

Additional Information

This module will be taught through workshops, problem based learning tasks and industry case studies.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Portfolio	AS1	100	0	MLO1, MLO3, MLO2