



LEEDS  
BECKETT  
UNIVERSITY

# Course Specification

**BA (Hons) Sport  
Marketing with  
International  
Foundation Year**

**Course Code: BASMF**

**2021/22**

[leedsbeckett.ac.uk](https://leedsbeckett.ac.uk)

# ***BA (Hons) Sport Marketing with Integrated Foundation Year (BASMF)***

## **Applicant Facing Course Specification for 2021/22 Undergraduate Entrants**

Confirmed at March 2021

### **General Information**

<b>Award</b>	Bachelor of Arts (with Honours) Sport Marketing with Integrated Foundation Year
<b>Contained Awards</b>	Bachelor of Arts Sport Marketing with Integrated Foundation Year Diploma of Higher Education Sport Marketing with Integrated Foundation Year Certificate of Higher Education Sport Marketing with Integrated Foundation Year
<b>Awarding Body</b>	Leeds Beckett University
<b>Level of Qualification &amp; Credits</b>	Level 6 of the Framework for Higher Education Qualifications, with 120 credit points at Foundation Year (Level 0) and 120 credit points at each of Levels 4, 5 and 6 of the UK Credit Framework for Higher Education (480 credits in total)
<b>Course Lengths &amp; Standard</b>	
<b>Timescales</b>	Start dates will be notified to students via their offer letter. The length of the course is confirmed below and modes of delivery will be confirmed prior to the start date in line with Government guidance: <ul style="list-style-type: none"><li>• 4 years (full time, campus based)</li><li>• 5 years (full time, Sandwich Placement)</li><li>• 8 years (part time, campus based)</li></ul>
<b>Part Time Study</b>	PT delivery is usually at half the intensity of the FT equivalent course, although there may be flexibility to increase your pace of study to shorten the overall

course duration. Some modules may be delivered in a different sequence to that defined within this information set but the modules offered within each level are consistent. Please note that the work placement option is not generally available to PT students.

**Location(s) of Delivery**

Headingley Campus, Leeds (plus location of work placement, if applicable)

**Entry Requirements**

Admissions criteria are confirmed in your offer letter. Details of how the University recognises prior learning and supports credit transfer are located here: [www.leedsbeckett.ac.uk/studenthub/recognition-of-prior-learning](http://www.leedsbeckett.ac.uk/studenthub/recognition-of-prior-learning).

Admissions enquiries may be directed to: [AdmissionsEnquiries@leedsbeckett.ac.uk](mailto:AdmissionsEnquiries@leedsbeckett.ac.uk).

**Course Fees**

Course fees and any additional course costs are confirmed in your offer letter. Fees enquiries may be directed to [Fees@leedsbeckett.ac.uk](mailto:Fees@leedsbeckett.ac.uk).

**Timetable Information**

Timetables will be made available to students during induction week via:

- i) The Student Outlook Calendar
- ii) The Student Portal (MyBeckett)
- iii) The Leeds Beckett app

Any difficulties relating to timetabled sessions may be discussed with your Course Administrator.

**Policies, Standards and Regulations ([www.leedsbeckett.ac.uk/academicregulations](http://www.leedsbeckett.ac.uk/academicregulations))**

There are no additional or non-standard regulations which relate to your course.

**Key Contacts**

**Your Course Director**

Foundation Year – David Cooke;

Levels 4 – 6 - Dr Ian Richards

**Your Academic Advisor**

Your Academic Advisor will be allocated to you at induction.

**Your Course Administrator**

Your Course Administrator can be contacted on [schoolofsportadmin@leedsbeckett.ac.uk](mailto:schoolofsportadmin@leedsbeckett.ac.uk)

## **Sandwich or Other 'In Year' Work Placement Information**

### **Summary**

Leeds Beckett is dedicated to improving the employability of our students and one of the ways in which we do this is to support our students to gain valuable work experience through work-based placements. Our placement teams have developed strong links with companies, many of whom repeatedly recruit our students into excellent placement roles and the teams are dedicated to supporting students through every stage of the placement process. More information about the many benefits of undertaking a work placement, along with details about how to contact our placement teams may be found [here](#):

