



LEEDS  
BECKETT  
UNIVERSITY

# Course Specification

# BA (Hons) Sport Marketing

Course Code: BASPM

2026/27

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# BA (Hons) Sport Marketing (BASPM)

## Applicant Facing Course Specification for 2026/27 Entrants

Confirmed at 11/2025

### General Information

<b>Award</b>	Bachelor of Arts with Honours Sport Marketing
<b>Contained awards</b>	Bachelor of Arts Sport Marketing (Level 6) Diploma of Higher Education Sport Marketing (Level 5) Certificate of Higher Education Sport Marketing (Level 4)
<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 each of Levels 4, 5 and 6 of the UK Credit Framework for Higher Education (360 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: <ul style="list-style-type: none"><li>• 3 years (full time, campus based)</li><li>• 4 years (full time, campus based, with placement year)</li><li>• 6 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 from that defined within this information set but the modules offered within each level are consistent. Please note that a work placement option is not generally available to PT students.
<b>Location(s) of delivery</b>	The majority of teaching will be at Headingley campus but on occasion may be at City 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> .
<b>Course fees</b>	Course fees are confirmed in your offer letter. A breakdown of any additional costs is included on the online prospectus entry for this course. Fees enquiries may be directed to <a href="mailto:Fees@leedsbeckett.ac.uk">Fees@leedsbeckett.ac.uk</a> .

## **Policies, Standards and Regulations**

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

Standard regulations apply to this course.

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

None

## **'In Year' Work Placement Information**

### **Summary**

Elective Module Professional Development in Sport Management - 120 hours during year 2 (Level 5).

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).

### **Placement Delivery**

Leeds Beckett University is dedicated to improving the employability of our students and one of the ways in which we do this is to support them in gaining valuable work experience via work based placements. Our placement teams have developed strong links with companies, many of whom repeatedly recruit our students into excellent placement roles. Our teams support students through every stage of the placement process.

### **Location**

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

### **Approval**

Whilst students source their own placements, they will need to meet requirements which will be outlined before module enrolment.

### **Timetable**

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.

## **Key Contacts**

**Your course director**

Kacy Mackreth

**Your course administrator**

[schoolofsportadmin@leedsbeckett.ac.uk](mailto:schoolofsportadmin@leedsbeckett.ac.uk)

## 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 Full Time

#### *Compulsory modules*

<b>Module title</b>	<b>Credits</b>	<b>Semester/ teaching period</b>
Contemporary Issues in Sport Management	20	Semester 1
Introduction to Sport Marketing	20	Semester 1
Personal, Professional and Academic Development in Sport Management	20	Semester 1
Technology & Innovation in Sport	20	Semester 2
Sport Media & Communications	20	Semester 2
The Sport Consumer	20	Semester 2
Number of credits of compulsory modules	120	

#### *Option modules*

None

### Level 5 Full Time

#### *Compulsory modules*

<b>Module title</b>	<b>Credits</b>	<b>Semester/ teaching period</b>
Integrated Marketing Communications	20	Semester 1
Sport Broadcasting	20	Semester 1
Research in Practice for Sport Management	20	Semester 2
Sport Sponsorship	20	Semester 2
Number of credits of compulsory modules	80	

#### *Option modules*

<b>Module title</b>	<b>Credits</b>	<b>Semester/ teaching period</b>
Soccer and Society	20	Semester 1
Sport Economics	20	Semester 1
Sport for Social Change	20	Semester 2
Sports Events Management	20	Semester 1 and 2
Professional Development in Sport Management	20	Semester 1 and 2
Number of credits of option modules a student should choose	40	

## Level 6 Full Time

### *Compulsory modules*

Module title	Credits	Semester/ teaching period
Sport Branding	20	Semester 1
Marketing Analytics & Consumer Insight	20	Semester 1
Strategic Marketing in Practice	20	Semester 2
Final Year Project in Sport Management	40	Semester 1 and 2
Number of credits of compulsory modules	100	

### *Option modules*

Module title	Credits	Semester/ teaching period
Sport Governance	20	Semester 1
The Global Sport Environment	20	Semester 1
Sport Entrepreneurship	20	Semester 2
Sport Law: Principles and Practices	20	Semester 2
Sport, Social Justice, and International Development	20	Semester 2
Sandwich Work Placement	20	Semester 1 and 2
Number of credits of option modules a student should choose	20	

## Level 4 Part Time

### *Compulsory modules*

Module title	Credits	Semester/ teaching period
Introduction to Sport Marketing	20	Semester 1 – Year1
Personal, Professional and Academic Development in Sport Management	20	Semester 1 – Year1
The Sport Consumer	20	Semester 2 – Year1
Contemporary Issues in Sport Management	20	Semester 1 – Year 2
Technology & Innovation in Sport	20	Semester 2 – Year 2
Sport Media & Communications	20	Semester 2 – Year 2
Number of credits of compulsory modules	120	

### *Option modules*

None

## Level 5 Part Time

### *Compulsory modules*

<b>Module title</b>	<b>Credits</b>	<b>Semester/ teaching period</b>
Integrated Marketing Communications	20	Semester 1 – Year 1
Sport Broadcasting	20	Semester 1 – Year 1
Sport Sponsorship	20	Semester 2 – Year 1
Research in Practice for Sport Management	20	Semester 2 – Year 2
Number of credits of compulsory modules	80	

### *Option modules*

<b>Module title</b>	<b>Credits</b>	<b>Semester/ teaching period</b>
Soccer and Society	20	Semester 1 – Year 2
Sport Economics	20	Semester 1 – Year 2
Sport for Social Change	20	Semester 2 – Year 2
Sport Events Management	20	Semester 1 and 2 – Year 2
Professional Development in Sport Management	20	Semester 1 and 2 – Year 2
Number of credits of option modules a student should choose	40	

## Level 6 Part Time

### *Compulsory modules*

<b>Module title</b>	<b>Credits</b>	<b>Semester/ teaching period</b>
Sport Branding	20	Semester 1 – Year 1
Marketing Analytics & Consumer Insight	20	Semester 1 – Year 1
Strategic Marketing in Practice	20	Semester 2 – Year 1
Final Year Project in Sport Management	40	Semester 1 and 2 – Year 2
Number of credits of compulsory modules	100	

### *Option modules*

<b>Module title</b>	<b>Credits</b>	<b>Semester/ teaching period</b>
Sport Governance	20	Semester 1 – Year 2
The Global Sport Environment	20	Semester 1 – Year 2
Sport Entrepreneurship	20	Semester 2 – Year 2
Sport Law: Principles and Practices	20	Semester 2 – Year 2
Sport, Social Justice, and International Development	20	Semester 2 – Year 2
Number of credits of option modules a student should choose	20	

## Assessment 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

#### *Level 4*

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

#### *Level 5*

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

#### *Level 6*

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

### Workload

Overall Workload	Level 4	Level 5	Level 6
Teaching, learning and assessment	288 hours	284 hours	208* hours
Independent study	912 hours	796 hours	992* hours
Placement	-	120 hours	-

\*These hours may differ to the hours presented for Level 6 where students have selected the sandwich placement option.