



LEEDS  
BECKETT  
UNIVERSITY

# Course Specification

## BA (Hons) Sport

## Marketing with

## Integrated

## Foundation Year

Course Code: BASMF

2022/23

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

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

## **Applicant Facing Course Specification for 2022/23 Undergraduate Entrants**

Confirmed at 31/01/2022

*This is the date the information has been confirmed as correct by the Course Director*

### **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 and 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 and Standard Timescales</b>	Start dates will be notified to students via their offer letter. The length and mode of delivery of the course is confirmed below: <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.
<b>Location(s) of Delivery</b>	Headingley Campus, Leeds (plus location of work placement, if applicable)
<b>Entry Requirements</b>	Admissions criteria are confirmed in your offer letter. Details of how the University recognises prior learning and supports credit transfer

are located here: <https://www.leedsbeckett.ac.uk/student-information/course-information/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 for Semester 1 will be made available to students during induction week via:

- i) The Student Portal (MyBeckett)
- ii) 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**

Jamie French – Foundation Year

Dr Ian Richards -Levels 4-6

#### **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/):  
<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. Option modules listed are indicative of a typical year. There may be some variance in the availability of option modules. 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	Y	Developing Lifelong Health and Performance	Y

(20 credits)		(20 credits)	
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)
The 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 Sports Industry			Y
Sport Broadcasting	Y	Research in Practice	Y
Marketing Communications	Y	Sport Sponsorship	Y
Soccer and Society	N	Sport Economics	N
		Business Enterprise Planning	N
Events and Facility Management			N

Level 6			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Sport Branding	Y	Digital Media for International Marketing	Y
Strategic Marketing	Y		
Major Independent Study (40 credits)			

Level 6			
Globalisation of Sport Business	N	Sport Business Analytics	N
Sport Governance	N	Sport, Peace-building and International Development	N
Sport Events Management			N
Sandwich Work Placement			N

### 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		
Level 4 Year 2			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Introduction to Sport Marketing	Y	Digital Business	Y
		Sport Finance	Y

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

Level 6 Year 1			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Sport Branding	Y	Digital Media for International Marketing	Y
Strategic Marketing	Y		
Level 6 Year 2			

Level 6 Year 1			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Major Independent Study (40 credits)			Y
Globalisation of Sport Business	N	Sport, Peace-building and International Development	N
Sport Governance	N	Sport Business Analytics	N
Sandwich Work Placement			N
Sport Events Management			N

## 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 and practical assessments.

## 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.

## Student Services

If you have any questions about life at University, call into our Student Services Centre at either campus or contact Student Advice directly. This team, consisting of trained officers and advisers 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. They also work on a wide range of projects throughout the year all designed to enhance your student experience and ensure you make the most of your time with us. Student Advice are located in the Student Services Centre in the Leslie Silver Building at City Campus and on the ground floor of the Priestley Building at Headingley Campus. The team can also be contacted via email at [studentadvice@leedsbeckett.ac.uk](mailto:studentadvice@leedsbeckett.ac.uk), telephone on 0113 812 3000, or by accessing our online chat link, available on the student homepage.

## Support and Opportunities

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.