<http://www.leedsbeckett.ac.uk/studenthub/placement-information/>

### **Length**

Core Module Professional Practice on the Sports Industry has 120 hours during year 2 (level 5)

Sandwich Elective Module- 46 weeks, undertaken between year 2 and year 3 (level 5 and Level 6) (optional)

### **Location**

Not specified

## **Professional Accreditation or Recognition Associated with the Course**

### **Professional Body**

Chartered Institute of Marketing (CIM)

### **Accreditation/ Recognition Summary**

The marketing and digital modules are mapped against the Learning Outcomes of CIM qualifications. As such, students who pass these modules are exempt from one CIM

assessment on the Level 4 CIM Certificate in Professional Marketing, Level 6 CIM Diploma in Professional Marketing and/or a CIM Diploma in Digital Marketing.

## **Course Overview**

The course is aimed at students with a significant amount of vocational, sporting or life experience, or those who have not been through a “traditional’ academic journey. This will include mature students, those that have been focussed upon professional sport, and those that have been unable to focus upon academic study until this point. The Foundation Year has a common structure, curriculum and set of learning outcomes, which will prepare students for HE level study.

This Course will provide insight into the unique aspects of the Sport Marketing discipline, the ‘marketing of Sport’ and ‘marketing through Sport’ in a changing global environment. Now firmly-rooted in Society as a professional economic activity, Sport is demanding knowledgeable personnel in the field of Sport Marketing to take it through the next decade and beyond. This Course, which was the first of its kind in British Higher Education, has been designed to help students understand key threshold concepts that are essential to the multi-disciplinary study which include: Sport Marketing environment, traditional versus Sport Marketing principles, consumer behaviour, marketing research, Sport product offer, marketing mix, strategic and marketing planning, integrated marketing communications, sponsorship, branding, relationship marketing and digital marketing. This degree aims to provide an integrated programme of study that is academically challenging and vocationally relevant to ensure students have the graduate attributes to seize exciting new opportunities in this dynamic field.

## **Aims**

The aims of the programme are to:

1. To provide an integrated programme of study that is academically challenging and commercially relevant to the Sport Marketing field.
2. To provide a broad, analytical, multi-disciplinary study of the nature, growth, and changing environment of Sport Marketing.
3. To provide a sound basis for further study, career opportunities and continuing professional development in Sport Marketing or related employment contexts.
4. To develop appropriate levels of generic skills and graduate attributes (enterprise, digital literacy and enterprise) with the potential to be applied to local, national and global employment contexts.

5. To foster a spirit of critical enquiry, knowledge and familiarity with the relevance and ethical application of research to Sport Marketing.

### **Course Learning Outcomes**

At the end of the course, students will be able to:

- 1 Identify and differentiate the unique attributes that the Sport Marketing discipline has and that distinguish the Sport Marketing discipline from traditional marketing.
- 2 Demonstrate a critical understanding of the key principles, concepts and theories that are central to the study of Sport Marketing.
- 3 Synthesise the complex body of Sport Marketing and business knowledge in a coherent manner and apply this to a professional sporting context in a digital world.
- 4 Work effectively, inclusively and efficiently, both independently and as part of a team, in a range of global Sport Marketing contexts.
- 5 Demonstrate enterprising creative inquiry, critical thinking, and an understanding of research and its application to contemporary Sport Marketing issues and problems.
- 6 Critically evaluate their own academic, personal and career skills in order to effectively formulate career development planning in the global Sport Marketing industry.

### **Teaching and Learning Activities**

#### **Summary**

Underpinning the Course-level approach to learning and teaching is the need to create an inclusive learning environment which recognises difference and accommodates and meets the needs of all of the Courses' learners. In designing module and learning materials staff ensure that it represented a range of cultural perspectives and practices. In addition, a conscious effort is made to provide for the differing learning and assessment preferences amongst the student body. The Course in particular follows a participatory and interactive approach to learning. This approach to learning incorporates experiential learning to challenge the students (Clark & White, 2010), where the focus is more about learning from doing and reflecting on experience (Kolb, 1984). Students participate in many types of experiential learning throughout the Course, for example in the Enterprise and Research module at Level 4 and Managing People module at Level 5. This participatory and experiential design encourages greater understanding of the Courses key threshold concepts (Ash & Green, 2009) and challenge and stimulate the students.

