



LEEDS
BECKETT
UNIVERSITY

Course

Specification

BA (Hons) Sport Marketing

Course Code: BASPM

2024/25

leedsbeckett.ac.uk

BA (Hons) Sport Marketing (BASPM)

Applicant Facing Course Specification for 2024/25 Undergraduate Entrants

Confirmed at DEC/2023

General Information

Award	Bachelor of Arts (with Honours) Sport Marketing
Contained Awards	Bachelor of Arts Sport Marketing Diploma of Higher Education Sport Marketing Certificate of Higher Education Sport Marketing
Awarding Body	Leeds Beckett University
Level of Qualification and Credits	Level 6 of the Framework for Higher Education Qualifications, with 120 credit points at each of Levels 4, 5 and 6 of the UK Credit Framework for Higher Education (360 credits in total).
Course Lengths and Standard Timescales	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">• 3 years (full time, campus based)• 4 years (full time, Sandwich Placement)• 6 years (part time, campus based)
Part Time Study	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 sandwich year work placement option is not generally available to PT students.
Location(s) of Delivery	The teaching on your course will take place at Headingley campus (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: https://www.leedsbeckett.ac.uk/student-information/course-information/recognition-of-prior-learning/ Admissions enquiries may be directed to: 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 .

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 (<https://www.leedsbeckett.ac.uk/our-university/public-information/academic-regulations/>)

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

Key Contacts

Your Course Director	Kacy Mackreth
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

Sandwich or Other 'In Year' Work Placement Information

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/>

Study Abroad - Global Engagement is increasingly at the forefront of the University's strategic plan, we have ambition targets for 10% of LBU students to participate in some form of overseas mobility. Further 'in year' development opportunities, enable the course to offer students the opportunity to do a semester study abroad and a full-year study abroad exchange with LBU international partner institutions. More information about the many benefits of undertaking a study abroad programme, along with details about how to apply may be found here: <https://www.leedsbeckett.ac.uk/study-abroad/>

Length

Placement Module

Core Module Employability in Sport Business Management has 120 hours during year 2 (Level 5)

Location – Not specified

Sandwich Work Placement

Sandwich Elective Module - Normally at least 37.5 hours per week for normally 46 weeks, undertaken between year 2 and year 3 (Level 5 and Level 6) (optional)

Location – Not specified

Study Abroad

Apply in Level 4 and carry out exchange in semester 1 of year 2 (Level 5) (optional)

Year Study Exchange- undertaken between year 2 and year 3 (Level 5 and Level 6) (optional)

Location - Not specified but at one of our recognised international partner institutions.

Professional Accreditation or Recognition Associated with the Course

Professional Body

N/A

Accreditation/ Recognition Summary

N/A

Course Overview

This Course will provide insight into the unique aspects of Sport Marketing, the ‘marketing of Sport’ and ‘marketing through Sport’ in a disruptive global and digital environment. Now firmly rooted in Society as a professional economic activity, sport is demanding knowledgeable and skilled 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 central to the sport marketing discipline. Subject specific knowledge will be acquired in sport marketing environments, sponsorship, consumer behaviour, media, technology, innovation, integrated marketing communications, branding, broadcasting, data analytics, digital and strategic marketing that are central to the multi-disciplinary nature of study. This degree aims to provide an inclusive programme of study that is academically challenging and vocationally relevant to ensure students have the desired 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 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 follows a participatory and interactive approach to learning. This approach to learning incorporates experiential learning and critical pedagogical approaches in sport management teaching to challenge the students, where the focus is more about learning from critical thinking, doing and reflecting on experience. Students participate in many types of experiential learning throughout the Course, for example in the Contemporary issues in Sport Management, Sport Media & Communications module at Level 4; Sport Broadcasting module at Level 5 and Strategic Marketing in Practice at Level 6. This participatory and experiential design encourages greater understanding of the Courses key threshold concepts to challenge and stimulate the students for deep learning to be fostered.

