

MODULE DESCRIPTOR

MODULE TITLE	Marketing for Sport		
MODULE CODE	LS1520	CREDIT VALUE	10 credits
MODULE DELIVERY	Semester		
MODULE TUTOR	Dene Whittal-Williams		
DATE APPROVED	April 2008	VERSION NUMBER	1
DEPARTMENT	Tourism & Leisure Management	PARTNER INSTITUTION	Myerscough College

RELATIONSHIP WITH OTHER MODULES

Co-requisites	None	Pre-requisites	None	Excluded Combinations	None
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MODULE AIMS

This module aims at exploring strategies and supporting concepts in sport marketing context to provide students with knowledge understanding in relation to relevant sports products/services. This module will also provide an understanding of the marketing environment, factors affecting buyer behaviour and marketing application, techniques and approaches in relation to sport and the working environment. Furthermore, this module will identify the planning implications of sports participation and trend speculating offering students with awareness of product/service opportunity.

MODULE CONTENT

- 1 Investigation and analysis of external and internal factors effecting sports organisations.
- 2 Stages of the buyer decision making process.
- 3 Influences on buyer behaviour.
- 4 Segmentation, targeting and positioning.
- 5 The marketing mix.
- 6 Evaluating marketing performance.
- 7 Sports participation and trends.

LEARNING OUTCOMES

On successful completion of this module a student will be able to:

1	Evaluate the forces at work in the external and internal environments in relation to the sports industry.
2	Assess factors effecting buyer behaviour in sport.
3	Evaluate approaches to segmentation, targeting and product positioning in the sports sector.
4	Develop and evaluate marketing strategies, implementation techniques and performance

TEACHING AND LEARNING STRATEGY

The module is taught through a series of lead lectures supplemented by directed activities to provide opportunities for students to develop appropriate skills. Guest lecturers will enhance the learning experience to fit in with modules scheme of work.

INDICATIVE CLASS CONTACT

Two 2-hour Lectures per week.

INDICATIVE ASSESSMENT

Number of Assignments	Assessment	Weighting %	Type/Duration/ Wordcount (indicative only)	Learning Outcomes being assessed
1	Written Report	60%	1500 words	1, 2, 3, 4
1	Presentation and peer assessment	40%	15 minute presentation	2, 3, 4

MODULE PASS REQUIREMENTS

For successful completion of the module, each individual element of assessment must be attempted and an overall average of 40% achieved.

BIBLIOGRAPHY AND LEARNING SUPPORT MATERIAL

CORE MARKETING TEXTS:

Brassington, F. and Pettitt, S. (2000) *Principles of Marketing*, 2nd ed. London, Financial Times/Prentice Hall.

Dibb, S., Simkin, L., Pride, W. and Ferrell, O. (2001) *Marketing: Concepts and Strategies*, 4th European ed. Boston, Houghton Mifflin.

Kotler, P. and Armstrong, G. (2001) *Principles of Marketing*, 9th ed. Upper Saddle River, NJ, Prentice-Hall.

ADDITIONAL READING:

Kotler, P. (2000) *Marketing Management*, Millennium ed. Englewood Cliffs, NJ, Prentice-Hall.

Kotler, P. and Armstrong, G. (1999) *Marketing: An Introduction*, 5th ed. Upper Saddle River, NJ, Prentice-Hall.

Mullin, B., Hardy, S. and Sutton, W. (2000) *Sports Marketing*, 2nd ed. Champaign, IL, Human Kinetics.

Smith, A. and Stewart, B. (1999) *Sports Management: A Guide to Professional Practice*. St Leonards, NSW, Allen & Unwin.

Shank, M. (1999) *Sports Marketing: A Strategic Perspective*. Upper Saddle River, NJ, Prentice-Hall.

Stotlar, D. (2004) *Developing successful sport marketing plans*, Fitness Information Technology.

Torkildsen, G. (1999) *Leisure and Recreation Management*, 4th ed. London, E & F N Spon.

Veal, A. (1997) *Research Methods for Leisure and Tourism*, 2nd ed. London, Pitman.

OTHER PUBLICATIONS

Marketing
Marketing Week
Sports Management

ELECTRONIC INFORMATION SOURCES

http://users.wbs.warwick.ac.uk/dibb_simkin/student.html
<http://www.marketingmonthly.com/>