

Liverpool John Moores University

Title: Marketing, Sponsorship and PR
Status: Definitive
Code: **4014SPOBUS** (120655)
Version Start Date: 01-08-2018

Owning School/Faculty: Sports Studies, Leisure and Nutrition
Teaching School/Faculty: Sports Studies, Leisure and Nutrition

Team	Leader
Louise Williams	Y
Track Dinning	
Sarah Nixon	

Academic Level: FHEQ4 **Credit Value:** 24 **Total Delivered Hours:** 97
Total Learning Hours: 240 **Private Study:** 143

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	10
Placement	70
Seminar	15
Tutorial	2

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	Ass 1	Essay (2000 words)	30	
Portfolio	Ass 2	Portfolio (4000 word equivalent)	70	

Aims

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

Learning Outcomes

After completing the module the student should be able to:

- 1 Review the role of marketing for sports organisations, federations and other stakeholders in the sports industry.
- 2 Develop a practical understanding of the functions of marketing, sponsorship and public relations for a sports organisation.
- 3 Demonstrate and reflect on industry standard skills in the production of a sponsorship portfolio.
- 4 Understand the function of team work and personal management skills in a sport management setting.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Essay (2000 words)	1		
Portfolio (4000 word equiv)	2	3	4

Outline Syllabus

Integrated marketing and communications.
CRM systems.
Sponsorship and advertising.
Public Relations
Online and offline marketing.
Purpose of marketing in sport.
Working with external organisations.
Networking.
Report writing.

Learning Activities

This module will be taught through lectures; problem based learning, authentic learning tasks, industry case studies and will involve work related learning. This will be supported with individual and group tutorials.

Notes

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