



**LEEDS
BECKETT
UNIVERSITY**

Course information for applicants

This information applies to the course as it will be delivered to students starting the course in 2027/28.

Information provided here was confirmed on 11/08/2026

General information

Programme code

BASPM

Target award

If you complete this course successfully you will be eligible for the award of:

BA (Hons) Sport Marketing

Delivery mode

- ☒ On campus
☐ Distance learning

Where you will study

The majority of teaching will be at Headingley campus but on occasion may be at City campus.

Awarding body

Leeds Beckett University

Regulator

Office for Students

Level of qualification

Level 6 of the Framework for Higher Education Qualifications

Course duration

If you are made an offer of a place on the course, your offer letter will include the start date.

This course can be studied:

- 3 years full-time
- 4 years full-time with a placement year
- 6 years part-time

Part-time study

This course can be studied part-time.

If you study the course part-time, it will usually take twice as long to complete compared with the equivalent full-time course. The modules may be delivered in a different sequence than on the full-time course, but you will study the same modules at each academic level. With the agreement of the course team, you may be able to increase your pace of study to shorten the overall course duration.

As a part-time student, you will not usually have the option of a work placement.

Work placement

If you opt to undertake a full year placement and this is completed successfully you will have the words 'with placement year' added to the award title including for any contained awards that you are eligible for.

This course also includes an optional placement module, Professional Development in Sport Management, at Level 5.

Students are responsible for obtaining their own placement, with assistance from the University. Whilst students source their own placements, they will need to meet requirements which will be outlined before module enrolment. The locations will vary, dependent on the opportunity.

Entry requirements

Admissions criteria are available on the online prospectus entry for this course.

If you have previous relevant qualifications or experience, you could be exempt from certain parts of your course. Recognition of prior learning (RPL) allows you to start your course at a point appropriate to the learning and skills that you may have developed in a professional, vocational or community setting.

Find out more here: <https://www.leedsbeckett.ac.uk/student-information/course-information/recognition-of-prior-learning>

If you have questions about entry requirements and admissions, contact AdmissionsEnquiries@leedsbeckett.ac.uk

Course fees

Course fees and a breakdown of any additional costs is included on the online prospectus entry for this course.

If you have questions about fees for this course, contact Fees@leedsbeckett.ac.uk

Timetable

You will receive your full timetable for the year during induction week.

What you will study

Course aims

The aims of the course are:

- To provide an integrated programme of study that is academically challenging and commercially relevant to the Sport Marketing field.
- To provide a broad, analytical, multi-disciplinary study of the nature, growth, and changing environment of Sport Marketing.
- To provide a sound basis for further study, career opportunities and continuing professional development in Sport Marketing or related employment contexts.
- 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.
- To foster a spirit of critical enquiry, knowledge and familiarity with the relevance and ethical application of research to Sport Marketing.

Teaching and learning activities

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.

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 course's 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

Course structure

This information is correct for students progressing through the course within standard timescales. If you have to repeat study or take time out during your course, you may be taught alternative modules which meet the overall course learning outcomes.

The option modules listed may vary. Those listed here are likely to be offered in a typical year.

Level 4

Compulsory modules – full-time

Module title	Credits	Semester/teaching period
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
Total number of credits of compulsory modules:	120	

Level 5

Compulsory modules – full-time

Module title	Credits	Semester/teaching period
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
Total number of credits of compulsory modules:	80	

Option modules – full-time

Module title	Credits	Semester/teaching period
Soccer and Society	20	Semester 1
Sport Economics	20	Semester 1
Sports Events Management	20	Semester 1
Professional Development in Sport Management	20	Semester 2
Sport for Social Change	20	Semester 2
Total number of credits of elective modules a student must enrol on:	40	

Placement year – full-time

Module title	Credits	Semester/teaching period
CSS Placement Year	120	Semester 1 and 2
Total number of credits of compulsory modules:	120	

Level 6**Compulsory modules – full-time**

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
Total number of credits of compulsory modules:	100	

Option modules – full-time

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
Total number of credits of elective modules a student must enrol on:	20	

Level 4**Compulsory modules – part-time**

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
Total number of credits of compulsory modules:	120	

Level 5**Compulsory modules – part -time**

Module title	Credits	Semester/teaching period
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
Total number of credits of compulsory modules:	80	

Option modules – part -time

Module title	Credits	Semester/teaching period
Soccer and Society	20	Semester 1 - Year 2
Sport Economics	20	Semester 1 - Year 2
Sports Events Management	20	Semester 1 - Year 2
Professional Development in Sport Management	20	Semester 2 - Year 2
Sport for Social Change	20	Semester 2 - Year 2
Total number of credits of elective modules a student must enrol on:	40	

Level 6

Compulsory modules – part -time

Module title	Credits	Semester/teaching period
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
Total number of credits of compulsory modules:	100	

Option modules – part -time

Module title	Credits	Semester/teaching period
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
Total number of credits of elective modules a student must enrol on:	20	

Assessment and feedback

The balance of assessment may change depending on which option modules you choose.

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.

Placement year

The placement year is assessed entirely by coursework.

Level 6

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

Workload

You can expect to spend a total of 100 hours learning per 10 credits.

Typically, a student on this course can expect to divide their time like this:

Overall workload	Level 4	Level 5	Placement year (if chosen)	Level 6
Teaching, learning and assessment	288 hours	284 hours	0 hours	208 hours
Independent study	912 hours	796 hours	0 hours	992 hours
Placement study	0 hours	120 hours (optional)	1,200 hours	0 hours