MKTG H2321: Sports Marketing

Module Title:	Sports Marketing
Language of Instruction:	English

Credits:	10

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 (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 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:	
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
No Co-requisite modules listed
Requirements *This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.*
No requirements listed

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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

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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