

# Bachelor of Arts (Honours) in Sports Studies and Marketing

## Module Outline

### Year 1 Modules

#### **Fundamentals of Business & Management**

This module explores management as an essential component of all organisations. Some businesses may have predominantly commercial objectives, while other organisations may have more complex social objectives. The common themes will be explored across a variety of types of organisations, while emphasising the specific challenges of management found in different organisational contexts.

A major focus of the module is the need to explore the meaning of management; who are managers, where do they work, what do they actually do? To address these questions, the module looks at the impact of the external environment, the culture of an organisation, and societal influences, on the management role. The module then examines organisational structure and design and looks at how these variables influence how managers make decisions, plan, and control activities. It concludes with an insight into operations management and entrepreneurial ventures.

#### **Fundamentals of Marketing**

Fundamentals of Marketing aims to give students an understanding of the foundations of Marketing, and illustrate how a Marketing approach can be implemented and managed in a range of situations and organisations.

On completion of this module, student will be able to:

- Describe what it means for a company to be market-led;
- Apply a customer focus in a range of situations;
- Describe the nature, content and application of marketing ideas and concepts;
- Outline the marketing management process and describe a range of techniques used to implement marketing strategies;
- Demonstrate the importance of marketing ideas and techniques in a range of organisations.

#### **Leisure Management and Consumption**

The module incorporates the managerial and marketing considerations that are essential to our understanding of leisure as a business. This requires a range of management issues to be considered, such as planning and development. It also requires an appreciation of the framework in which leisure operates as a business at different geographical levels and the associated logistical and operational issues.

There is also emphasis on the behaviour of consumers in leisure contexts, focusing on psychological and socio-historical theoretical frameworks that inform such behaviour. Additionally, the module will focus on issues concerning the wider societal importance of leisure, its impact and legacy. There will be a strong emphasis on tourism, sport and creative industry contexts as a means of exploring these issues.

The module will address the following areas:

- Understanding leisure: The meaning and value of leisure, the growth and development of leisure, how managerial and marketing concepts can be applied in different leisure contexts.
- Issues in leisure management: the specific leisure management issues in context.
- Leisure events: Strategy, impacts and their scope: issues surrounding leisure events such as the use of events as a catalyst for regeneration and community participation;
- The creative industries: issues concerning leadership and entrepreneurship and work and careers in creative industries, consumption of music and leisure events.
- Understanding tourism: exploring themes within the context of the tourism industry and how tourists contribute to the development of tourism.

### **Marketing, Ethics and Society**

The purpose of this module is to provide students with an opportunity to better identify and analyse ethical issues related to marketing. This module introduces ethical theories and frameworks that students can apply to a variety of ethical issues in marketing. The topics covered include the ethics of advertising towards vulnerable populations (i.e. children), the use of techniques such as product placement and stealth marketing, ethical considerations related to social and non-profit marketing campaigns and developing advertisements for controversial products. Students will engage in weekly debates which address questions such as whether being socially responsible means being irresponsible to the needs of shareholders and whether deceptive marketing practices are acceptable if they lead to 'good' outcomes for society.

In addition to being introduced to key ethical theories and frameworks, students will be able to apply these concepts through practical tasks, such as developing a one-year marketing plan for a charitable organization. In this way, students will both be able to apply the knowledge learnt as well as strengthen your ability to justify and support ethical positions through logic and argument. Some of the aims and objectives are summarised below:

- To provide students with a broad understanding of how marketing affects society.
- To develop skills necessary to apply a variety of concepts in public and private sector organizations.
- To be able to identify marketing ethics issues and to understand how these issues affect various stakeholders.
- To understand the implications of individual consumption behaviour and how ethics can be integrated into personal consumption decisions.

### **Operations Management**

The aim of this module is to provide students with an appreciation of the importance of Operations Management in the production and service industries by introducing them to the operations function. In addition, this module aims to familiarise students with key operational methods and provide the opportunity to apply these techniques to relevant operational situations.

On completion of this module, students will be able to attain the following learning outcomes:

- Understand importance of operations management in business and identify the process transformations.

- Identify the key differences between manufacturing and service operations.
- Attribute the operational performance objectives of an organisation and determine its strategic position.
- Identify the factors which impact process design and influence of suppliers and customers on the design of an organisation's supply network.
- Understand the impact of technology, layout and flow on efficiency and effectiveness of an organisation.
- Identify the activities of planning and control in operations management.
- Review inventory systems and apply the relevant formulae to enhance inventory management.
- Understand what is Enterprise Resource Planning, Lean, Gap model, and challenges faced for business operations.

### **Issues and Concepts in Sports Studies**

The module aims to provide a sound base of knowledge and understanding in basic scientific concepts, sociology and management to underpin advanced study in the related streams of the Sports Studies, and Sport and Exercise Science programmes.

Students on this module will develop a basic understanding of three central knowledge streams that feature within the sports studies benchmark. This module will provide students with an understanding of human physiology, nutrition and sports science so that they are well equipped to understand the principles of health-related exercise. It will also allow students to explore the key social theories within sport that impact on opportunity, participation and performance. Students will also develop their knowledge in areas of sports finance and business that impact on sports management in the public and private sector.

On completion of this module students will be able to:

- Understand the key social theories and concepts utilized in the study of sport
- Understand the importance of finance and business in contemporary sport
- Understand basic concepts in sport nutrition and sport physiology
- Apply theories and concepts to the analysis of contemporary sports practice.

