

MKTG H2321: Sports Marketing

NFQ Level: 6 Module Delivered In 6 programme(s) Teaching & Learning Strategies: Learners will be exposed to theory and practice of sports marketing through exposure to and study of academic materials (exits, journals etc.) and industry practice materials (case studies, live case examples, industry reports etc.). Classes will be turking in nature where learners will be expected to actively engage with module materials (online & offline), problem solving exercises and participate in class discussion and debate. Learners will be encouraged to self-reflect. Module Aim: The aim of this module is to provide the learner with an understanding of the principles and practice of Marketing in the Sports Industry. Learners should be able to identify and develop customer focused solutions to marketing problems. Learning Outcomes Do successful completion of this module the learner should be able to: L01 Describe the concept of Marketing in the Sports Industry L02 Assess the Marketing Environment of a sports organisation L03 Select and apply marketing principles L04 Utilise market research to underpin marketing solutions L05 Describe and apply the Marketing Mix L06 Plan and present a customer focused Marketing Plan for a sports product/service/club Pre-requisite learning That is recommended before enrolment in this module. No recommendations listed These are modules listed <t< th=""><th></th><th></th></t<>					
Credits: 10 NFQ Level: 6 Module Dellvered In 6 programme(s) Teaching & Learning Learners will be exposed to theory and practice of sports marketing through exposure to and study of academic materials (texts, journals etc.) and industry practice materials (case studies, live case examples, industry reports etc.). Classes will be tutorial in nature where learners will be expected to actively engage with module materials (texts, journals etc.) and industry practices and participate in class discussion and debate. Learners will be encouraged to self-reflect. Module Aim: The aim of this module is to provide the learner with an understanding of the principles and practice of solutions to marketing problems. Learning Outcomes The aim of this module is to provide the learner with an understanding of the principles and practice of solutions to marketing problems. LO1 Describe the concept of Marketing in the Sports Industry. Learners should be able to ito a solutions to marketing principles LO4 Utilise market research to underpin marketing solutions LO3 Select and apply marketing principles LO4 Utilise market research to underpin marketing solutions LO5 Describe and apply the Marketing Mix LO6 Plan and present a customer focused Marketing Plan for a sports product/service/club Pre-requisite learning Module Recommendations Tris is prior learning outcomes that are to	Module Title:	Sports Marketing			
NFQ Level: 6 Module Delivered In 6 programme(s) Teaching & Learning Strategies: Learners will be exposed to theory and practice of sports marketing through exposure to and study of academic materials (exits, journals etc.) and industry practice materials (case studies, live case examples, industry reports etc.). Classes will be turking in nature where learners will be expected to actively engage with module materials (online & offline), problem solving exercises and participate in class discussion and debate. Learners will be encouraged to self-reflect. Module Aim: The aim of this module is to provide the learner with an understanding of the principles and practice of Marketing in the Sports Industry. Learners should be able to identify and develop customer focused solutions to marketing problems. Learning Outcomes Do successful completion of this module the learner should be able to: L01 Describe the concept of Marketing in the Sports Industry L02 Assess the Marketing Environment of a sports organisation L03 Select and apply marketing principles L04 Utilise market research to underpin marketing solutions L05 Describe and apply the Marketing Mix L06 Plan and present a customer focused Marketing Plan for a sports product/service/club Pre-requisite learning That is recommended before enrolment in this module. No recommendations listed These are modules listed <t< td=""><td>Language of Instruction:</td><td>English</td></t<>	Language of Instruction:	English			
Module Delivered In © programme(s) Teaching & Learning Strategies: Learners will be exposed to theory and practice of sports marketing through exposure to and study of academic materials (cetxis, journals etc.) and industry practice materials (case studies, live case examples, industry reports etc.). Classes will be turonit in nature where learners will be exposed to a city with module materials (online & offline), problem solving exercises and participate in class discussion and debate. Learners will be encouraged to self-reflect. Module AIm: The aim of this module is to provide the learner with an understanding of the principles and practice of Marketing in the Sports Industry. Learners should be able to identify and develop customer focused solutions to marketing problems. Learning Outcomes On successful completion of this module the learner should be able to: Loar solutions to marketing in the Sports Industry L01 Describe the concept of Marketing in the Sports Industry L02 Assess the Marketing principles L04 Utilise market research to underpin marketing solutions L05 Describe and apply the Marketing Mix L06 Plan and present a customer focused Marketing Plan for a sports product/service/club Pre-requisite learning Modules Recommendations This is prior learning (or a practical skill) that is recommended before enrolment in this module. No recommendations Interming outcomes that are too similar to the learning outcomes	Credits: 1)			
