

Liverpool John Moores University

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Title: Management, Marketing and Media of Sport
Status: Definitive
Code: **5105FDSDEV** (119382)
Version Start Date: 01-08-2018

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

Team	Leader
Cath Walker	

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	31
Tutorial	1

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	1500 word		25	
Presentation	15 min gro		25	
Report	3000 word		50	

Aims

This module is designed to introduce students to basic management concepts in a range of sport settings and use the theory to design a plan for an initiative. The module will also allow students to use marketing or the media in sport to develop

their ideas. The focus will be on the students creating a development/business plan to take an initiative forward using examples from management theory.

Learning Outcomes

After completing the module the student should be able to:

- 1 LO1
Analyse basic management concepts in relation to sport settings.
- 2 LO2
Evaluate the implementation of the management process within a chosen sport setting.
- 3 LO3
Analyse management concepts in relation to either marketing or the media in relation to the chosen sport setting.

Learning Outcomes of Assessments

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

1500 word essay	1
15 minute group presentation	2
3000 word report	3

Outline Syllabus

- *Management concepts and their application in sports settings*
- *Working with others (HRM)*
- *Marketing*
- *Finance*
- *Monitoring and evaluating*
- *Management planning*
- *Linking management theory to sport settings*
- *Media and its relationship to sport*

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, marketing and media issues within sport.

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.