The Course is supported by a range of learning and teaching activities. These include:-

Lectures  
 Seminars or workshops  
 Project work  
 Authentic Employer briefs  
 Work Based Learning  
 Shadowing, observing  
 Group pitches to professionals in the industry  
 Consultancy Project  
 Power point, Prezi, verbal and poster presentations  
 Lab-based Information Technology  
 Blogs, on-line profile  
 Data analysis, Metrics, Business/Marketing Intelligence  
 Integrated Academic Writing Support levels 4, 5, and 6  
 Professional Reflections  
 Case studies  
 On-line podcasts  
 Simulation or role play  
 Hypothetical scenarios  
 Video analysis and discussion  
 Guest and Visiting Lectures  
 Experiential Learning  
 Designing, planning, delivering and evaluating events.

### Your Modules

This information is correct for students progressing through the programme within standard timescales. Students who are required to undertake repeat study may be taught alternate modules which meet the overall course learning outcomes. Details of module delivery will be provided in your timetable.

### Level 0

Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Introduction to Applied Pedagogy (20 credits)	Y	Developing Lifelong Health and Performance (20 credits)	Y
Introduction to Sport Development and Social Sciences (20 credits)	Y	The Sporting Environment (20 credits)	Y
Across both semesters			
Introduction to Higher Education Study Skills (20 credits)	Y	Introduction to Careers in Sport (20 credits)	Y

#### Level 4

Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Sport Business Landscape	Y	Digital Business	Y
Personal, Professional and Academic Development (PPAD)	Y	The Sport Consumer	Y
Introduction to Sport Marketing	Y	Sport Finance	Y

#### Level 5

Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Professional Practice in the Sport Industry	Y		
Sport Broadcasting	Y	Research in Practice	Y
Marketing Communications	Y	Sport Sponsorship	Y
		Sports Economics	N
Soccer and Society	N	Business Enterprise Planning	N
Events and Facility Management			N

NB - All option modules are indicative.

#### Level 6

Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Sport Branding	Y	Digital Media for International Marketing	Y
Strategic Sport Marketing	Y		
Sport Governance	N	Sport Business Analytics	N
Globalisation of Sport Business	N	Sport, Peace-building and International Development	N
Major Independent Study (40 credits)			Y
Sport Events Management			N
Sandwich Work Placement			N

NB - All option modules are indicative.

#### Part Time Route

Level 4 Year 1			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
The Sport Business Landscape	Y	The Sport Consumer	Y

Personal, Professional and Academic Development (PPAD)	Y		
<b>Level 4 Year 2</b>			
<b>Semester 1</b>	<b>Core (Y/N)</b>	<b>Semester 2</b>	<b>Core (Y/N)</b>
Introduction to Sport Marketing	Y	Digital Business	Y
		Sport Finance	Y

<b>Level 5 Year 1</b>			
<b>Semester 1</b>	<b>Core (Y/N)</b>	<b>Semester 2</b>	<b>Core (Y/N)</b>
Sport Broadcasting	Y	Sport Sponsorship	Y
Marketing Communications	Y		
<b>Level 5 Year 2</b>			
<b>Semester 1</b>	<b>Core (Y/N)</b>	<b>Semester 2</b>	<b>Core (Y/N)</b>
		Research in Practice	Y
Professional Practice in the Sport Industry			Y
Sports Economics	N		
Soccer and Society	N	Business Enterprise Planning	N
Events and Facility Management			N

NB - All option modules are indicative.

<b>Level 6 Year 1</b>			
<b>Semester 1</b>	<b>Core (Y/N)</b>	<b>Semester 2</b>	<b>Core (Y/N)</b>
Sport Branding	Y	Digital Media for International Marketing	Y
Strategic Sport Marketing	Y		
<b>Level 6 Year 2</b>			
<b>Semester 1</b>	<b>Core (Y/N)</b>	<b>Semester 2</b>	<b>Core (Y/N)</b>
Major Independent Study (40 credits)			Y
Sport Governance	N	Sport Business Analytics	N
Globalisation of Sport Business	N	Sport, Peace-building and International Development	N
Sport Events Management			N

NB - All option modules are indicative.