Teaching & Learning Teaching & Learning Strategies: Learners will be exposed to theory and practice of sports marketing through exposure to and study of academic materials (exts, journals etc) and industry practice materials (case studies, live case examples, industry reports etc.). Classes will be tutorial in nature where learners will be expected to actively engage with module materials (online & offline), problem solving exercises and participate in class discussion and debate. Learners will be encouraged to self-reflect. Module Aim: The aim of this module is to provide the learner with an understanding of the principles and practice of Marketing in the Sports Industry. Learners should be able to identify and develop customer focused solutions to marketing problems. Learning Outcomes Describe the concept of Marketing in the Sports Industry L01 Describe the concept of Marketing in the Sports Industry L02 Assess the Marketing Environment of a sports organisation L03 Select and apply marketing principles L04 Utilise market research to underpin marketing solutions L05 Describe and apply the Marketing Mix L06 Plan and present a customer focused Marketing Plan for a sports product/service/club Pre-requisite learning (or a practical skill) that is recommended before enrolment in this module. No recommendations This is prior learning outcomes that are too similar to the learning outcomes of this module.	NFQ Level: 6				
Teaching & Learning Teaching & Learning Strategies: Learners will be exposed to theory and practice of sports marketing through exposure to and study of academic materials (exts, journals etc) and industry practice materials (case studies, live case examples, industry reports etc.). Classes will be tutorial in nature where learners will be expected to actively engage with module materials (online & offline), problem solving exercises and participate in class discussion and debate. Learners will be encouraged to self-reflect. Module Aim: The aim of this module is to provide the learner with an understanding of the principles and practice of Marketing in the Sports Industry. Learners should be able to identify and develop customer focused solutions to marketing problems. Learning Outcomes Describe the concept of Marketing in the Sports Industry L01 Describe the concept of Marketing in the Sports Industry L02 Assess the Marketing Environment of a sports organisation L03 Select and apply marketing principles L04 Utilise market research to underpin marketing solutions L05 Describe and apply the Marketing Mix L06 Plan and present a customer focused Marketing Plan for a sports product/service/club Pre-requisite learning (or a practical skill) that is recommended before enrolment in this module. No recommendations This is prior learning outcomes that are too similar to the learning outcomes of this module.	Module Delivered In	6 programme(s)			
Strategies: academic materials (texts, journals etc.) and industry practice materials (case studies, live case examples, industry proports etc.). Classes will be turbred in an under enterines will be expected to actively engage with module materials (online & offline), problem solving exercises and participate in class discussion and debate. Learners will be encouraged to self-reflect. Module Alim: The aim of this module is to provide the learner with an understanding of the principles and practice of Marketing in the Sports Industry. Learners should be able to identify and develop customer focused solutions to marketing problems. Learning Outcomes Do successful completion of this module the learner should be able to: L01 Describe the concept of Marketing in the Sports Industry L02 Assess the Marketing Environment of a sports organisation L03 Select and apply marketing principles L04 Utilise market research to underpin marketing solutions L05 Describe and apply the Marketing Mix L06 Plan and present a customer focused Marketing Plan for a sports product/service/club Pre-requisite learning Module Recommendations This is prior learning (or a practical skill) that is recommended before enrolment in this module. No recommendations The earning outcomes that are too similar to the learning outcomes of this module. No recompatible Modules These are modules which have learning outcomes that are too similar to th	module Delivered III	<u>o programme(s)</u>			
Marketing in the Sports Industry. Learners should be able to identify and develop customer focused solutions to marketing problems. Learning Outcomes On successful completion of this module the learner should be able to: L01 Describe the concept of Marketing in the Sports Industry L02 Assess the Marketing Environment of a sports organisation L03 Select and apply marketing principles L04 Utilise market research to underpin marketing solutions L05 Describe and apply the Marketing Mix L06 Plan and present a customer focused Marketing Plan for a sports product/service/club Pre-requisite learning Module Recommendations This is prior learning (or a practical skill) that is recommended before enrolment in this module. No recommendations listed No incompatible Modules Incompatible Modules listed Co-requisite modules listed		academic materials (texts, journals etc.) and industry practice materials (case studies, live case examples, industry reports etc.). Classes will be tutorial in nature where learners will be expected to actively engage with module materials (online & offline), problem solving exercises and participate in class discussion and			
On successful completion of this module the learner should be able to: L01 Describe the concept of Marketing in the Sports Industry L02 Assess the Marketing Environment of a sports organisation L03 Select and apply marketing principles L04 Utilise market research to underpin marketing solutions L05 Describe and apply the Marketing Mix L06 Plan and present a customer focused Marketing Plan for a sports product/service/club Pre-requisite learning Module Recommendations This is prior learning (or a practical skill) that is recommended before enrolment in this module. No recommendations listed Incompatible Modules These are modules which have learning outcomes that are too similar to the learning outcomes of this module. No incompatible modules listed Co-requisite modules listed Description modules listed	Module Aim:	Marketing in the Sports Industry. Learners should be able to identify and develop customer focused			
