Marketing, Sponsorship and PR

Module Information

2022.01, Approved

Summary Information

Module Code	4204SSLN
Formal Module Title	Marketing, Sponsorship and PR
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 4
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Tutorial	1
Workshop	39

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
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.

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Review the role of marketing for sports organisations, federations and other stakeholders in the sports industry
MLO2	2	Develop a practical understanding of the functions of marketing, sponsorship and public relations for a sports organisation
MLO3	3	Demonstrate and reflect on industry standard skills based on real-world case study scenarios

Module Content

Outline Syllabus	Sponsorship and advertisingIntegrated marketing communications Public relationsOnline and offline marketingPurpose of sports marketingMarketing of and through sportsPortfolio construction
Module Overview	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.
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)	Module Learning Outcome Mapping
Portfolio	Portfolio	100	0	MLO1, MLO2, MLO3

Module Contacts

Module Leader

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

Partner Module Team

Contact Name	Applies to all offerings	Offerings