### **Year 2 Modules**

#### **Digital and Experiential Marketing**

The objective of this module is to introduce students to the latest developments in digital marketing, grounded in professional advances and current research. The module will explore the underlying themes and principles of the dynamic world of digital marketing environment. A variety of topics will be covered, including: mobile marketing, online consumer behaviour, internet-based marketing research, viral and word of mouth campaigns, search engine optimization, user generated content and social media, and digital analytics and metrics.

## **Managing the Business of Sport**

This module introduces students to the concepts and practices involved in sport management. It aims to provide students with a grounding and understanding of the management of organizations within the sport business sector. The first theme of the module focuses on key concepts in the sport business. Central to the theme are the questions what is sport management and why is management different in the sport industry. The second theme presents a strategic perspective to the management of sports organizations. The third theme illustrates management tools, concepts for the operational management of sports organizations.

## **Sports Policy**

This module will introduce students to the concepts and practices involved in sports policy. It covers a diverse and broad range of issues that underpin and explain how sport is organised and run. Central to these issues are questions around who makes policy, why and to what effect. The first theme of the module includes key concepts and ideas, and provides some examples of policy making.

The second theme presents a sample of contemporary issues which demonstrate how different approaches and the complexity of working within the multi-organisational sports environment can lead to problems, conflict and a failure to deliver policy aspirations. It will examine the different sectors that provide sport and what they are aiming to achieve. With the emphasis on critical discussion and analysis throughout the module, students will be equipped with the details and processes involved in sports policy.

## **Sports Work Experience**

This module aims to allow students to attain and develop a range of employability skills through supervised and mentored work experience including problem-solving, self-management, team work, self-reflection, knowledge of the business, ICT knowledge, interpersonal and communication skills, leadership skills, career planning and goal setting. The module will be delivered via a 30-hour (minimum) placement in a sports organisation supported by a series of lectures, workshops and formative tasks aimed at both preparing the student for their work experience and maximizing the benefits of the experience through reflective practice and evaluation.

## **Understanding Consumers**

The aim of this module is to provide students with the opportunity to develop a theoretical understanding of consumer behaviour in conjunction with the skills to apply this knowledge to practical marketing situations. The module also aims to develop your critical reading and writing skills. By the end of this module students will be able to:

- Appreciate the central role of consumer behaviour theory in marketing;

- Understand the antecedents of consumer behaviour in an individual and social context;
- Recognise the role of social and cultural influences upon consumer behaviour.

### **Understanding Supply Chains**

This module examines modern approaches to supply chain management. It will introduce you to the subject of business-to-business and retail supply chains and provide an understanding of a range of issues and the role of retail management in modern supply chains.

### **Year 3 Modules - Choose either Pathway 1 or Pathway 2**

#### **Pathway 1:**

#### **Sport Marketing**

This module investigates the application of modern marketing techniques to sport. The objectives of this module are to develop the capabilities of students to extend knowledge of marketing approaches and applications into a lesser known sector – sport and to utilize marketing concepts in understanding business approaches to sport marketing.

#### **Sport Governance**

This module provides students with an understanding of the role and importance of governance in sport and in sport organisations. The module will cover three broad themes: Governance in voluntary organisations, Governance and governing bodies in sport, and Corporate governance and sport. Students will be able to critically assess ways in which sport/sport organisations is/are governed and discuss different concepts of governance and explain their relevance to management of sport/sport organisations. It will also include reflecting theories that underpin governance and; to identify and apply criteria for the evaluation of good governance and related ethical practices in sport management contexts as well as the knowledge in sport governance failures.

#### **Professional Development and Practice**

Through practical workshop based activities and interactions with guest speakers from industry, students will further refine their work-related transferable skills such as communication, team working, leadership and negotiation. The assessment requires students to capture their reflections relating to an assessment of their own skills, competencies and career aspirations, as well as their anticipated 'readiness' for entering the graduate labour market. This enables students to draw together their reflections upon the various aspects of their learning journey to date, as well as demonstrating an appreciation of the professional skills required to enter their chosen field of work after they graduate.

## **Dissertation**

This module provides students with the opportunity to study in depth, a topic of particular interest in an appropriate sports studies discipline, to design and execute the research and to write a dissertation which is original work in the sense that students should attempt to present personal discussion and analysis of the chosen topic.

## **Pathway 2:**

### **Sport Marketing**

This module investigates the application of modern marketing techniques to sport. The objectives of this module are to develop the capabilities of students to extend knowledge of marketing approaches and applications into a lesser known sector – sport and to utilize marketing concepts in understanding business approaches to sport marketing.

### **Sport Governance**

This module provides students with an understanding of the role and importance of governance in sport and in sport organisations. The module will cover three broad themes: Governance in voluntary organisations, Governance and governing bodies in sport, and Corporate governance and sport. Students will be able to critically assess ways in which sport/sport organisations is/are governed and discuss different concepts of governance and explain their relevance to management of sport/sport organisations. It will also include reflecting theories that underpin governance and; to identify and apply criteria for the evaluation of good governance and related ethical practices in sport management contexts as well as the knowledge in sport governance failures.

### **Research Methods in Sports Studies**

This module aims to contribute to students' understanding and appreciation of research in the social sciences. It will develop students' knowledge of quantitative and qualitative research approaches, research design, methodology, methods and the development of skills required to undertake research in sports studies. The material provided in this module will support the undertaking of Dissertation.

### **Research Project in Sports Studies**

This module aims to provide students with preparatory knowledge and understanding for undertaking an independent research project and to contribute to the identification, development, planning and completion of a research project for sport studies. There are two components to this module: A taught component and an independent research study. The project will allow students to gain an in-depth

awareness of a particular area of sports studies as well to develop their cognitive skills, research project planning and development and; communication and presentation skills.

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