LO1 Describe the concept of Marketing in the Sports Industry LO2 Assess the Marketing Environment of a sports organisation LO3 Select and apply marketing principles LO4 Utilise market research to underpin marketing solutions LO5 Describe and apply the Marketing Mix LO6 Plan and present a customer focused Marketing Plan for a sports product/service/club Pre-requisite learning Module Recommendations This is prior learning (or a practical skill) that is recommended before enrolment in this module. No recommendations listed Incompatible Modules These are modules which have learning outcomes that are too similar to the learning outcomes of this module. No incompatible modules listed Co-requisite modules listed No corequisite modules listed	Learning Outcomes				
LO2 Assess the Marketing Environment of a sports organisation LO3 Select and apply marketing principles LO4 Utilise market research to underpin marketing solutions LO5 Describe and apply the Marketing Mix LO6 Plan and present a customer focused Marketing Plan for a sports product/service/club Pre-requisite learning Module Recommendations This is prior learning (or a practical skill) that is recommended before enrolment in this module. No recommendations listed Incompatible Modules These are modules which have learning outcomes that are too similar to the learning outcomes of this module. No incompatible modules listed Co-requisite Modules No Co-requisite modules listed No recuisite modules listed	On successful completion	f this module the learner should be able to:			
LO3 Select and apply marketing principles LO4 Utilise market research to underpin marketing solutions LO5 Describe and apply the Marketing Mix LO6 Plan and present a customer focused Marketing Plan for a sports product/service/club Pre-requisite learning Module Recommendations This is prior learning (or a practical skill) that is recommended before enrolment in this module. No recommendations listed Incompatible Modules These are modules which have learning outcomes that are too similar to the learning outcomes of this module. No incompatible modules listed Co-requisite Modules No Co-requisite modules listed No Co-requisite modules listed	LO1 Describe the	O1 Describe the concept of Marketing in the Sports Industry			
LO4 Utilise market research to underpin marketing solutions LO5 Describe and apply the Marketing Mix LO6 Plan and present a customer focused Marketing Plan for a sports product/service/club Pre-requisite learning Module Recommendations This is prior learning (or a practical skill) that is recommended before enrolment in this module. No recommendations listed Incompatible Modules These are modules which have learning outcomes that are too similar to the learning outcomes of this module. No incompatible modules listed Co-requisite Modules No Co-requisite modules listed No Co-requisite modules listed	LO2 Assess the M	Assess the Marketing Environment of a sports organisation			
LO5 Describe and apply the Marketing Mix LO6 Plan and present a customer focused Marketing Plan for a sports product/service/club Pre-requisite learning Module Recommendations This is prior learning (or a practical skill) that is recommended before enrolment in this module. No recommendations listed Incompatible Modules These are modules which have learning outcomes that are too similar to the learning outcomes of this module. No incompatible modules listed Co-requisite Modules No Co-requisite modules listed	LO3 Select and a	pply marketing principles			
LO6 Plan and present a customer focused Marketing Plan for a sports product/service/club Pre-requisite learning Module Recommendations This is prior learning (or a practical skill) that is recommended before enrolment in this module. No recommendations listed Incompatible Modules These are modules which have learning outcomes that are too similar to the learning outcomes of this module. No incompatible modules listed Co-requisite Modules No Co-requisite modules listed	LO4 Utilise marke	t research to underpin marketing solutions			
Pre-requisite learning Module Recommendations This is prior learning (or a practical skill) that is recommended before enrolment in this module. No recommendations listed Incompatible Modules These are modules which have learning outcomes that are too similar to the learning outcomes of this module. No incompatible modules listed Co-requisite Modules No Co-requisite modules listed	LO5 Describe and	apply the Marketing Mix			
Module Recommendations This is prior learning (or a practical skill) that is recommended before enrolment in this module. No recommendations listed Incompatible Modules These are modules which have learning outcomes that are too similar to the learning outcomes of this module. No incompatible modules listed Co-requisite Modules No Co-requisite modules listed	LO6 Plan and pre	Plan and present a customer focused Marketing Plan for a sports product/service/club			
This is prior learning (or a practical skill) that is recommended before enrolment in this module. No recommendations listed Incompatible Modules These are modules which have learning outcomes that are too similar to the learning outcomes of this module. No incompatible modules listed Co-requisite Modules No Co-requisite modules listed	Pre-requisite learning				
Incompatible Modules These are modules which have learning outcomes that are too similar to the learning outcomes of this module. No incompatible modules listed Co-requisite Modules No Co-requisite modules listed					
These are modules which have learning outcomes that are too similar to the learning outcomes of this module. No incompatible modules listed Co-requisite Modules No Co-requisite modules listed	No recommendations listed				
Co-requisite Modules No Co-requisite modules listed		ave learning outcomes that are too similar to the learning outcomes of this module.			
No Co-requisite modules listed	No incompatible modules listed				
	Co-requisite Modules				
Requirements	No Co-requisite modules li	ted			
This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.	Requirements This is prior learning (or a p	ractical skill) that is mandatory before enrolment in this module is allowed.			
No requirements listed	No requirements listed				