## **Assessment Balance and Scheduled Learning and Teaching Activities by Level**

Foundation Year modules are delivered using lectures, seminars and tutorials with each module delivering a minimum of 48 hours of scheduled staff/ student contact time. Students will undertake an additional 152 hours of guided independent study during each module. Foundation Year students arrive at the University often with very different skills and experiences compared to those who arrive at Level 4. To help recognise these differences and support these students, the teaching and learning activities along with both formative and summative assessments need to be carefully considered. Learning tasks that take place within one module will be used to scaffold the summative assessments that take place within other modules. An example includes searching for peer reviewed journal articles associated with defining “Pedagogy” within the Introduction to H.E. Study Skills. This could be given Formative feedback, whilst also adding to a portfolio of evidence to be submitted for Summative assessment. This learning can be used to help support the Summative assessment within the Intro to Applied Pedagogy. Similarly, during each of the discipline modules, students will be exposed to experiences linked to skills and knowledge required in several different careers. Within the Introduction to Careers in Sport, students are required to reflect upon their experiences within and outside that module, to rationalise a chosen career. Along side this, several assessments require students to evidence their engagement in both workshops, seminar activities and other independent study tasks. Whilst it would be expected that Level 4 students may engage in these activities due to a recognition of their importance, within the Foundation Year, these tasks have been written into a number of modules Summative assessments, giving extrinsic and academic credit for completion.

The assessment balance and overall workload associated with this course are calculated from core modules and typical option module choices undertaken by students on the course. They have been reviewed and confirmed as representative by the Course Director but applicants should note that the specific option choices students make may influence both assessment and workload balance.

A standard module equates to 200 notional learning hours, which may be comprised of teaching, learning and assessment, any embedded placement activities and independent study. Modules may have more than one component of assessment.

### **Assessment**

The Foundation Year is assessed by course work predominantly, with some examinations and practical assessments.

Level 4 is assessed by course work predominantly, with some examinations and practical assessments.

Level 5 is assessed by course work predominantly, with some examinations and practical assessments.

Level 6 is assessed by course work predominantly, with some examinations.

## Workload

Overall Workload	Foundation Year	Level 4	Level 5	Level 6
Teaching, Learning and Assessment	288 hours	288 hours	267 hours	216 hours
Independent Study	912 hours	921 hours	813 hours	984 hours
Placement	-	-	120 hours	-

## Learning Support

If you have a question or a problem relating to your course, your Course Administrator is there to help you. Course Administrators work closely with academic staff and can make referrals to teaching staff or to specialist professional services as appropriate. They can give you a confirmation of attendance letter, and a transcript. You may also like to contact your Course Rep or the Students' Union Advice team for additional support with course-related questions.

If you have any questions about life at our University in general, call into or contact the Student Advice Hub on either campus. This team, consisting of recent graduates and permanent staff, are available to support you throughout your time here. They will make sure you have access to and are aware of the support, specialist services, and opportunities our University provides. There is a Student Advice Hub on the ground floor of the Rose Bowl at City Campus and one in Campus Central at Headingley. You can also find the team in the Gateway in the Leslie Silver Building at City Campus. Email enquiries may be directed to [studentadvicehub@leedsbeckett.ac.uk](mailto:studentadvicehub@leedsbeckett.ac.uk).

Within MyBeckett you will see two tabs (Support and Opportunities) where you can find online information and resources for yourselves. The Support tab gives you access to details of services available to give you academic and personal support. These include Library Services, the Students' Union, Money advice, Disability advice and support, Wellbeing, International Student Services and Accommodation. There is also an A-Z of Support Services, and access to online appointments/registration.

The Opportunities tab is the place to explore the options you have for jobs, work placements, volunteering, and a wide range of other opportunities. For example, you can find out here

how to get help with your CV, prepare for an interview, get a part-time job or voluntary role, take part in an international project, or join societies closer to home.