

## Liverpool John Moores University

Title: SPORTS ECONOMICS AND MANAGEMENT (V.2)  
Status: Definitive  
Code: **5005SPOSCI** (114241)  
Version Start Date: 01-08-2011

Owning School/Faculty: Sports Sciences  
Teaching School/Faculty: Sports Sciences

Team	Leader
David Richardson	Y

**Academic Level:** FHEQ5  
**Credit Value:** 24.00  
**Total Delivered Hours:** 49.00  
**Total Learning Hours:** 240  
**Private Study:** 191

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	36.000
Seminar	4.000
Tutorial	8.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Report	50.0	
Exam	AS3	Investment Strategy	25.0	1.00
Presentation	AS2	Presentation	25.0	

### Aims

*This module aims to widen the students knowledge of sport management, marketing and sport economics. Furthermore, it seeks to broaden the knowledge of marketing and economic behaviour within the sport environment and emphasizes a more strategic approach to sport management and marketing techniques.*

## Learning Outcomes

After completing the module the student should be able to:

- 1 Discuss the key features of sports economics.
- 2 Examine the marketing procedures utilised within the sports environment.
- 3 Analyse the operational and strategic marketing approaches utilised within the sports environment.
- 4 Conduct a market report concerning a product, service or business within the sports environment.

## Learning Outcomes of Assessments

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

Investment Strategy Report	1	2	3	4
Essay style	1	3		
Investment Presentation	2	3		

## Outline Syllabus

*Sport economics and management*  
*Organizational behaviour*  
*Strategic concepts*  
*Sport Marketing*  
*Principles of sport economics and*  
*Sports industries*  
*The demand for sport*  
*Sport advertising*  
*Sport Finance and the Stockmarket*  
*Sports goods industries*  
*Lifestyle marketing*  
*Sports communication*  
*Sport in the city*  
*The football industry*  
*Salary caps*  
*Managing young people in sport*

## Learning Activities

Students are expected to attend timetabled lectures and are encouraged to utilise the available directed learning and reflective tutorial time to discuss and seek advice from module staff and/or conduct essential reading. Some of the teaching sessions will contain group-work activities where students will be required to engage in

debate, analysis and problem-solving to enhance their own learning. Students should complete the required and recommended reading to broaden their knowledge and understanding, along with their ability to evaluate appropriate reference material. Students will be required to evidence this in the production of their coursework and a presentation.

## References

<b>Course Material</b>	Book
<b>Author</b>	Chisnall, P.
<b>Publishing Year</b>	2001
<b>Title</b>	Marketing Research.
<b>Subtitle</b>	
<b>Edition</b>	6th edition
<b>Publisher</b>	London, McGraw-Hill
<b>ISBN</b>	007709751 3

<b>Course Material</b>	Book
<b>Author</b>	DCMS/Strategy Unit
<b>Publishing Year</b>	2002
<b>Title</b>	Game Plan
<b>Subtitle</b>	a Strategy for Delivering Governments Sport and Physical Activity Objectives
<b>Edition</b>	
<b>Publisher</b>	HMSO, London
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Gratton, C. and Taylor, P.
<b>Publishing Year</b>	2000
<b>Title</b>	Economics of Sport and Recreation.
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	London, E & FN Spon
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Parks, J.B., Zanger, B.R.K. and Quarterman, J.
<b>Publishing Year</b>	1998
<b>Title</b>	Contemporary Sport Management.
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Leeds, Human Kinetics.
<b>ISBN</b>	0 87322 836 7

<b>Course Material</b>	Book
<b>Author</b>	Sport England
<b>Publishing Year</b>	2000
<b>Title</b>	England, the Sporting Nation:
<b>Subtitle</b>	a Strategy.
<b>Edition</b>	
<b>Publisher</b>	Sport England.
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Torkildsen, G.
<b>Publishing Year</b>	1999
<b>Title</b>	Leisure and Recreation Management
<b>Subtitle</b>	
<b>Edition</b>	4th ed.
<b>Publisher</b>	E&FN Spon.
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Fried, G., Shapiro, S.J., Deschrive, T.D.
<b>Publishing Year</b>	2003
<b>Title</b>	Sport Finance
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Human Kinetics
<b>ISBN</b>	

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## Notes

This course explores the key principles of sports economics and the nature of national and international sports environment. It identifies the essential factors underlying the dynamics of sports businesses and analyses their relationship with commercial sports, sports marketing and sports sponsorship. It aims to develop an understanding of the concepts of sport management, its role within sports development and the implicit utilisation of operational and strategic management and marketing techniques. The module also provides the student with an implicit understanding of the cultural issues inherent within the sports environment.