MKTG H2321: Sports Marketing

Module Content & Assessment

Indicative Content

Introduction to Sports Marketing

Sports Marketing Defined; The role of marketing in a sports organisation; Marketing in a digital environment; Ethical issues in marketing

The Marketing Environment Sports Market Analysis - An examination of global and local trends in sports marketing

Understanding Sports Consumers Sports customers; Spectator, participant and sponsor. Understanding the customer decision making process and influences.

Target Marketing and Positioning Segmentation, targeting and positioning/repositioning

Market Research

Market research techniques used in sport marketing

The Marketing Mix Marketing Mix Strategy - Managing sport brands. Pricing the sports offering. Distributions channels and sports logistics. Promotion - the integrated marketing communications mix. Sports marketing in a digital era. The fundamentals of sports sponsorship. Sponsorship and Sponsorship activation.

The Marketing Plan The Marketing Plan

Assessment Breakdown	%
Project	50.00%
End of Module Formal Examination	50.00%

No Continuous Assessment

Project				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Group project Students will produce a customer focused marketing plan for a sports related product/service based on sound market research.	2,3,4,5,6	50.00	Week 8

No Practical

End of Module Formal Examination					
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date	
Formal Exam	Written Examination	1,2,3,4,5	50.00	End-of-Semester	

SETU Carlow Campus reserves the right to alter the nature and timings of assessment



MKTG H2321: Sports Marketing

Module Workload

Workload: Full Time		
Workload Type	Frequency	Average Weekly Learner Workload
Lecture	Every Week	6.00
Estimated Learner Hours	Every Week	12.00
	Total Hours	18.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BBSMC_B	Bachelor of Arts (Honours) in Sport Management and Coaching	3	Mandatory
CW_BBSOC_D	Bachelor of Arts in Sport Coaching and Business Management (Football)	3	Mandatory
CW_BBGAA_D	Bachelor of Arts in Sport Coaching and Business Management (GAA)	3	Mandatory
CW_BBRUG_D	Bachelor of Arts in Sport Coaching and Business Management (Rugby)	3	Mandatory
CW_BBSBC_D	Bachelor of Arts in Sport, Business and Coaching	3	Mandatory
CW_BBSBC_B	Bachelor or Arts (Honours) in Sport, Business and Coaching	3	Mandatory