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

- Lectures (in-person and online)
- Seminars or workshops (in-person and online)
- Project work
- Recorded directed tasks (individual and group)
- Authentic Employer briefs
- Work Based Learning
- Shadowing, observing
- Group pitches to professionals in the industry
- Consultancy Project
- Power point, Canva, verbal and poster presentations
- Lab-based Information Technology – Adobe Premier Pro
- Content creation
- 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/vlogs
- Business & Marketing Simulations 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 4			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Contemporary Issues in Sport Management (20)	Y	Technology & Innovation in Sport (20)	Y
Personal, Professional and Academic Development (PPAD) in Sport Marketing (20)	Y	The Sport Consumer (20)	Y
Introduction to Sport Marketing (20)	Y	Sport Media & Communications (20)	Y

Level 5			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Professional Development in Sport Marketing ¹ (20)			Y
Sport Broadcasting (20)	Y	Research in Practice for Sport Marketing (20)	Y
Integrated Marketing Communications (20)	Y	Sport Sponsorship (20)	Y
Soccer and Society (20)	N	Sport Economics (20)	N
		Sport Entrepreneurship (20)	N
		Sport Law: Principles and Practice (20)	N
Events Management ¹ (20)			N

¹Taught across semesters NB All option modules are indicative

Level 6			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Sport Branding (20)	Y	Strategic Marketing in Practice (20)	Y
Marketing Analytics & Consumer Insight (20)	Y		
Final Year Project in Sport Marketing (FYP) ¹ (40)			Y
The Global Sport Environment (20)	N		N
Sport Governance (20)	N		N
Sport, Peace-building and International Development (20)	N		N
Project Leadership & Creativity ¹ (20)			N
Sandwich Work Placement ¹ (20)			N

¹Taught across semesters NB All option modules are indicative

Part Time Route

Level 4 Year 1			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Introduction to Sport Marketing (20)	Y	The Sport Consumer (20)	Y
Personal, Professional and Academic Development (PPAD) in Sport Marketing (20)	Y		
Level 4 Year 2			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Contemporary Issues in Sport Management (20)	Y	Technology & Innovation in Sport (20)	Y
		Sport Media & Communications (20)	Y

Level 5 Year 1			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Sport Broadcasting (20)	Y	Sport Sponsorship (20)	Y
Integrated Marketing Communications (20)	Y		
Level 5 Year 2			
		Research in Practice for Sport Marketing (20)	Y
Professional Development in Sport Marketing ¹ (20)			Y
Soccer and Society (20)	N	Sport Economics (20)	N
		Sport Entrepreneurship (20)	N
		Sport Law: Principles and Practice (20)	N
Events Management ¹ (20)			N

¹Taught across semesters NB All option modules are indicative

Level 6 Year 1			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Sport Branding (20)	Y	Strategic Marketing in Practice (20)	Y
Marketing Analytics & Consumer Insight (20)	Y		
Level 6 Year 2			

Level 6 Year 1			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Final Year Project in Sport Marketing ¹ (40)			Y
The Global Sport Environment (20)	N		
Sport Governance (20)	N		
Sport, Peace-building and International Development (20)			
Sandwich Work Placement ¹ (20)			N
Project Leadership & Creativity ¹ (20)			N

¹Taught across semesters NB All option modules are indicative

Students are encouraged to contact the Course Director regarding any potential exemptions they might be able to request from PSRBs in the future, based on their degree.

Assessment Balance and Scheduled Learning and Teaching Activities by Level

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

Level 4 is assessed by course work and practical assessments predominantly.

Level 5 is assessed by course work and practical assessments predominantly.

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

Workload

The number of hours of workload generally equates to 1200 per level for an honours degree, corresponding to the national standard of 10 notional hours of learning for each UK HE credit point.

Overall Workload	Level 4	Level 5	Level 6
Teaching, Learning and Assessment	282 hours	284 hours	210* hours

Overall Workload	Level 4	Level 5	Level 6
Independent Study	918 hours	796 hours	990* hours
Placement	-	120 hours	-

*These hours may differ to the hours presented for Level 6 where students have selected the sandwich placement option. Please see Sandwich Information section for further details about this option.

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, 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.