

Liverpool John Moores University

Title: Marketing, Sponsorship and PR
Status: Definitive
Code: **4204SSLN** (122510)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Louise Williams	Y
Sarah Nixon	

Academic Level: FHEQ4 **Credit Value:** 20 **Total Delivered Hours:** 40
Total Learning Hours: 200 **Private Study:** 160

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Tutorial	1
Workshop	39

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS 1	Portfolio(4500 words)	100	

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:

- 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 based on real-world case study scenarios

Learning Outcomes of Assessments

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

Portfolio	1	2	3
-----------	---	---	---

Outline Syllabus

Sponsorship and advertising
Integrated marketing communications
Public relations
Online and offline marketing
Purpose of sports marketing
Marketing of and through sports
Portfolio construction

Learning Activities

This module will be taught through workshops; problem-based learning; authentic learning tasks and industry case studies. This will be supported by individual and group tutorials. All activities will be student-centred and will enable participants to realistically develop an understanding of marketing, sponsorship and PR principles.

Notes

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