

Liverpool John Moores University

Title: The Management and Marketing of Sport
Status: Definitive
Code: **5021SPODEV** (117280)
Version Start Date: 01-08-2017

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

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Academic Level: FHEQ5 **Credit Value:** 24 **Total Delivered Hours:** 48

Total Learning Hours: 240 **Private Study:** 192

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	16
Seminar	30
Tutorial	2

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	Ass. 1	2,000 word essay	30	
Presentation	Ass. 2	10 minutes - paired or individual	20	
Report	Ass. 3	3,000 word report	50	

Aims

This module is designed to introduce students to the basic management principles in a range of sports settings and use theory to design plans for a range of initiatives. The focus will be on the application of the theory to create both an event and marketing plan. The module will give students the opportunity to develop different types of media suitable for industry specific sources.

Learning Outcomes

After completing the module the student should be able to:

- 1 Analyse the main principles of management in relation to a range of sports settings
- 2 Evaluate the implementation of the management principle as they apply to a sports setting
- 3 Utilise the management principles to design a series of plans for a range of sport setting

Learning Outcomes of Assessments

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

2,000 word essay	1
10 mins. paired or individual	2
3,000 word report	3

Outline Syllabus

*Management issues in both theory and practice
Working with others (HRM)
Marketing
Finance
Monitoring and evaluating
Management planning
Linking management theory to sport settings
Event management*

Learning Activities

Students will participate in lectures seminars and tutorials throughout the module, both in groups and as individuals. Activities will be student centred and will enable participants to realistically develop an understanding of management principles.

Notes

This module is intended to conceptualise theoretical knowledge and enable students to work with the information in a more practical way. It aims to enhance students' learning in management and planning and create links between management issues and sport development practice.