

## Liverpool John Moores University

Title: MARKETING AND MEDIA IN SPORT  
Status: Definitive  
Code: **5011FDSDEV** (106572)  
Version Start Date: 01-08-2016

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

Team	Leader
Cath Walker	Y

**Academic Level:** FHEQ5  
**Credit Value:** 12  
**Total Delivered Hours:** 38  
**Total Learning Hours:** 120  
**Private Study:** 82

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	2
Online	15
Seminar	15
Tutorial	6

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Coursework 60% - 2000 words assignment	60	
Presentation	AS2	Individual presentation 40% - 15-20 minute presentation on a new media initiative to promote a chosen sport.	40	

### Aims

*The aim of this module is to explore the range of marketing options there are through the media. All sports use the media to market themselves in variety of ways, and the*

*media also benefit from this. The aim of this module will be to explore the options of marketing in depth, and analyse how the various types of media and Disability Sports organisations can utilise this.*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Understand and demonstrate the function of the media within sport;
- 2 Demonstrate knowledge and understanding of the concept of marketing and sport
- 3 Evaluate the importance of the media to the development of Disability sport in the UK

## **Learning Outcomes of Assessments**

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

essay	1	2	3
Presentation	1	2	3

## **Outline Syllabus**

*This module provides an analysis of the mass media as institutions in industrial and industrialising societies, and considers the position of sport in the print, broadcast and electronic media from sociological, comparative and historical perspectives. Different approaches to the study of the mass media in society and the processes by which media messages are produced, distributed and interpreted are critically assessed.*

## **Learning Activities**

Lectures, Seminars, workshops and independent study

## **Notes**

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