



LEEDS  
BECKETT  
UNIVERSITY

# Course Specification

## MSc Strategic Sport Marketing

Course Code: MSSMK

2024/25

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

# ***MSc Strategic Sport Marketing (MSSMK)***

## **Applicant Facing Course Specification for 2024/25 Postgraduate Entrants**

**Confirmed at DEC/2023**

### **General Information**

<b>Award</b>	Master of Science Strategic Sport Marketing
<b>Contained Awards</b>	Postgraduate Diploma Strategic Sport Marketing Postgraduate Certificate Strategic Sport Marketing
<b>Awarding Body</b>	Leeds Beckett University
<b>Level of Qualification and Credits</b>	Level 7 of the Framework for Higher Education Qualifications, with 180 credit points at Level 7 of the Higher Education Credit Framework for England
<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>• 1 year (full time, campus based)</li><li>• 2 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.
<b>Location(s) of Delivery</b>	The teaching on your course will take place at Headingley campus.
<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: <a href="https://www.leedsbeckett.ac.uk/student-information/course-information/recognition-of-prior-learning/">https://www.leedsbeckett.ac.uk/student-information/course-information/recognition-of-prior-learning/</a> Admissions enquiries may be directed to: <a href="mailto:AdmissionsEnquiries@leedsbeckett.ac.uk">AdmissionsEnquiries@leedsbeckett.ac.uk</a> .

## 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))

Standard University Regulations apply to this course, with one exception:

Exemption to Academic Regulation 2.3 'Standard Minimum Entry Requirements'; course entry requirements include IELTS 6.5 with no skills below 6.0, or an equivalent qualification.

## Key Contacts

### Your Course Director

Stephen Robson

### Your Academic Advisor

You will be notified of your Academic Advisor prior to commencing your course

### Your Course Administrator

Your Course Administrator can be contacted by emailing [SchoolOfSportPGAdmin@leedsbeckett.ac.uk](mailto:SchoolOfSportPGAdmin@leedsbeckett.ac.uk)

## 'In Year' Work Placement Information

### Summary

Students will have the option to undertake a placement, professional qualification or a number of other Industry, professional or experiential opportunities within the Professional Practice in the Sport Industry module.

### Length

Students have the option to undertake a minimum of 120 hours within an industry or professional context.

**Location:** Students are responsible for obtaining their own placement, with assistance from the University. The locations will vary, dependant on the opportunity.

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

### **Professional Body**

There is currently no professional accreditation associated with this course.

### **Accreditation/ Recognition Summary**

N/A

## **Course Overview**

### **Aims**

The aims of the programme are to:

1. Develop knowledge and understanding of strategic practices within Sport Marketing
2. Develop a critical understanding of a range of theories, methodologies and research findings in Strategic Sport Marketing and assess their significance and implications within the industry
3. Foster the development of vocational and professional competencies within Sport Marketing and provide opportunities for critical reflection on one's own and other's strategic marketing practices
4. Initiate, develop and implement independent research and expertise within the Sport Marketing industry.

### **Course Learning Outcomes**

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

1. Select, critique and apply relevant theoretical frameworks and empirical evidence for investigating and solving complex issues and problems in a strategic sport marketing context.
2. Demonstrate an applied and critical self-awareness of a range of key competencies applied to the professional development context of sports marketers.
3. Work collaboratively and constructively with individuals, groups and businesses, in varied sport marketing settings, demonstrating critical advocacy for suitable process and outcomes and sensitivity to equality, diversity and culture.
4. Assess contemporary sport marketing issues in order to devise valid and reliable research instruments for data collection and critically evaluate outcomes to relate them to existing knowledge structures and methodologies.
5. Develop an international perspective, including understanding the impact and ethical implications of globalisation on strategic sport marketing decisions.
6. Critically investigate the development of content strategies and their ability to influence the globally mediated consumption of sports products and services.

## **Teaching and Learning Activities**

### **Summary**

The course instils an atmosphere of inclusivity, providing a community, which encourages-collaboration, respectful discussion and engaging discourse, where all students can learn, express themselves and

develop in a supportive and encouraging environment. It places the student at the centre of the experience by fostering an inclusive, supportive, challenging and caring environment. Through a curriculum informed by research and professional practice, students will develop the required skills, knowledge and experience. The course will focus on developing the knowledge of the field whilst giving the students the opportunity to apply their learning in applied research and practical contexts.

In order to take account of the different learning styles and preferences of our students, we strive to provide a variety of assorted modes of delivery to support the diversity of student learners. ‘Reasonable-adjustments’ are made by the course team in instances where appropriate (religious holidays, work conflicts, etc.) to both the actual delivery and assessments.

The blend of teaching and learning methods in modules will involve a combination of face-to-face facilitated learning, key lectures in substantive areas, complemented by seminars and workshops, online learning, self-study through directed reading and independent study tasks as well as experiential learning, providing the opportunity for students to gain or develop essential industry experience. Teaching is typically live, face-to-face with some live online delivery, and that lectures are recorded where possible for future reference.

The delivery of taught sessions is highly focused around student engagement with the provided course content, while the assessments provide flexibility in terms of student choice of topics pertinent to their personal and professional interests.

### 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.

At Level 7, students study six, 20-credit core modules: Global Perspectives in Sport Marketing, Consumer Experiences, Media and Digital Transformations, Sport Management Research Skills, Brand Management and Sport Sponsorship and Analytics for Data Driven Decision Making, plus the double module Independent Project (40 credits).

Students then choose one 20-credit module from the Professional Development Suite: Professional Practice in Sport, Managing Creativity and Innovation or Advanced Leadership in Sport.

Level 7			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Global Perspectives in Sport Marketing	Y	Brand Management and Sport Sponsorship	Y
Sport Management Research Skills	Y	Analytics for Data Driven Decision Making	Y
Consumer Experiences	Y	Managing Creativity and Innovation	N
Professional Practice in Sport	N	Professional Practice in Sport	N

Industry (long-thin)		Industry (long-thin)	
Media and Digital Transformations	Y	Advanced Leadership in Sport	N
		Independent Project	Y

Nb. There may be some variance in the availability of option modules

### Recommended part time course structure (normally 2 years)

Semester 1 (sem 1 of year 1)	Core (Y/N)	Semester 2 (sem 2 of year 1)	Core (Y/N)
Global Perspectives in Sport Marketing	Y	Brand Management and Sport Sponsorship	Y
Consumer Experiences	Y	Managing Creativity and Innovation	N
Semester 3 (sem 1 of year 2)		Semester 4 (sem 2 of year 2)	
Sport Management Research Skills	Y	Analytics for Data Driven Decision-Making	Y
Professional Practice in Sport Industry (long-thin)	N	Professional Practice in Sport Industry (long-thin)	N
Media and Digital Transformations	Y	Advanced Leadership in Sport	N
		Independent Project	Y

Nb. There may be some variance in the availability of option modules.

The full-time and part-time study pattern outlined above reflects a recommended course study structure. However, it is recognised that for some students undertaking part-time study more flexibility will be needed in terms of number of modules completed each year as well as the order of modules studied.

### Assessment Balance and Scheduled Learning and Teaching Activities

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

On this course students will be assessed entirely by coursework.

#### Workload

Overall Workload	
Teaching, Learning and Assessment	282 hours
Independent Study	1518 or 1398 hours (dependent upon placement /equivalent option)
Placement	0 or 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.