

Liverpool John Moores University

Title: MARKETING OF AND THROUGH SPORT
Status: Definitive
Code: **5209SPODEV** (104372)
Version Start Date: 01-08-2016

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

Team	Leader
Louise Williams	Y

Academic Level: FHEQ5
Credit Value: 12
Total Delivered Hours: 21
Total Learning Hours: 120
Private Study: 99

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	10
Seminar	10
Tutorial	1

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Production of a marketing report for a specific product or service (2,500 words)	80	
Report	AS2	Presentation of justification for product or service (10 minuetns)	20	

Aims

This module will use theory through practice to develop awareness, skills and understanding of marketing of and through sports products and services.

Learning Outcomes

After completing the module the student should be able to:

- 1 Justify market place decisions against theoretical concepts and processes
- 2 Identify the unique factors within the processes and concepts of Sports Marketing that differ to traditional goods and services marketing
- 3 Evaluate and analyse marketing tools and techniques for different target markets in relation to product and service development
- 4 Examine the commercial element of sport in relation to its marketability and the opportunities presented through this

Learning Outcomes of Assessments

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

Report	2	3	4
Presentation	1	2	

Outline Syllabus

What is Marketing?
Sports Marketing
Marketing Tools and Techniques
Sport as a Commercial Entity
Marketing of Sport
Marketing Through Sport
NPD and Service Design
Planning, Management and Control

Learning Activities

Students will participate in lectures, workshops and seminars throughout the module, both in groups and as individuals.

Notes

This module will develop the concept of the commercial element of sport in relation to its marketability. Marketing theory and concepts will be used with practical applications to give students a thorough grounding in the area.